



# Hope, meet Gratitude: The UW Health Transplant Experience

Monona Terrace Community  
and Convention Center  
Madison, WI  
June 7–8, 2016

# Exhibitor Schedule & Information

## EVENT SCHEDULE-AT-A-GLANCE

Tuesday, June 7, 2016	Exhibitor Registration: 6:30 a.m.–4:30 p.m.
Tuesday, June 7, 2016	Exhibitor Set-up: 6:30–7:45 a.m.
Tuesday, June 7, 2016	Exhibit Hall Open: 7:45 a.m.–2:30 p.m. during Continental Breakfast, Breaks (a.m./p.m.), Lunch
Wednesday, June 8, 2016	Exhibit Hall Open: 7:30 a.m.–2:45 p.m. during Continental Breakfast, Breaks (a.m./p.m.), Lunch
Wednesday, June 8, 2016	Exhibitor Tear-Down: 2:45–4:30 p.m.

*Refer to the Conference Agenda for times.*

## EVENT INFORMATION

### Exhibit Location

Monona Terrace Community and Convention Center  
Exhibit Location: Level 4 — Madison Ballroom A-B  
One John Nolen Drive  
Madison, WI 53703  
Web site: [mononaterrace.com](http://mononaterrace.com)

### Registration

All participants affiliated with exhibits must register for the event at <https://www.optumhealtheducation.com/uw2016-regform>

Complimentary registrations included with exhibit fee:

- OptumHealth Education Annual Supporters: Refer to your support agreement
- All Other Exhibitors: 2 complimentary registrations

Registration instructions:

- For complimentary registrations, under Registration Type, select Vendor/Industry Registration.
- For additional representatives, contact OptumHealth Education for fees and instructions.

### Booth Equipment

1 Draped 8-Foot Table  
2 Chairs  
Exhibit area is carpeted

### Utilities, Audio Visual Equipment and Internet

Exhibitors are responsible for any special requirements. Complete the Exhibitor Service Order form included at the end of this document for your audio visual and electrical needs. Internet information is included in the form. A 20% discount will be applied to orders received with full payment by May 23.

### Exhibit Hall Drawing

To encourage Exhibit Hall activity, OptumHealth Education will hold daily prize drawings. To qualify for these drawings, attendees will visit exhibitors to collect drawing tickets each day. Attendees will write their names on the tickets and drop them into the raffle drum for a chance to win a daily prize.

### Contact Us

Exhibit Manager: LuAnne Ronning  
Phone: (218) 834-6369

E-mail: [luanne.ronning@optumhealtheducation.com](mailto:luanne.ronning@optumhealtheducation.com)  
Conference WebSite: <https://www.optumhealtheducation.com/uw2016>

# Exhibitor Shipping Instructions

## EXHIBITOR SHIPPING INSTRUCTIONS

### Shipping Labels:

Shipping of materials to and from the venue is the Exhibitor's responsibility. Packages will be accepted if received within 2 business days of the conference. To ensure proper delivery, include the following information on packages:

UW Transplant Conf/<Exhibiting Organization Name>  
c/o Monona Terrace Convention Center  
One John Nolen Drive  
Madison, WI 53703

### Delivery of Shipment to Booth:

To aid in delivery of exhibitors' shipments to their assigned booths, shipment tracking information must be provided to the Exhibit Manager as follows:

Submit to [luanne.ronning@optumhealtheducation.com](mailto:luanne.ronning@optumhealtheducation.com)

Due Date: Wednesday, June 1, 2016

Tracking Information Required:

- ☐ Shipping Vendor (FedEx, UPS, etc.):
- ☐ Tracking #(s):
- ☐ # of Items Shipped:

**OR**

- ☐ Shipment will be hand carried\*\*

\*\* Local Exhibitors: Use the Level 4 Main Entrance Drive-Thru Lane to unload exhibit materials. Refer to the directions and map at the end of this document.

