



**University of Wisconsin - La Crosse  
La Crosse, Wisconsin**

# **Sponsor and Vendor Information**

[www.umgeocon.org](http://www.umgeocon.org)

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# UMGEOCON 2018

**About the Conference.** The Upper Midwest Geospatial Conference (UMGEOCON) 2016 was a huge success and we are looking forward to doing it all over again in 2018. Seven Midwest geospatial organizations have come together driven by the goal of offering a collaborative examination of the very best information on emerging geospatial trends and technologies over a 4-state region. We recognize that the geospatial community is in a transformative period which is being shaped by a combination of disruptive technologies, competing standards, and approaches to business which are in conflict or rapidly changing.

**Who Will Be Attending?** The 2018 Conference will again attract mid-level, career-minded Upper Midwest GIS personnel who desire a unique opportunity to broaden their awareness of regional issues and challenges that cross state lines. These GIS professionals also want to expand their network with staff from neighboring states.

**Who Are the Host Organizations?** The seven host organizations are:

- American Society for Photogrammetry and Remote Sensing - Western Great Lakes Region ([ASPRS-WGL](#))
- Geospatial Information & Technology Association ([GITA](#))
- Illinois GIS Association ([ILGISA](#))
- Iowa Geographic Information Council ([IGIC](#))
- Minnesota GIS/LIS Consortium ([MN GIS/LIS](#))
- SharedGeo ([SG](#)), and
- Wisconsin Land Information Association ([WLIA](#))

You can learn more about each organization by visiting the respective website or by visiting the “Host” page of the UMGEOCON website: [www.umgeocon.org/hosts/](http://www.umgeocon.org/hosts/)

## Why You Want to be a Sponsor

- **Superb Marketing Opportunity** - In addition to a variety of sponsorship recognition activities associated with the conference, the seven organizations that have come together to produce UMGEOCON will be promoting the conference to a combined **current membership of 2,500** and have an ongoing **outreach capability of greater than 50,000**.
- **Any profit earned by this event** is divided equally among the partner nonprofit geospatial organizations for the benefit of their respective **scholarship programs or similar charitable efforts**.
- **Reach the “Right” Attendees** - The 2016 conference was a first-of-its-kind event which had 235 attendees. For 2018, we anticipate a sellout crowd of 350 predominantly mid-level, career-minded, geospatial managers in **one venue** who are:
  - Regionally and sector diverse,
  - The **sweet spot for purchasing decisions and long-term business relationships, and**
  - **By management position headcount, equal to an event many times larger.**
- **Associate Your Name with a Nationally Unique Event** – UMGEOCON is believed to currently be the only professional geospatial conference where **multiple state and regional associations** jointly produce a major learning and networking event.

- **Professionally Enrich the Upper Midwest Geospatial Community** - As a sponsor, your support will help make possible an event which will once again:
  - Create a collaborative opportunity for attendees to learn from a group of national and regional geospatial experts,
  - Provide a unique venue for robust examination of geospatial issues that one state can't tackle alone,
  - Facilitate meaningful discussion on cross-border geospatial coordination and issues, and
  - Provide an opening to develop long term cross-border cooperation and collaboration among the region's geospatial organizations.
- **Support Important National Geospatial Objectives:** UMGEOCON lays the groundwork for *organizational collaboration* directly supporting advancement of the [National Spatial Data Infrastructure](#) (NSDI) and related objectives. Some of which include:
  - Department of Homeland Security and Federal Emergency Management Agency's [Geospatial Information Infrastructure](#),
  - Environmental Protection Agency's [National Geospatial Data Policy](#),
  - Federal Geographic Data Committee [Mission](#),
  - Homeland Infrastructure Foundation Level Data Subcommittee [Mission](#),
  - National Geospatial Advisory Committee's [National Geospatial Strategy – Strategic Vision](#)
  - National Science Foundation's [Geography and Spatial Sciences \(GSS\) Program](#),
  - National States Geographic Information Council's [Geospatial for the Nation](#) effort,
  - United States Geological Survey's [USGS Geospatial Liaison Network](#),and other national and regional geospatial sharing programs. **Objectives of national importance as addressed in recent U.S. Government Accountability Office studies [GAO-13-94](#), [GAO-15-193](#), and the pending [Geospatial Data Act of 2017](#).**

