

Remarkable Strength: Bringing Transplant to Life

July 24–25, 2019

Monona Terrace Community and Convention Center
Madison, WI



**EXHIBITOR
SERVICE KIT**

Exhibiting Schedule and Information

Exhibit Location

Monona Terrace Community and Convention Center
Exhibit Location: Madison Ballroom AB, Level 4
One John Nolen Drive
Madison, WI 53703
Main: (608) 261-4000
Web site: www.mononaterrace.com/

Set-up Hours

Wednesday, July 24, 7:30–9:30 a.m.

All exhibits must be fully installed by 9:30 a.m. No installation will be permitted after this time without prior authorization from exhibit management.

Exhibit Hours

Wednesday, July 24, 10:00–10:15 a.m.; 12:15–1:15; 2:15–2:30 p.m.

Thursday, July 25, 7:30–8:30; 9:45–10:00 a.m.; 12:00–1:00; 2:00–2:15 p.m.

Times are subject to change.

Dismantle Hours

Thursday, July 25, 2:15–4:15 p.m.

Tear down is not permitted before closing time without advance permission secured from authorized exhibit management.

Exhibit Staff Registration

All participants affiliated with exhibits must register. Full-access registration is included with exhibit and support fees as follows:

- Exhibitors/Event supporters: 2 complimentary registrations
- Annual supporters: Refer to your support agreement

Additional exhibit staff may purchase registrations to access exhibits, as well as all conference sessions and activities.

To register exhibit staff:

1. Go to www.optumhealtheducation.com/uw2019 and click on the Continue/Register tab
2. Log into your Optumhealtheducation.com account
3. To use a complimentary registration
 - a. Under Registration Categories, select Exhibitor/Sponsor/Supporter: Complimentary, \$0.00
4. To purchase an additional registration
 - a. Under Registration Categories select
 - i. Industry Extra Registration, \$500.00
5. Complete all required fields on the registration form and click Submit.
6. Complete the Checkout process.

Booth Equipment

Tabletop booth space to include:

- 1 Draped Table
- Up to 2 Chairs
- Exhibit area is carpeted

Utilities and Audio Visual Equipment

Exhibitors are responsible for any special requirements. Complete Monona Terrace's Order Form included at the end of this document for your audio visual and electrical needs. To receive a 20% discount full payment must be received no later than Monday, July 8.

Traffic Building Activity

To encourage Exhibit Hall activity, OptumHealth Education will hold a daily drawing.

Contact Us

Exhibit Manager: Bethany Severson, 952-205-3071, bethany.severson@optumhealtheducation.com

Conference Website: www.optumhealtheducation.com/uw2019

Exhibit Shipping Instructions

Shipping Labels

Shipping of materials to and from the Convention Center is the Exhibitor's responsibility. Packages will be accepted if received within 3 business days of the conference. To ensure proper delivery, it is imperative to include all the following information on packages:

Hold for Arrival

Exhibitor: Your Company Name / Onsite Exhibitor's Name

UW Health/OptumHealth Education Conference, 7/24/19

Box ___ of ___

Address package as follows:

East Loading Dock

Monona Terrace Community and Convention Center

1 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 as follows:

Submit to bethany.severson@optumhealtheducation.com

Due Date: Thursday, July 18, 2019

Tracking Information Required:

Shipping Vendor (FedEx, UPS, etc.):

Tracking No.(s):

of Items Shipped

Recipient's (onsite exhibitor's) Name

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

It is Exhibitors' responsibility to pack, secure and label each piece of their outbound shipment. Hotel package handling charges for outbound drayage may apply and are Exhibitors' responsibility.

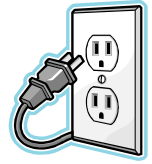
UPS Shipping: Monona Terrace does not have a UPS account and is not able to call UPS for pickup. If shipping with UPS, it is Exhibitors' responsibility to call UPS to pick up your shipment. UPS will not pick up a shipment if payment wasn't made to them.

FedEx Shipping: Monona Terrace has FedEx forms on hand to fill out for shipping and can call FedEx for pickup.



Jan 2019

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).



Electrical Notice

Please be advised that power is not 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, small appliances and electronic devices. 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/per device, with a credit card (Visa, MasterCard, American Express or Discover). This service cannot be ordered in advance.

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 securely at exhibitor.mononaterrace.com

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

These methods of delivery are **not secure. Please provide only the last 4 digits of your credit card number. We will phone you upon receipt to obtain the complete number.*



Monona Terrace
One John Nolen Drive
Madison, WI 53703

Fax: (608) 261-4050

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

2019 EXHIBITOR SERVICE ORDER

Qty	Utilities/Internet/AudioVisual	Rate	Ext
	20 Amp. Electrical Outlet 2000 Watt 120V	87.50/event	
Power is delivered via duplex end cord			
	30 Amp. 120/208V	\$ 212.50/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 Mbps	\$ 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		

MONONA TERRACE equipment and services are furnished subject to the accompanying **Electrical Notice, and the Terms and Conditions** stated on the Page 3 of this 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)	Subtotal	(A)	➤
(B)	20% Discount (Full payment must be received no less than 15 days prior to event move-in date)	(B)	➤
(C)	Subtotal after discount, if applicable	(A) - (B)	(C) ➤
(D)	WI State Sales Tax (required for all orders)	5.5% of (C)	(D) ➤
(E)	TOTAL	(C) + (D)	(E) ➤

PAYMENT	
<input type="checkbox"/> Cash	<input type="checkbox"/> Check attached
<input type="checkbox"/> Phone me for credit card #	
EXP. DATE	_____ AM V MC DI
Credit Card # Last 4 digits only	_____
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 EXHIBIT SERVICE CONTRACTOR - SEE BELOW**

Name of Event		Event Move-In Date	
Firm Name	Phone No.	Booth No. (if known)	
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. To securely place your order online, go to 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 for Unloading on Level Four From the Drive –Thru Lane (Level 4) or the Parking Ramp

Option 1

Move-in from Monona Terrace Parking Ramp: The Parking Ramp 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 stop light, 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.

From Interstate 90/94 and Highways 12/18.

Take I-90/94 East 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. Monona Terrace is located 2 miles ahead on John Nolen Drive. As you approach the building take a right and drive up the spiral entrance ramp. This will bring you into the parking structure. One can access Monona Terrace directly from the parking ramp.

Instructions:

- 1) Park your vehicle and unload your materials from your car and access the building at the center doors. Carts will be provided on an as available basis at the Greeter's desk at the main entrance on level 4.

Option 2

Move-in Location for Level 4 Drive Thru Lane: 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 stop light, 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) Park your vehicle along the curb as close to the main entrance as possible but making sure you do not block traffic. **VEHICLES MAY STAY IN THE DRIVE-THRU LANE FOR 5 MINUTES ONLY.**
- 2) Unload your materials from your vehicle. Carts will be provided on an as available basis at the Greeter's desk at the main entrance.
- 3) Move your materials to your exhibit area and unload. **DO NOT SET UP YOUR BOOTH BEFORE MOVING YOUR VEHICLE.**
- 4) Once materials have been unloaded into the exhibit area, please move your vehicle from the Drive-Thru Lane and into the parking ramp. To enter the parking ramp, continue along the Drive-Thru Lane until you see a parking gate on your left. Press the button for a ticket and the gate will open. Park your car in any available space and re-enter Monona Terrace through the 4th floor level main entrance.

Thank you for your cooperation.