

**VENDOR INFORMATION**  
**Madison Home Improvement Store**  
**February 19, 20 & 21, 2021**  
**Monona Terrace Convention Center**

**LOCATION**

Monona Terrace Convention Center  
One John Nolen Drive  
Madison, WI 53703

**SHOW HOURS**

Friday 12 PM – 7 PM  
Saturday 10 AM – 7 PM  
Sunday 10 AM – 5 PM

**MOVE-IN**

Wednesday, February 17 12 PM – 6 PM  
Thursday, February 18 10 AM – 6 PM  
Friday, February 19\* 8 AM – 12 PM

**Ballroom (M), Hall of Ideas (H) & Grand Terrace (G) Booths:**

Booths ending in “M” “H” or “G” are on the upper level and accessed via loading dock freight elevator (press 4) or the Monona Terrace parking ramp. All booths are on carpet, have a ceiling height restriction of 16ft, and move-in is hand carried/carted only.

**Exhibit Hall Booths:**

Exhibit Hall booths can use the loading docks, or the one-way drive-through to unload their items, then park in a nearby ramp and continue setting up. Driving to your booth on the exhibit hall floor is not permitted.

**\*BOOTHS #1F - #23F MUST MOVE IN FRIDAY MORNING BETWEEN 9AM AND 2PM.**

\*Friday move-in is hand carried/carted only, one way drive-through is not available.

**Vendor identification badges will be available for pick-up during move-in.**

**MOVE-OUT**

Sunday, February 21\* 5 PM – 8 PM  
Monday, February 22 8 AM – 2 PM

**\*BOOTHS #1F - #23F MUST MOVE OUT SUNDAY NIGHT BETWEEN 5PM AND 8PM.**

**Please complete move-out by 2:00 PM on Monday.** Otherwise, your exhibit will be moved out by the decorator and stored at your expense.

Valuable electronic equipment should be moved out Sunday night or stored in the show office overnight.

If you are planning on bringing candy, promotional items, or other freebies for attendees you must following the new procedures put in place by Public Health of Madison Dane County. All items you give away must be given to each attendee individually. Bowls of free items, paperwork, pamphlets, etc. must be directly handed to each attendee, not in a communal bowl or display for attendees to access on their own.

In booth games for attendees to play are not allowed.

If you plan on having attendees test your products or services, you must sanitize in between each use.

Eating/drinking in your booth is not allowed. Please use the designated seating area near concessions or exit the building.

If you have a Madison Dane County Sellers Permit or Business License, please have it available in your booth.

If you do not have a seller's permit, please go to the City of Madison website below for more information.

<https://www.cityofmadisoan.com/clerk/licenses-permits>

Food Sampling: Due to current regulations in Dane County, food and beverage sampling is not permitted.

**QUESTIONS**

If you need to contact the show decorator to place orders for booth carpeting, booth furnishings or forklift service, please email [events@valleyexpodisplays.com](mailto:events@valleyexpodisplays.com) or call **Valley Expo at 815-873-1500**.

If you need to talk to a manager at any time during the move-in, call **Steven Meredith at 952-406-0548**

In the interest of public health and safety, and in accordance with both state & venue guidelines, the Monona Terrace Convention Center has updated the layout to aid in social distancing. At this time, it will be mandatory for all exhibitors and attendees to wear a face mask or protective covering, and we ask that everyone observes social distancing in all public spaces.

## Gaffer Tape Examples and Purchase Options



Amazon:

<https://www.amazon.com/Premium-Gaffer-GafferPower-Available-Multiple/dp/B00GZE3UJ8>

Home Depot:

<https://www.homedepot.com/p/3M-1-88-in-x-54-6-yds-Black-Premium-Matte-Cloth-Gaffers-Tape-GT2/302798748>

Guitar Center:

<https://www.guitarcenter.com/PERMACEL/2in-X-50-Yard-Gaffer-Tape-Black-1313854565278.gc>