

MIDHEUG ALLIANCE 2018 CONFERENCE

EXHIBITOR FACT SHEET

MIDWEST HIGHER EDUCATION REGIONAL USER GROUP

October 11-12, 2018

Brookfield, Wisconsin

LOCATION

Sheraton Milwaukee Brookfield
375 S Moorland Rd,
Brookfield, WI 53005

SCHEDULE/EXHIBITOR HOURS

****Please note Exhibitor hours are both days for MIDHEUG****

Thursday, October 11

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|---------------------|--|
| 7:00 AM – 5:00 PM | Exhibitor registration check-in |
| 10:00 AM – 11:30 AM | Exhibit table top set up |
| 11:30 AM – 3:30 PM | Exhibitor hours (Please note: lunch is not provided unless you purchased a boxed lunch for \$17 when registering) |
| 5:20 PM – 7:30 PM | Please return to your exhibitor table no later than 5:20 PM as the Networking Social will be in the exhibitor area |

Friday, October 12

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|--------------------|---|
| 7:00 AM – 8:00 AM | Continental Breakfast |
| 7:00 AM – 10:20 AM | Exhibitor hours (tear down cannot take place prior to 10:20 AM) |
| Conference agenda: | https://www.heug.org/p/cm/ld/fid=2607 |

EXHIBITOR AREA

Included with your Exhibitor package is a draped 8' table, 2 chairs, wireless internet access, and two (2) full registrations. Tables are not assigned and available on a first come, first served basis (unless you are a Premier National Partner). You may also provide giveaways and/or door prizes (value must be less than \$50 in accordance with conference rules). The projected number of attendees is 300, not including vendors.

REGISTRATION

Please make sure to use your vendor code to register for the conference prior to arriving onsite. If you need additional registrations, they are available for \$250 each or \$275 on-site. To register now, <https://www.heug.org/e/in/eid=384>. If you need your vendor code, please contact the person at your company who registered to become an exhibitor at the conference.

SHIPPING

Inbound shipping

Please ship items with **MIDHEUG Vendor** and your **company's name** on the label/box no earlier than Oct. 9th to the address below. Please note that there is a \$2 per package handling fee through the hotel.

Sheraton Milwaukee Brookfield Hotel
ATTN: Liz Harley & **VENDOR NAME**
375 S Moorland Rd,
Brookfield, WI 53005

Outbound shipping: It is the Exhibitor's responsibility to schedule pick-up of all materials 24 hours in advance via your preferred carrier (UPS, FedEx, USPS). Once pick-up is scheduled with the carrier and after Exhibitor hours on the second day, please leave items with either a pre-paid label or the account number to be billed for shipping on top of your table; if neither of these are on the box, it will not get shipped. Please note that there is a \$2 per package handling fee through the hotel.

VENUE/PARKING/TRAVEL ACCOMODATIONS

Please click on this link for more info: <https://www.heug.org/p/cm/ld/fid=2614>

HEUG VENDOR QUESTIONS

Please contact Tom Chambers, exhibitors@heug.org or 602-845-5972.

ONSITE CONFERENCE HEUG CONTACT:

If you need assistance while onsite, please contact Michelle Goytia, mgoytia@heug.org , 602-235-0318.