**Why You Want to be a Vendor** - In addition to all the GREAT reasons above to be a sponsor, add in...

- **Effective Use of Your Time** - A regional vendor can be out just one night, but still get in 11.5 hours of total marketing, with **5.5 hours being dedicated vendor floor time with conference attendees.**
- **Level Playing Field** - Booths are modestly priced to ensure a **vendor neutral sales environment.**
- **Movers and Shakers Networking** – In 2016, this event attracted a wide range of well-placed leaders of federal and state agencies, the [Open Geospatial Consortium](#) (OGC), [National States Geographic Information Council](#) (NSGIC), and [Open Source Geospatial Foundation](#) (OSGeo), as well as the Geospatial Information Officers for Minnesota and Wisconsin.
- **Location, Location, Location** - [La Crosse, Wisconsin](#) is a beautiful old Mississippi riverboat town within 5 hours driving time of more than **10 major Midwest cities** and at the center of a regional population base **exceeding 25 million** encompassing eastern South Dakota, Iowa, Minnesota, most of Illinois, northern Indiana, and Wisconsin.

## Sponsorship Opportunities

At conclusion of UMGEOCON 2018, any profit made by the conference will be divided equally among the partner nonprofit organizations for the benefit of respective scholarship programs or similar charitable efforts. In 2016, UMGEOCON distributed just over \$18,000 to its six participating organizations (Illinois joined as a partner in 2017). In 2018, we hope to increase that amount.

Companies, government agencies, NGOs and organizations who decide to become sponsors will not only help deserving students pursue their educational goals, but will be officially recognized and thanked by UMGEOCON organizers for being pillars of the geospatial community – forever known as generous supporters of both ongoing and professional education!

An overview of the sponsorships available is shown below. Details are provided in the pages that follow.

Type	Number Available	Opportunity	Admissions Included	Cost	Details on Page
Platinum	1	Vendor Reception	3	\$3,000	4
Gold	1	Event Registration and Lanyard	2	\$2,000	5
Silver	2	Keynote Podium Logo	1	\$1,000	6
Silver	2	Thursday Breakfast	1	\$1,000	7
Silver	2	Thursday Lunch	1	\$1,000	8
Bronze	6	Breakout Rooms Popup Floor Banner	NA	\$500 +	9
Bronze	4	Event Email Blast	NA	\$500	10
Bronze	3	Reception Snack	NA	\$500	10
Bronze	4	Refreshments for Session Breaks	NA	\$500	11
Bronze	1	Registration Bag	NA	\$500 +	11
Bronze	6	Registration Bag Stuffer	NA	\$500 +	12
Bronze	4	Student Attendee Guest	NA	\$500	12
Bronze	4	UMGEOCON Door Prizes	NA	\$500	13

**Exclusivity and Mix-and-Match.** No one knows your marketing needs like you do. Sponsorship opportunities can be bought individually, in multiples to achieve exclusivity, or bundled across types to suit your needs.

**Extended Advertising and Display of Sponsor and Vendor Point of Contact Information:** All vendors and sponsors of UMGEOCON receive an informational listing on the UMGEOCON post-event website which will remain available online for a minimum of one year. [The site for 2016](#) has been active since June of that year.

**Open to Other Sponsor and Vendor Offers:** Are you a potential sponsor or vendor and have other ideas about how you could contribute to making UMGEOCON an amazing event? We are open to that possibility, so send us an email at: [umgeoconsv@gmail.com](mailto:umgeoconsv@gmail.com).

