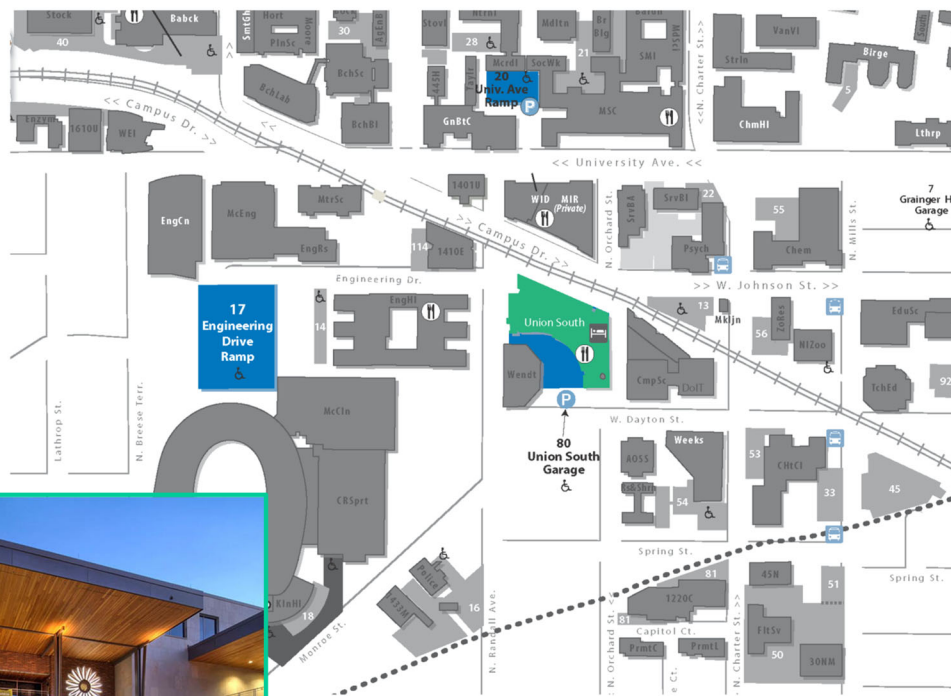


Exhibitor Information

Venue Location

The 30th Annual ITS Wisconsin Transportation Conference will be held on **Thursday, October 17, 2024** at **Union South** on the University of Wisconsin Madison Campus in the Varsity Hall. The address is [1308 W. Dayton Street, Madison, WI 53715](https://www.wisc.edu/varsity-hall). The building location and parking is shown in the graphic below:

PARKING NEAR UNION SOUTH

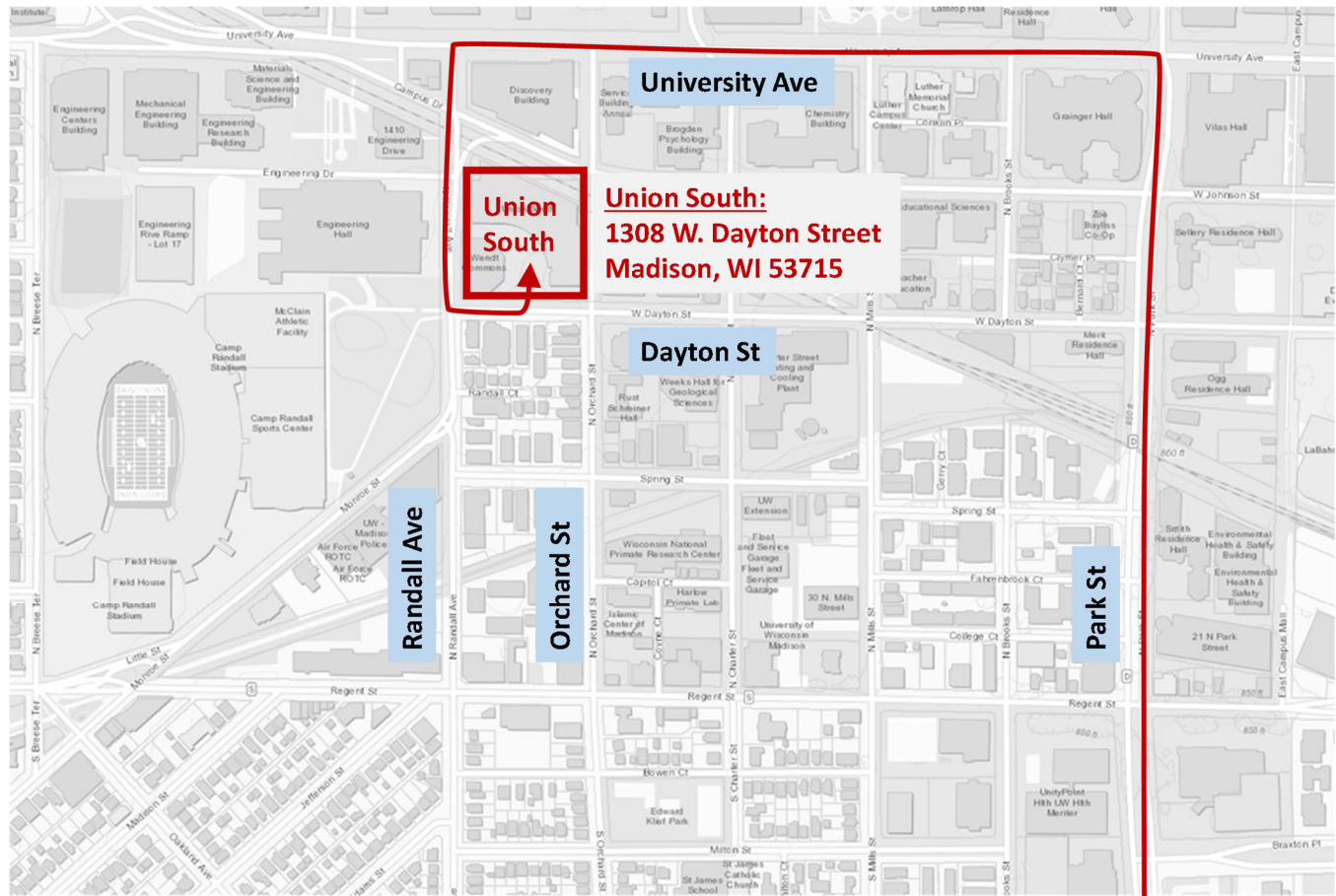


union.wisc.edu/eventservices • 608-262-2511 • events@union.wisc.edu



Hotel rooms are available at [DoubleTree Hotel Downtown Madison – ITS Wisconsin](https://www.doubletree.com/hotel/downtown-madison) (next to the Kohl Center). Hotel block of 10 rooms reserved: \$189 for two queen or one king. Shuttle to Union South included.

Directions to Venue



Directions:

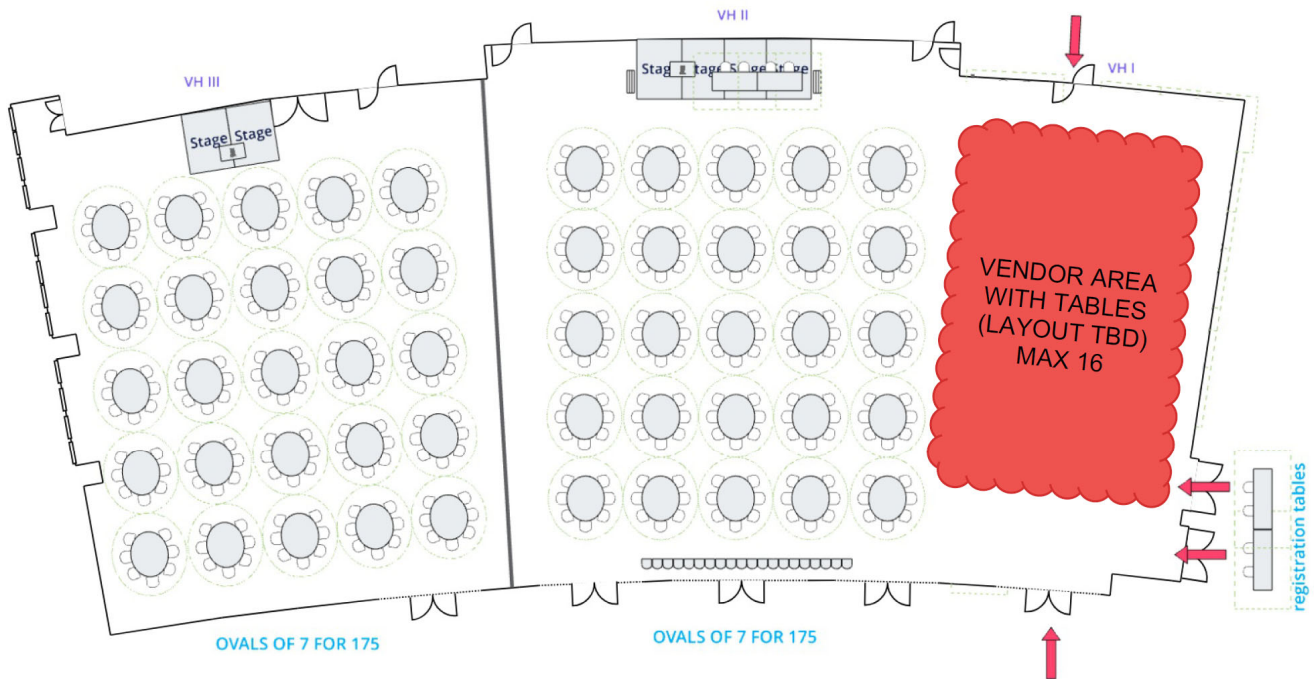
- From the East: Take I-39/90 to Hwy 12/18 (Madison Beltline)
- From the Southwest: Take US 18/151 to Hwy 12/18 (Madison Beltline)