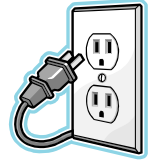
### Return Shipping:

Exhibitors are responsible for making their own return shipping arrangements. It is Exhibitors' responsibility to pack, secure and label each piece of their outbound shipment, as well as schedule a pickup with their shipping vendor (e.g. UPS, FedEx). Any shipping charges for outbound packages are the Exhibitors' responsibility.



**IMPORTANT! THESE SERVICES ARE PROVIDED BY MONONA TERRACE COMMUNITY & CONVENTION CENTER. DO NOT SUBMIT THE ATTACHED FORM TO THE EXHIBIT SERVICE CONTRACTOR (see instruction below).**

Feb 2016



## Electrical Notice

**Please be advised that no power is provided with your booth space.** Each exhibitor is responsible for ordering and paying for all electrical hookups. An electrical inventory is conducted to determine if power is being used by each booth. **Plugging into an outlet constitutes an order and you will be charged accordingly.**

Standard 20 amp service provides two outlets suitable for most booth lighting or small appliances. Please check your appliance for electrical requirements.

It is advisable to order your electrical hookup in advance so we will not have to disturb you in your booth while you are with a customer. If you have not made arrangements for an electrical hookup prior to the day of load in, please come directly to the Utility Service Desk to place your order.



## Internet Notice

**Internet Access** – Monona Terrace offers both wired and wireless Internet access. To order a **HARD-WIRED** Internet connection, please select "High Speed Internet Connection" on the order form.

High speed **WIRELESS** Internet access **MAY ONLY BE PURCHASED ON-SITE** at Monona Terrace for \$10.00 per day with a credit card (Visa, MasterCard, American Express or Discover). This service cannot be ordered in advance on this form.

Due to interference issues, exhibitors **MAY NOT** set up their own wireless system in our facility.



## General Information

The price list is not a complete list of services and equipment available at Monona Terrace Community and Convention Center. If there is anything else you require, please phone **608-261-4000** and ask to speak to the Event Coordinator.

**Monona Terrace equipment and services are furnished subject to the accompanying Terms and Conditions.**

**Thank you for your cooperation and have a great show!!**

Place your order online at [exhibitor.mononaterrace.com](http://exhibitor.mononaterrace.com),

or, \*Email, mail or fax completed form to:



*\* Please be mindful that sending credit card information via email is not secure. If emailing your form, you may omit the credit card number and we will phone you upon receipt to obtain the number.*

Monona Terrace  
One John Nolen Drive  
Madison, WI 53703  
Fax: (608) 261-4050

[amiller@mononaterrace.com](mailto:amiller@mononaterrace.com)



**DO NOT FAX THIS ORDER TO THE EXHIBIT SERVICE CONTRACTOR (i.e. VALLEY EXPO or WISCONSIN EXPO)!**



# MONONA TERRACE COMMUNITY AND CONVENTION CENTER

ONE JOHN NOLEN DRIVE MADISON, WI 53703 TEL 608 261-4000 FAX 608 261-4050

## 2016 EXHIBITOR SERVICE ORDER (updated Feb 2016)

Qty	Utilities/Internet/AudioVisual	Rate	Ext
	20 Amp. Electrical Outlet 2000 Watt 120V	81.25/event	
<b>Power is delivered via duplex end cord</b>			
	30 Amp. 120/208V	\$ 212.50/event	
	60 Amp. 120/208V	\$ 300.00/event	
	Extension Cord	\$ 6.25/event	
	Power Strip	\$ 6.25/event	
	Water Hookup	\$ 87.50/event	
	Telephone Analog Line	\$ 187.50/event	
	High Speed Internet Connection 30 MB	\$ 243.75/event	
	24" Flat Panel Computer Monitor	\$ 68.75/day	
	32" LCD Screen on Cart	\$ 100.00/day	
	48" LCD Screen on Stand	\$ 218.75/day	
	Misc		
	Misc		
	Misc		
	Misc		
	Misc		

MONONA TERRACE equipment and services are furnished subject to the accompanying **Electrical Notice, and the Terms and Conditions** stated on the last page of this 3 page form.