## Platinum Opportunity

Type	Number available	Details	Admissions Included	Cost
<b>Platinum</b>	<b>1</b>	<p style="text-align: center;"><b>Vendor Reception</b></p> <p style="text-align: center;"><b>Get Noticed as the Hostess with the Mostest!</b></p> <p>Everyone wants to be the BIG CHEESE. Here is your chance. Make your presence known at the evening reception for UMGEOCON attendees. <b>Your logo will be prominently displayed near the serving stations for all to see.</b> Certain to create a lasting impression!</p> <p>Sponsorship Includes:</p> <ul style="list-style-type: none"> <li>• <b>3 admissions to UMGEOCON</b></li> <li>• <b>Banner of your company logo at registration acknowledging your sponsorship</b> (by May 2, 2018 sponsor provides a hi-res, current logo to UW-L who will create the banner)</li> <li>• <b>Company logo on signage in proximity to hors d'oeuvre and appetizer tables during reception</b></li> <li>• Event recognition of sponsorship             <ul style="list-style-type: none"> <li>○ Conference website</li> <li>○ Relevant social media mentions</li> <li>○ Event program</li> <li>○ Onsite event signage</li> <li>○ Logo in PPT shown before keynotes</li> <li>○ Conference opening remarks "Thank You"</li> </ul> </li> <li>• <b>20 drink tickets to distribute at will (additional tickets are available for purchase)</b></li> <li>• <b>Up to a 60-minute breakout session</b></li> <li>• Attendee list access</li> <li>• Sponsor Buttons for every employee attending the conference to wear on their name badge</li> </ul>	<b>3</b>	<b>\$3,000</b>

## Gold Opportunity

Type	Number available	Details	Admissions Included	Cost
<b>Gold</b>	<b>1</b>	<p style="text-align: center;"><b>Event Registration and Lanyard</b></p> <p style="text-align: center;"><b>Your Logo Around Everyone’s Neck for the Entire Conference!</b></p> <p>Every attendee at the UMGEOCON Conference must wear a badge during the two days of this event. <b>Keep your company logo front and center by providing lanyards with your logo to be worn by all participants. In addition, your company logo is prominently displayed at the event registration counter.</b></p> <p>Sponsorship Includes:</p> <ul style="list-style-type: none"> <li>• <b>2 admissions to UMGEOCON</b></li> <li>• <b>Banner of your company logo at registration acknowledging your sponsorship</b> (May 2, 2018 sponsor provides a hi-res, current logo to UW-L who will create the banner)</li> <li>• <b>Distribution of your company logoed lanyards with each badge provided</b> (Sponsor to provide a lanyard imprinted with the organization's name which will be used by all attendees. Acceptable specifications: 17-22” long, up to ¾” wide, clip end required, and total count of 400. Delivered to UW-L by May 2, 2018. UMGEOCON Planning Committee must approve badge holder prior to purchase.)</li> <li>• Event recognition of sponsorship             <ul style="list-style-type: none"> <li>○ Conference website</li> <li>○ Relevant social media mentions</li> <li>○ Event program</li> <li>○ Onsite event signage</li> <li>○ Logo in PPT shown before keynotes</li> <li>○ Conference opening remarks “Thank You”</li> </ul> </li> <li>• <b>Up to a 60-minute breakout session</b></li> <li>• Attendee list access</li> <li>• Sponsor buttons for every employee attending the conference to wear on their name badge</li> </ul>	<b>2</b>	<b>\$2,000</b>