then...

- Exit Hwy 12/18 at Park Street (Exit 261)
- Proceed north on Park Street about 2 miles to University Ave., turn left
- Proceed to Randall Ave., turn left
- 1308 W. Dayton is on the left, at Orchard Street
- Parking is located below street level under Union South's plaza

Exhibitor Spaces

There are sixteen (16) exhibitor spaces available for this conference in the Varsity Hall room setup. Each space includes a covered table (8-ft by 2.5-ft), two chairs, electrical service, and Wi-Fi internet. The conference Exhibitor Coordinator will work with each exhibitor to determine space assignment. The exhibitor space will be adjacent to the conference seating.



Booth Set Up

Exhibitors will be able to begin booth set up starting at 6:30 AM Thursday, October 17th. The venue does not allow set up the night before inside the facility, but you may park a vehicle with equipment over the night of October 16th in the parking lot adjacent to the conference venue. Please note when considering parking at the Union South garage that there is an overnight fee and that a box truck will not fit in the parking garage. One parking pass is included with exhibitor booth registration for Lot 17 ([1525 Engineering Drive](https://www.itswisconsin.com/1525-Engineering-Drive)).

All booths will need to be taken down by 6:00 PM.



Shipments

If you need to ship items for your booth, the venue requires that the attached form be completed. Packages will only be accepted 2 business days prior to the event. An example label for the shipping box is shown below:

Exhibitor: John Smith
Exhibitor Company: ITS 4 U, Inc.
Event Name: ITS WI Transportation Conference,
October 17th, 2024
Location of Event:
Union South
1308 W. Dayton St.
Madison, WI 53715

Exhibitor Booth Fees

The fee schedule for exhibitor items for the event is shown below. Booth fees include a covered/skirted table, two chairs, electrical service, Wi-fi, two full-day registrations, and a parking pass. In addition to the booth, exhibitors also have these benefits:

- A link to your company website on the ITS Wisconsin webpage, along with recognition of being an Exhibitor for the event
- Your company logo in the event program and PowerPoint presentation
- Receive an email list of attendees one week before the event
- An opportunity to network with attendees throughout the event and during lunchtime at the attendee tables for the plated lunch.

Item	Cost	Includes
General Admission	\$ 135	Admission to the all-day event, includes meals
Exhibitor Booth	\$ 700	1 table, 2 general admission, recognition in website, program, presentation, and 1 parking pass for Lot 17 (1525 Engineering Drive)
Extra Table	\$ 400	

Sign up to be an Exhibitor at the [conference registration site link!](#)

The Wisconsin Chapter of ITS America



Social Event

The ITS Wisconsin Chapter is hosting a pre-conference social event the night before (Wednesday October 16th) in Madison , WI. The event is free to attend. We will likely have a company-sponsored appetizers for this event. Further information on the social event will be posted on the [conference website](#).

Contact Information

For additional information on this event, please visit the ITS Wisconsin website: <https://itswisconsin.org/2024-its-conference/>

Please contact Tyler Tkachuk and Joe Urban if you have any questions.

