

# **General AABP Tradeshow Information**

## **1. Trade Show Location:**

2023 AABP Tradeshow

Wisconsin Center

555 W Wells St,

Milwaukee, WI 53203

Web: <https://wcd.org>

## **2. Official Supplier/Decorator:**

George Fern Company

1147 S. White River Pkwy East Drive

Indianapolis, IN 46225-1482

Tel: (317) 635-9606

Fax: (317) 634-0993

## **Services Provided by George Fern Company:**

All services customarily required by exhibitors are available. The Exhibitors' Service Kit will include order forms or information for:

- Information and Shipping Form for Official Carrier, Fern Transportation
- Labor
- Signs
- Hanging Banners
- Furniture Rental
- Special Cleaning & Porter Services
- Electrical
- Telephone
- Internet Access
- Television/ Audiovisual Equipment
- Floral
- Map to the Loading Docks
- Parking Information
- Exhibitor Safety and Security Information
- Early Placement of Onsite Promotion

*The Exhibitor's Service Kit will be available by direct link from the AABP Exhibitor's Homepage and accessed at <https://www.fernoneview.com/login>*

### **3. Name Badges for Booth Representatives**

A badge is required for every exhibitor representative attending the tradeshow.

Exhibitor booth representatives who complete ALL of the following information will receive a complimentary name badge:

- Booth representative name is typed into the online contract by August 31st
- Booth representative has a hotel reservation in their name made through the AABP Housing Bureau, by August 31st. (one room = one badge unless rooming with your significant other.)

Exhibitor booth representatives who do not complete the above information by August 31st will be charged a fee (\$200) for each name badge. Any onsite printed badges will be charged the full fee.

Name badges for exhibitors allow access to the exhibit hall beginning Tuesday, complimentary Thursday and Friday lunch vouchers, and access to conference CE sessions and social events (excludes ticketed events). To receive continuing education credit, including access to clinical forums or seminars, booth representatives must register as a member/non-member using the online registration form.

### **4. Mailing Lists**

The AABP sells mailing lists of members (approximately 4500 veterinarians) for \$1000 USD for registered exhibiting companies only. Requests for an AABP membership mailing list can be made by emailing Geni Wren, AABP Director of Marketing and Communications at [gwren@aabp.org](mailto:gwren@aabp.org). Mailing lists are in Excel format and include name and mailing address, as well as some self-reported demographic information, and provided as a one-time use only. Sorting of data is the responsibility of the exhibiting company. Pre-approval of the literature piece to be distributed is required before the mailing list is sent.

Exhibitors will receive one complimentary mailing list of registered attendees (virtual and in-person) which will be sent after the pre-registration close date. Mailing lists are in Excel format and include name and mailing address only. Sorting of data is the responsibility of the exhibiting company.

### **6. Hotel Accommodations for Exhibitors**

Hotel reservations can be made by going to [aabp.org](https://aabp.org) and clicking on the 'Conference' menu at <https://aabp.org> then select 'Make your hotel reservations'. The AABP Housing Bureau will open in May. Exhibiting companies are encouraged to stay in the AABP hotel block to minimize financial risk to AABP.

Companies who wish to reserve a housing block of 10 or more rooms, must work directly with the housing bureau. Hotel assignments of 5 or more rooms will be required.