- Prices for electricity include cost of electricity and electrician's labor to deliver.
- The charges for outlets will be made on the basis of maximum wattage in use at the time of inspection.
- Equipment prices do not include electricity
- House Services Available: Electrician available at prevailing rates
- Please contact your Event Coordinator for services and equipment not listed on this form.

(A)	<b>Subtotal</b>	(A)	➤
(B)	<b>20% Discount (Full payment must be received no less than 15 days prior to event move-in date)</b>	(B)	➤
(C)	<b>Subtotal after discount, if applicable</b>	(A) - (B)	(C) ➤
(D)	<b>WI State Sales Tax (required for all orders)</b>	5.5% of (C)	(D) ➤
(E)	<b>TOTAL</b>	(C) + (D)	(E) ➤

PAYMENT	
<input type="checkbox"/> Cash	<input type="checkbox"/> Check attached
<input type="checkbox"/> Credit Card	EXP. DATE _____
Credit Card # _____	
Cardholder Name (please print legibly) _____	
Authorized Signature of Cardholder _____	
<input type="checkbox"/> WI State Sales Tax Exempt # _____	
See Terms and Conditions #5	

Please complete the following section – all fields required: **DO NOT FAX THIS ORDER TO THE EXHIBITOR SERVICE CONTRACTOR - SEE BELOW**

Name of Event <b>UW Transplant/Optum Conference</b>		Event Move-In Date <b>Tuesday, June 7, 2016</b>	
Firm Name	Phone No.	Booth No. (if known) <b>N/A</b>	
Firm Street Address	City	State	Zip Code
By (Signature)	Print Name	Date	
Billing address if different from above (Street, City, State, Zip Code)			
Email Address (required for order confirmation and payment receipt)		Phone No.	

Return completed Order Form to **Monona Terrace** at the address shown above, fax to (608) 261-4050 or email to [amiller@mononaterrace.com](mailto:amiller@mononaterrace.com). To place your order online, go to [exhibitor.mononaterrace.com](http://exhibitor.mononaterrace.com)



# Terms and Conditions

## SERVICE ORDER REQUEST AND PAYMENT

1. **A 20% discount** will be applied to prices for orders received with full payment no less than 15 days prior to the event's first scheduled exhibitor move-in date.
2. Payment in full must be rendered prior to start of show. Please DO NOT send cash in the mail.
3. Rates are based upon current rates and are subject to change without notice.
4. All price list items are subject to 5.5% WI State Sales Tax regardless of order origin.
5. Tax exempt clients must submit a Wisconsin State Sales Tax Exemption Certificate — OR — Wisconsin Sales and Use Tax Form S211 (use if out of state). Phone (608) 261-4009 with any questions.
6. Credit will not be given for electrical service or equipment installed and not used.
7. Claims will not be considered unless filed by exhibitor to Monona Terrace prior to close of show.