## Silver Opportunity

Type	Number available	Details	Admissions Included	Cost
Silver	2	<p style="text-align: center;"><b>Keynote Podium Logo</b></p> <p style="text-align: center;"><b>Get Noticed as the Conference’s Educational Champion!</b></p> <p>Nothing communicates like a logo on the speaker’s podium. Indeed, little doubt who the President of the United States is with the Presidential Seal clearly visible with every word spoken. So, make the leap to the BIG TIME, in a BIG WAY, by having <b>your corporate logo prominently displayed on the keynote speaker’s podium during one of the two keynote presentations.</b></p> <p>Sponsorship Includes:</p> <ul style="list-style-type: none"> <li>• <b>1 admission to UMGEOCON</b></li> <li>• <b>Company logo displayed on keynote speaker’s podium during one of the two keynote presentation slots</b></li> <li>• Event recognition of sponsorship <ul style="list-style-type: none"> <li>○ Company logo shown on screen before and after presentation slide deck</li> <li>○ Conference website</li> <li>○ Relevant social media mentions</li> <li>○ Event program</li> <li>○ Onsite event signage</li> <li>○ Event opening remarks “Thank You”</li> </ul> </li> <li>• <b>Up to a 30-minute breakout session</b></li> <li>• Attendee list access</li> <li>• Sponsor Buttons for every employee attending the conference to wear on their name badge</li> </ul>	1	\$1,000

## Silver Opportunity

Type	Number available	Details	Admissions Included	Cost
<b>Silver</b>	<b>2</b>	<p style="text-align: center;"><b>Thursday Breakfast</b></p> <p style="text-align: center;"><b>The HERO of Day Two</b></p> <p>Let's be honest. More than a few folks will be noticing they are a bit rough around the edges at the start of day two. That's where you come to the rescue by providing a nourishing and recharging continental breakfast that will turn the biggest grump into a friendly go-getter ready to learn. Your logo will be prominently displayed near the serving stations for all to see. Certain to make all who partake realize you are the HERO of Day Two!</p> <p>Sponsorship Includes:</p> <ul style="list-style-type: none"> <li>• <b>1 admission to UMGEOCON</b></li> <li>• <b>Company logo on signage in proximity to serving tables</b></li> <li>• Event recognition of sponsorship <ul style="list-style-type: none"> <li>○ Company logo shown on screen before and after presentation slide deck</li> <li>○ Conference website</li> <li>○ Relevant social media mentions</li> <li>○ Event program</li> <li>○ Onsite event signage</li> <li>○ Event opening remarks "Thank You"</li> </ul> </li> <li>• <b>Up to a 30-minute breakout session</b></li> <li>• Attendee list access</li> <li>• Sponsor Buttons for every employee attending the conference to wear on their name badge</li> </ul>	<b>1</b>	<b>\$1,000</b>

## Silver Opportunity

Type	Number available	Details	Admissions Included	Cost
<b>Silver</b>	<b>2</b>	<p style="text-align: center;"><b>Thursday Lunch</b></p> <p style="text-align: center;"><b>Send Them Home Happy</b></p> <p>After all this learning, one last chance for attendees to network and notice you are the one sending them home with a full tummy – and what could be better than that? Your logo will be prominently displayed near the serving stations for all to see. Certain to leave a lasting impression!</p> <p>Sponsorship Includes:</p> <ul style="list-style-type: none"> <li>• <b>1 admission to UMGEOCON</b></li> <li>• <b>Company logo on signage in proximity to buffet line.</b></li> <li>• Event recognition of sponsorship <ul style="list-style-type: none"> <li>○ Company logo shown on screen before and after presentation slide deck</li> <li>○ Conference website</li> <li>○ Relevant social media mentions</li> <li>○ Event program</li> <li>○ Onsite event signage</li> <li>○ Event opening remarks “Thank You”</li> </ul> </li> <li>• <b>Up to a 30-minute breakout session</b></li> <li>• Attendee list access</li> <li>• Sponsor Buttons for every employee attending the conference to wear on their name badge</li> </ul>	<b>1</b>	<b>\$1,000</b>

## Bronze Opportunities

### Mix-and-Match to Suit Your Marketing Needs!

No one knows your marketing needs like you do. Bronze items provide an economical way to achieve exclusivity, or develop a bundle of advertising.