Email: tyler.tkachuk@aecom.com

Phone: 608-828-8211

Email: joseph.urban@strand.com

Phone: 608-251-2129 ext. 1091

Campus Event SERVICES

We plan your **experiences** for a lifetime.

EVENT NAME EVENT DATE EVENT LOCATION <input type="checkbox"/> MEMORIAL UNION <input type="checkbox"/> UNION SOUTH	COMPANY NAME	
	STREET ADDRESS	
	CITY, STATE, ZIP	
	PHONE	
	EMAIL	
	ON SITE CONTACT <i>(name/phone)</i>	

SHIPPING DATE	EXPECTED ARRIVAL DATE	ESTIMATED ARRIVAL TIME	SHIPPING COMPANY

QUANTITY	DESCRIPTION (SIZE, WEIGHT, COLOR, ETC)	TRACKING NUMBER

**The Wisconsin Union will not accept packages without a completed form that has been returned to your Campus Event Services Event Planner. Once your form has been accepted and recorded, you will receive a confirmation within 48 hours. If you do not receive a written confirmation, contact Campus Event Services at the phone number or email below.

Signature _____



WISCONSIN UNION
 Memorial Union
 800 Langdon St.
 Madison, WI

Phone (608) 262-2511
 Fax (608) 265-8299
 Email events@union.wisc.edu
 Web union.wisc.edu

Received by: _____
 Date Received: _____

PACKAGE SHIPPING PROCEDURE FOR EVENTS AT THE WISCONSIN UNION

RECEIVING

1. COMPLETE SHIPPING INFORMATION
 - a. The Wisconsin Union will not accept packages without a completed form that has been returned to your Campus Event Services Event Planner.

2. CORRECTLY LABEL BOXES FOR RECEIVING

First and last name of recipient	Exhibitor: <i>(Jane Smith)</i>
Company Name	Exhibitor Company: <i>(Happy to Serve You, Inc.)</i>
Name of Event/Date	Event Name: <i>(L&S Fair, August 2, 2011)</i>
Location of Event: Choose one:	Location of Event: Choose one:
Union South Memorial Union	Union South Memorial Union
1308 W. Dayton St. 800 Langdon St.	1308 W. Dayton St. 800 Langdon St.
Madison, WI 53715 Madison, WI 53716	Madison, WI 53715 Madison, WI 53716

3. MOVEMENT OF BOXES ONCE RECEIVED
 - a. All packages are received at the Union South warehouse. Packages will only be accepted (2) business prior to the event.
 - b. Any packages for a Memorial Union event will be delivered to the 2nd floor Campus Event Services Office (1) business day prior to the event.
 - c. The Wisconsin Union Event Manager will deliver all boxes to the event location on the day of the event.

4. INFORMATION ON UW TRUCK SERVICE *(internal departments only)*
 - a. Organizer must inform Campus Event Services of the exact time, date, and building where the boxes will be delivered.
 - i. The Wisconsin Union Event Manager will meet truck services at the event location building.
 - ii. Please note, boxes will only be accepted (2) business days in advance.
 - b. All boxes must be labeled and numbered.
 - c. These will be checked in with the Wisconsin Union loading dock staff (at Union South) or with an Event Manager (at Memorial Union), stored (if needed), and brought to the event room.

RETURNING

1. PACKING AND LABELING BOXES
 - a. Customer/company/department is responsible for packing up all boxes to be shipped.
 - b. All boxes are required to have pre-paid shipping labels
 - c. Customer/company/department must call either UPS or Federal Express for pickup
 - i. UPS: 1-800-742-5877
 - ii. Federal Express: 1-800-463-3339

2. MOVEMENT OF BOXES ONCE PACKED AND LABELED
 - a. Customer must contact an event manager for assistant in moving boxes to correct pick-up location.

3. INFORMATION ON UW TRUCK SERVICE *(internal departments only)*
 - a. All boxes must be labeled and numbered.
 - b. Organizer needs to inform Campus Event Services of the exact time, date, and location the boxes will be picked up from truck services.
 - c. The Wisconsin Union Event Manager will bring it to the correct location at the loading dock to be stored for pick-up.
 - d. The Wisconsin Union maintains no liability for boxes that Truck Services doesn't pick up on the day and time that was arranged or if boxes get damaged due to weather.