## SERVICE/EQUIPMENT REQUIREMENTS AND RESTRICTIONS

8. Electrical power supplied to an exhibitor shall not be shared with any other exhibitor.
9. Electrical power for lights and displays will be turned on one half (1/2) hour prior to show opening time and off at show closing time daily.
10. Under no circumstances shall anyone other than authorized Monona Terrace personnel make electrical connections.
11. Special equipment requiring company engineers or technicians for assembly, service, preparatory work and operation may be executed without the Monona Terrace electrician. However, all service connections and overload protection to such equipment must be made only by the Monona Terrace electrician.
12. Requests for special voltage and/or other "Special Connections" must be received by Monona Terrace fifteen (15) days prior to scheduled exhibitor arrival and move-in.
13. All material and equipment furnished by Monona Terrace for this service order shall remain in Monona Terrace and shall be removed ONLY by Monona Terrace personnel at the close of the show.
14. Rates quoted for connections cover only the delivery of service to the booth in the most convenient manner and do not include connecting equipment or special wiring. Rates for special services such as placing cords or relocating service(s) will include a labor charge.
15. Unless otherwise directed, Monona Terrace electricians are authorized to cut floor coverings to permit installation of service.
16. Obstructions blocking utility floor boxes are subject to relocation as necessary.
17. All exhibitors' cords must be of 3 wire grounded type. All exposed non-current carrying metal parts of fixed equipment, which are liable to be energized, shall be grounded.
18. All equipment must be properly tagged and wired with complete information as to type of current, voltage, phase, cycle, horsepower, etc.
19. All equipment, regardless of source of power, must comply with all federal, state and local safety codes.
20. Use of open clip sockets, latex or lamp cord wire, duplex or triplex attachment plugs in exhibits is prohibited.
21. Wall, column and permanent building utility outlets are not a part of booth space and are not to be used by exhibitors.
22. Only Gaffers Tape may be used on our floors.
23. **The above listed conditions and regulations are not all inclusive. Additional rules may apply.**



# MONONA TERRACE COMMUNITY AND CONVENTION CENTER

ONE JOHN NOLEN DRIVE MADISON, WI 53703 TEL 608 261-4000 FAX 608 261-4049

## Directions to Level 4 Drive-Thru Lane

Cars and buses may unload passengers and materials at the Monona Terrace main entrance on the Level 4 Drive-Thru Lane. Please note that parking is not allowed in the Drive-Thru lane – this lane is for passenger and material unloading only. **Please note that the *Drive-Thru Lane Height Clearance – 12'0"*.**

The Drive-Thru Lane is accessible as follows:

### From Hwy. 151/ E. Washington Ave.

Follow 151 (E. Washington Ave.) toward the Capitol. Approx ½ mile before the capitol, turn to the left onto Blair Street (follow signs for 151). You will want to be in the right hand lane. At the stoplight, take a sharp right onto E. Wilson St. Keep going straight on Wilson St. You will see the Capitol on your right and pass the front doors of Monona Terrace on your left. Immediately after the tall, gray, historic state office building (on the left) turn left into the Monona Terrace parking ramp. There is a sign on Wilson St. with an arrow pointing left into the Monona Terrace parking ramp. As you enter, stay in the right lane and follow the drive to the main entrance.

### From Interstates 90/94 and Highways 12/18

Take I-90/94 to the Hwys. 12/18 Madison Exit. Follow 12/18 West to the John Nolen Drive exit. John Nolen Drive is the 4th exit, exit 263. There is only one way to turn onto John Nolen Drive, heading north. Stay on John Nolen Drive until you have passed under the building. At the intersection of John Nolen Drive, Williamson Street and Wilson Street, *turn left onto Wilson Street*. Continue straight on Wilson Street until you pass the entrance to Monona Terrace and the State Office building on the left. There will be a sign for Monona Terrace Parking. *Turn left into the parking area*. As you enter, stay in the right lane and follow the drive to the main entrance.

### **Instructions:**

- 1) The main entrance doors are located at the center of the building. Please pull forward to the curved glass doors. Park the vehicle on the right side of the drive, as close to the curb as possible to allow other vehicles to pass you on the left side.
- 2) Passengers or materials may be unloaded at this location. Monona Terrace can provide you with four-wheeled carts to use for unloading materials. Carts will be provided on an as available basis at the Greeter's desk at the main entrance.
- 3) After all passengers or materials have been unloaded, your vehicle must be moved from the Drive-Thru lane. To enter the parking ramp, continue along the Drive-Thru Lane to the exit. At the corner of Wilson Street and Pinckney Street, turn left onto Wilson Street. Continue down Wilson Street and turn left into the parking ramp. Proceed to the parking gate to enter the parking garage and park.

Thank you for your cooperation.