**In addition to the SPECIFIC BRONZE SPONSORSHIP opportunity associated with the individual items below, EACH sponsorship ALSO includes:**

- Event recognition of sponsorship
  - Conference website
  - Relevant social media mentions
  - Onsite program
  - Attendee list access
- Sponsor Buttons for every employee attending the conference to wear on their name badge

Type	Number available	Details	Admissions Included	Cost
Bronze	6	<p style="text-align: center;"><b>Breakout Rooms Popup Floor Banner</b></p> <p>If you want to make sure attendees know about your great products and services, here's an opportunity you won't want to miss! The popup floor banner you provide will be displayed outside the entrance to the conference breakout rooms.</p> <p>In addition to the generic Bronze items of recognition listed in header of this section, this sponsorship adds the following specific item: <b><i>Opportunity to display sponsor provided popup floor banner outside an event breakout room during both days of the conference.</i></b></p> <p>Sponsor Commitments:</p> <ul style="list-style-type: none"> <li>• Sponsor provides one popup floor banner not to exceed 37" wide by 90" high to UW-L by May 2, 2018 (shipping instructions will be provided to sponsor at a later date)</li> <li>• Sponsorship cost: \$500 + purchase, production and shipping costs of item</li> </ul>	NA	\$500 +

<p><b>Bronze</b></p>	<p><b>4</b></p>	<p style="text-align: center;"><b>Event Email Blast</b></p> <p>An Eblast advertising opportunity ONLY available to attendees of UMGEOCON! Promote YOUR product or service to build interest and awareness so you can jump start your in-person networking efforts!</p> <p>In addition to the generic Bronze items of recognition listed in header of this section, this sponsorship adds the following specific item: <b><i>One email blast to conference attendees.</i></b></p> <p>Sponsor Commitments: Sponsor provides email appropriate ad by May 2, 2018 which includes:</p> <ul style="list-style-type: none"> <li>• Name of product/service             <ul style="list-style-type: none"> <li>○ Headline</li> </ul> </li> <li>• Product Image             <ul style="list-style-type: none"> <li>○ Photo or artwork</li> <li>○ 300 dpi</li> </ul> </li> <li>• Contact Information             <ul style="list-style-type: none"> <li>○ Company name</li> <li>○ Phone number</li> <li>○ Web address</li> </ul> </li> <li>• Product description             <ul style="list-style-type: none"> <li>○ 300 characters</li> </ul> </li> </ul>	<p><b>NA</b></p>	<p><b>\$500</b></p>
<p><b>Bronze</b></p>	<p><b>3</b></p>	<p style="text-align: center;"><b>Reception Snack</b></p> <p>Be the first to welcome attendees to UMGEOCON with refreshments placed in the registration area that will quench the thirst of weary travelers or provide sustenance to the attendee running so late they didn't have a chance to grab lunch. You will make a memorable lasting impression.</p> <p>In addition to the generic Bronze items of recognition listed in header of this section, this sponsorship adds the following specific item: <b><i>Signage placed in proximity to the refreshments noting your sponsorship.</i></b></p>	<p><b>NA</b></p>	<p><b>\$500</b></p>

