



68th Midwest Fish and Wildlife Conference  
BE THE CHANGE • MANAGE LOCALLY CONSERVE GLOBALLY

Madison, Wisconsin  
December 9-12 2007

**Commercial and Non-Commercial Exhibits**

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**Exhibit Set-up**

The 68<sup>th</sup> Midwest Fish and Wildlife Conference Tradeshow was lucky in that several members of the planning committee had already worked with Monona Terrace Convention Center and they recommended using Valley Expo & Displays for our contact in setting up the tradeshow booths and poster boards. This company is doing this type of work nationwide and are very good at what they do. Contact information for Valley Expo is:

Valley Expo & Displays  
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Valley Expo helped in the design of the floor plan for the Terrace, and once we signed the contract with them they were in contact weekly and were instrumental in making sure the Tradeshow went off fine.

**Mailing List**

We compiled a list of approximately 200 vendors, both commercial and non-commercial from several sources. Both the American Fisheries Society and The Wildlife Society list were used from the national meetings, previous vendors from other Midwest Conferences were used and a call went out to AFS and TWS members to send any local vendors information they had used. This list is available; please contact Glenn Miller at [glenn\\_miller@fws.gov](mailto:glenn_miller@fws.gov) for electronic copies. A list of vendors that participated in the conference can be found in the Program at a Glance in the Graphic and Printing committee report. Several other lists sent by various members of the planning committee

are also available. You may want to call or email contacts to follow-up on mailings as a “gentle reminder” 30-45 days prior to the event.

Be ready to spend a considerable amount of time in the tradeshow area if you are on the committee. Decisions need to be made right up to the last minute with booth changes, ensuring the poster area is set up the way you want it and then, most important, greeting the vendors and making sure they have everything they need or ordered. Most important, make sure the tradeshow area is SECURE and SAFE to leave items behind, such as computers, telemetry equipment, etc. We made it a point to be the last ones out of the area and that it was securely locked up for the night before leaving.

### **Mailings**

Mailings were sent out in groups as they were compiled from other list and suggestions. The first mailings started in March and went through September. Emails were also sent out in September and October reminding vendors of the Conference. Surprisingly, we had vendors contacting us up to 3 days before the start of the Conference reserving booth space. We had a total of 25 booths for commercial/non-commercial vendors and 8 booths for sponsors.

In the packet we mailed to the vendors, we included a copy of the invitation letter, tradeshow floor plan with the schedule for the tradeshow and contract for the vendors. The vendor contract was copied from several other conferences and reviewed by Valley Expo. A copy of these items is available by contacting Glenn Miller at [glenn\\_miller@fws.gov](mailto:glenn_miller@fws.gov).

### **Cost for Booths**

The charge for booths varied as to whether the booth was commercial or non-commercial (non profit groups). Commercial vendor space was \$700.00 and non-commercial was \$350.00. The commercial vendors also had a choice to donate a item with value of \$200.00 or more to the raffle that was being held at our Big Game Night Social on Tuesday, Dec. 11. This dropped the cost of the booth to \$500.00. We had 7 of the vendors opt for this plan, with prizes donated ranging from telemetry transmitters or equipment to Cabella and REI gift cards valued at \$100.00.

### **Tradeshow Attendance**

Tradeshow attendance by the conference attendees was greatly helped by several factors. Except for the plenary session continental breakfast, all breaks were held in the tradeshow area. Break stations were set up in different parts of the tradeshow hall so that attendees were spread out through the hall. Second, the poster session was held in the tradeshow area. This again brought many of the attendees into the area. Third, the Tuesday night social was held in the tradeshow area, and it was offered to the vendors that they could be at their booths if they chose during this event. All of the vendors were present and actually participated in the Big Game Night event that night, with several of them winning raffle prizes with tickets they purchased or had won during the Big Game Night games.

Make sure the vendors are taken care of. We made sure they had access to the breaks as the conference attendees did, and on the Tuesday night social, the catering company had food and beverage ready 20 minutes before the tradeshow area opened for the night, so the vendors were able to eat and be ready when the tradeshow/social started. All the vendors commented that this was the first time this had been available to them and they greatly appreciated it.

**Final Item**

It has come to the attention of the Tradeshow Committee that several of the vendors have asked for a mailing list of conference attendees. We did not think of this before hand, and have politely responded that the list is not available just for this reason. This may be an item to put on future registration forms, asking the attendees if they prefer to be left off of a mailing list.