Bronze	4	<p style="text-align: center;"><b>Refreshments for Session Breaks</b></p> <p>With the sheer amount of education and discussion taking place, it's only right that conference attendees are given a break on occasion. Be a bastion of relief by providing attendees with refreshments during session breaks. Cheers!</p> <p>In addition to the generic Bronze items of recognition listed in header of this section, this sponsorship adds the following specific item: <b><i>Signage placed in proximity to the refreshments noting your sponsorship.</i></b></p>	NA	\$500
Bronze	1	<p style="text-align: center;"><b>Registration Bag</b></p> <p>Your company logo, along with the conference logo, is prominently displayed and seen throughout the conference when registered attendees carry their event bag to exhibits, session and other events! If the simple and economical plastic shopping bag style is not your bag (that's a joke, you're supposed to laugh), then go for a long-lasting impression with a product designed for continual use, even when the conference is over.</p> <p>In addition to the generic Bronze items of recognition listed in header of this section, this sponsorship adds the following specific item: <b><i>Your corporate logo, emblazoned on the event bag, placed in the hands of every event attendee.</i></b></p> <p>Sponsor Commitments:</p> <ul style="list-style-type: none"> <li>• 400 event bags to be sourced, printed and delivered to UW-L May 2, 2018 (shipping instructions will be provided to sponsor at a later date)</li> <li>• Pre-approved suggested bag styles and sourcing information provided, but sponsor may select a different option subject to approval by the UMGEOCON Planning Committee</li> </ul> <p>Show Management Commitments:</p> <ul style="list-style-type: none"> <li>• Distribution of bags during registration process</li> <li>• UMGEOCON Conference logo artwork supplied to the sponsor</li> <li>• Sponsorship cost: \$500 + purchase, production and shipping costs of item</li> </ul>	NA	\$500 +

<p><b>Bronze</b></p>	<p><b>6</b></p>	<p style="text-align: center;"><b>Registration Bag Stuffer</b></p> <p>Everybody loves swag! There is nothing more fun after registering and receiving your event bag than digging through it for the amazing treasures it holds! Don't miss out on this opportunity for your logo to be one of the first impressions attendees have!</p> <p>In addition to the generic Bronze items of recognition listed in header of this section, this sponsorship adds the following specific item: <b><i>Inclusion of one item in registration bag</i></b></p> <p>Sponsor Commitments:</p> <ul style="list-style-type: none"> <li>• 400 items sourced, obtained and delivered to UW-L by May 2, 2018 (shipping instructions will be provided to sponsor at a later date)</li> <li>• Sponsorship cost: \$500 + purchase, production and shipping costs of item</li> </ul>	<p><b>NA</b></p>	<p><b>\$500 +</b></p>
<p><b>Bronze</b></p>	<p><b>4</b></p>	<p style="text-align: center;"><b>Student Attendee Guest</b></p> <p>Help a starving college student! Each of these sponsorships will be used to help FOUR (4) deserving students attend UMGEOCON as your guest. In addition, \$250 of your sponsorship will be earmarked for regional scholarship programs. This act of generosity will not go unnoticed – we guarantee it.</p> <p>In addition to the generic Bronze items of recognition listed in header of this section, this sponsorship adds the following specific item: <b><i>Admission for four (4) full-time college students in need of financial assistance.</i></b></p>	<p><b>NA</b></p>	<p><b>\$500</b></p>

<p><b>Bronze</b></p>	<p><b>4</b></p>	<p style="text-align: center;"><b>UMGEOCON Door Prizes</b></p> <p>You can't bring a great event like UMGEOCON to an end without some door prizes! So, here's an opportunity for a sponsor to be the point of focus as everyone waits to find out who the winners are during the UMGEOCON closing event.</p> <p>In addition to the generic Bronze items of recognition listed in header of this section, this sponsorship adds the following specific item: <b><i>Opportunity to speak to attendees of UMGEOCON for up to 2 minutes prior to drawing a name of door prize winner.</i></b></p>	<p><b>NA</b></p>	<p><b>\$500</b></p>
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**Payment of Sponsor and Vendor Fees:** To hold down costs, sponsor and vendor payments are made online using a credit card. To purchase an item, use the “Click Here to Purchase” button on the appropriate page at [www.umgeocon.org](http://www.umgeocon.org). Questions about special circumstances requiring other forms of payments should be directed to:

Jenni Carlson  
[jcarlson2@uwlax.edu](mailto:jcarlson2@uwlax.edu)  
 608-785-6502

Office of Continuing Education and Extension  
 Morris Hall 220  
 1725 State St  
 La Crosse, WI 54601

Payment is due in full before the associated item will be assigned.

## Vendor Opportunities

Booth spaces will be located on the main floor of the event venue in the new, state-of-the-art, University of Wisconsin La Crosse Student Union which opened in January 2017.

Type	Cost	Description	Number Available
<b>Booth</b>	<b>\$395</b>	Booth items included: <ul style="list-style-type: none"> <li>• 8x10 booth space</li> <li>• One 8' high draped backdrop, 10' long</li> <li>• Two 3' high draped side rails, 8' long</li> <li>• Draped 6' table</li> <li>• Two chairs</li> <li>• Waste paper basket</li> <li>• Free internet</li> <li>• Free electricity</li> <li>• See Booth Notes for additional information</li> </ul> Event items included: <ul style="list-style-type: none"> <li>• Meal tickets for 2 booth personnel</li> <li>• Promotional advertising as described in the Booth Notes below this table</li> </ul>	<b>14</b>
<b>Après – Vendor Reception Promotion</b>	<b>\$500</b>	For any vendor wishing to promote a vendor hosted event in town after the vendor reception at UW-La Crosse, a vendor supplied flyer will be included with the program.	<b>No limit</b>
<b>Booth Door Prize</b>	<b>Minimum value of \$50</b>	In return for a vendor providing a door prize, vendor may speak for up to 2 minutes during the vendor reception, followed by a drawing for the door prize (must be present to win).	<b>No limit</b>
<b>Demo/Client Meeting Space</b>	<b>\$500</b>	Dedicated classroom space available 8 AM – 12 Noon on Wednesday 23, 2018 for private customer training, demos or client meetings. Room provided includes standard event AV. Promotion of event, is responsibility of vendor.	<b>3</b>
<b>Vendor Showcase</b>	<b>\$750</b>	Opportunity to speak to all attendees for up to 5 minutes prior to the AM keynote speaker on Thursday, May 24, 2018.	<b>4</b>

**Booth Notes:**

- Registration to attend conference events is NOT included in booth purchase - sold separately.
- Planning committee approval is required for any vendor requesting to purchase more than one booth.
- A booth cannot be shared by two separate companies or organizations.
- Booth spaces are not carpeted.
- Vendor promotional advertising included with booth:
  - Organization description in program
  - Event opening remarks “Thank You”
  - Attendee list access
  - Online informational listing on the UMGEOCON post event website which will remain available for a minimum of one year.  
(see: <https://sites.google.com/a/gita.org/umgeocon2016/vendors>)
- Due to limited floor space and extensive community interest in this event, UMGEOCON planners expect an early sell out of available booth spaces. PLEASE do not delay your vendor registration if you wish to exhibit!

**Vendor Exhibit Dates/Times:**

- May 23, 2018: 11:00 AM - 7:00 PM
- May 24, 2018: 7:30 AM - 11:00 AM

**Vendor Setup/Tear Down Dates/Times:**

- Floor open for setup 7:30 AM – 9:30, May 23.
- Vendors shall not commence tear down before 11:00 AM, May 24.

**Setup and Tear Down Responsibility:** All unpacking, setup, tear down and repacking of vendor items are the responsibility of the vendor.

**Assignment of Space:** Assignment of space will be entirely at the discretion the UMGEOCON Event Manager who reserves the right to assign Vendor locations for the betterment of the exhibition.

**Upgraded Booth Items:** No upgraded booth items are available through the conference. Vendors who wish to enhance their vendor space with upgraded furniture, special electronics or similar are entirely responsible for making arrangements for those items. Vendors are also responsible for ensuring all such items are delivered and removed during the published operating hours of the conference.

**Shipping Instructions:** Due to the lack of storage space at the university, all items shipped to/from the conference must comply with the following schedule:

- Arrival: **NO EARLIER THAN 8:00 AM, WEDNESDAY, MAY 16, 2018**
- Departure: **NO LATER THAN 4:30 PM, FRIDAY MAY 25, 2018**

**Shipping Address:**

UMGEOCON Conference  
c/o University of Wisconsin La Crosse  
Student Union  
521 East Ave North  
La Crosse, WI 54601

**Vendor Guidelines:**

- **Compliance with Schedule:** An attendant must be in charge of each booth during the hours when the exhibit area is open. Furthermore, each vendor agrees to maintain installed display space throughout all exhibit days and hours. In the event the vendor fails to install or have installed their display within the time limit set for opening the exhibit hall or fails to comply with any provisions concerning the use of display space, UMGEOCON reserves the right to take possession of said space and resell same or any part thereof.
- **Electrical:** Electrical wiring must conform with all federal, state, and local government requirements, including the National Electric Code Safety Rules.
- **Fire, Health, and Safety:** Vendor assumes all responsibility for compliance with all federal, state and local regulations and ordinances, including but not limited to those covering fire, safety, and health. Only fireproof materials may be used in displays and necessary fire precautions shall be taken by the vendor. Literature on display shall be limited to reasonable quantities. No flammable liquids are allowed in the building, and smoking is prohibited in all areas except those designated by the Fire Department.
- **Liability:** Neither UMGEOCON event organizers, nor the officers, employees, or agents thereof will be responsible for any injury, loss, or damage that may occur to or on account of the vendor or the vendor's employees or property prior, during, or subsequent to the period covered by the exhibit contract. The vendor assumes all responsibility and agrees to indemnify, defend, and hold blameless the UMGEOCON, its officers, directors, employees, servants, and agents against any claims, demands, costs, loss, or expense, including attorney fees, litigation expenses, or court costs arising out of the use of the exhibition premises.
- **Physical Arrangement of Exhibits:** Individual exhibits shall be arranged so they do not interfere with access to other exhibits and provide clear and sufficient use of all aisles. Vendors are to maintain their exhibits in a clean, orderly, and safe manner.
- **Product Sales:** The vendor assumes responsibility for securing all appropriate licenses for the sale of merchandise and is solely responsible for the collection of all applicable state and local taxes.
- **Security:** The exhibit area will be fully secured during non-exhibit hours.

**Ordering Equipment to Support Dedicated Classroom Space Training:**

In addition to dedicated time set aside for vendors to engage with attendees, an additional 4 hours is available for training, demos or customer engagement on the first morning of the conference. The vendor opportunities table above provides pricing and availability information about this vendor opportunity. If the envisioned use of the space includes a need for computers, special audio visual or unique event equipment, these items can be brought in by the vendor or rented from one of the companies that service the area. Some available suppliers include:

BMS Computer and Audio Visual  
Minneapolis, MN  
(800) 886-3995  
[www.bmsrentals.com](http://www.bmsrentals.com)

Meeting Tomorrow  
Chicago, IL  
877-633-8866  
[meetingtomorrow.com](http://meetingtomorrow.com)

Commercial AV Systems, LLC and/or Interstate  
Sound  
Onalaska, WI  
Dana Erickson  
608-781-2210 (W)  
608-304-0505 (C)  
[www.interstatesound.com](http://www.interstatesound.com)

rentacomputer.com  
Middletown, OH  
800-736-8772  
[www.rentacomputer.com/rentals/us/wisconsin](http://www.rentacomputer.com/rentals/us/wisconsin)

Rentech Solutions  
Willoughby, Ohio  
440-951-2220  
[www.rentechsolutions.com](http://www.rentechsolutions.com)

**Cancellation of Booth or Classroom Space**

- Space may be canceled **by vendor before May 7, 2018**. A cancellation fee of \$200 will be retained by UMGEOCON.
- If the assigned space is canceled **by vendor on or after May 7, 2018**, the total price will be retained by UMGEOCON.

**Travel and Lodging Information:** Please visit the “Travel” tab at [www.umgeocon.org](http://www.umgeocon.org) for details on these items.

**Payment of Vendor Fees:** See “Payment of Sponsor and Vendor Fees” at the end of the preceding “Sponsor Opportunities” section.