

# Resources - Exhibitor

Welcome to Canoecopia! Here is all the information you will need to have a successful and enjoyable show. We look forward to seeing our returning friends and meeting new ones.

[Terms and Conditions](#)

[Show Logistics](#)

[FAQ](#)

[Loss Prevention](#)

## Wisconsin Department of Revenue Requirements

The Wisconsin Department of Revenue Requires all Exhibitors (whether you are selling anything or not) to complete Form S-240 - Temporary Operator and Event Seller Information Form - and submit this to Rutabaga.

Before we can assign you a booth number on the floor plan, we will need a copy of your Completed S-240 Form and full payment for your booth.

[S-240 Form](#)

Fill in PART C, Lines 1-8, check the appropriate box on line 9 (select display only if not selling anything), sign, print and submit a copy to Pam Ottelien, Rutabaga's Accountant, at [pamo@rutabaga.com](mailto:pamo@rutabaga.com).

If you do not have a Wisconsin Tax Account Number (Part C, line 6) and you have received permission from Darren Bush to sell direct at your booth you will be required to apply for a WI Tax Account Number at Wisconsin's [My Tax Account](#).

For further information regarding Wisconsin's Sales & Use Tax please see the WI Department of Revenue's [Common Questions](#).

## Cancellations

Cancellation of all or any exhibit space must be in writing to Darren Bush. Any credits issued can be applied to the purchase of booth space for the following Canoecopia. If the space can be reassigned to another exhibitor you may be able to receive a partial credit for the following year's show. We do take into account family emergencies and other situations that are unpredictable.

## Form for Exemption From Sales Tax on Booth Invoices

If you are a Non-Profit Exhibitor and are not required to pay Sales Taxes on your Booth Invoice please complete, sign and return to Darren Bush a WI Sales Exempt Certificate. You will have to pay sales taxes on your booth invoices if we do not receive a signed exemption certificate.

[WI Tax Exempt Form](#)

## Submit forms and any questions about the forms to:

Pam Ottelien  
Rutabaga Paddlesports  
220 W Broadway  
Monona, WI 53716  
[pamo@rutabaga.com](mailto:pamo@rutabaga.com)  
608-310-3851  
608-223-9303 (fax)

# EXHIBITOR TERMS & CONDITIONS

Exhibitor space is offered to outfitters, liveries, guides, schools and others offering paddlesport-related services. Space is also offered to custom boat builders and sellers of unique equipment not otherwise offered at the show.

Rutabaga Paddlesports, LLC may exercise its discretion and decline to offer exhibit space in the interest of maintaining a balanced show. Rutabaga Paddlesports LLC is not obligated to offer space to exhibitors it considers direct competitors with our current vendors.

## **Set Up and Tear Down**

I understand that set up hours are from 11:00 am - 9:00 pm Thursday, and that my booth must be ready to show to customers by 2:00 pm Friday, two hours before show opening. I agree to contact CanoeCopia Management if I am delayed by circumstances outside my control.

I agree to load and unload all booth materials through the back loading bay doors of the Alliant Energy Center. I will not load or unload my booth through the front glass lobby doors, or block other doors open.

As a courtesy to our customers, I agree not to take down my exhibit before the close of the show on Sunday at 5:00 pm.

## **No Adhesives**

I agree to use no kind of tape or adhesives on the floor or walls of the Alliant Energy Center.

## **Back Loading Dock**

I understand that unless I have made freight arrangements and storage with the Alliant Energy Center, I will not store any crates, product, trailers, etc. on the back loading dock.

## **Free Gifts for Attendees**

I understand that if I have free giveaways, I will indicate as such on the item with a sticker, or permanent marker and inform Canoecopia management. This will alleviate confusing security personnel at the exits.

## **Food and Beverage**

Rutabaga Paddesports and Canoecopia is under contract with the Alliant Energy Center's catering service. In order to not violate that contract, I agree to refrain from bringing in food and beverage onto the premises from any other provider. Small snacks such as small granola bars, cookies, samples, etc., for customers and such are exempt.

## **Alcohol Policy**

Although beer and wine are served at the concessions, I understand that Canoecopia policy is that exhibitors and vendors do not drink alcohol during show hours. I understand that under no circumstances is hard liquor allowed on the show floor.

## **Conduct**

I understand that abusive conduct and inappropriate behavior at Canoecopia, including such conduct that is directed toward staff, attendees, or any other person participating in Canoecopia is prohibited. I understand that Canoecopia reserves the right to immediately reject, eject, remove or prohibit any exhibit or any exhibitor or its representatives from Canoecopia.

# Resources - Exhibitor Show Logistics

Thank you once again from the bottom of our hearts for coming and making Canoecopia a success! Please take a moment to read through the logistics for the show and the weekend. We hope you have a great time in sharing your passion for paddling at this year's paddling family reunion!

## Show Ingress Hours

March 12 - 11:00 am to 8:00 pm

March 13 - 8:00 am to 2:00 pm

## Show Hours

March 13 - 4:00 pm to 9:00 pm

March 14 - 9:00 am to 6:00 pm

March 15 - 10:00 am to 5:00 pm

## Show Egress Hours

March 15 - 5:00 pm to 11:00 pm

### Booth Furnishings

Your booth will be set up with a blue and gray 8 ft back drape and 3 ft side drape. You will be provided with (1) 6 ft skirted table and (2) chairs. If you do not need these furnishings please push them out of your booth during set-up so they may be used by another exhibitor or collected by the Alliant Energy Center before the doors open.

### Pre-Ordering Extra Booth Needs

If you want to order other items for your booth, such as electricity, extra tables or chairs, hardline internet, carpet, etc., you can do so through the [Alliant Energy Center](#). Pre-ordering these items will save you time and money as the cost of these items go up if you order the day of the show.

To pre-order goods and services for the show:

- 1) Go to the [Alliant Energy Center](#) website.
- 2) At the very bottom of the page, under Exhibitor Services, click on Order Booth Furnishings and Services.
- 3) Scroll down to Canoecopia and click on that link.
- 4) Enter your table number if you have it, but it is not required. Click continue.
- 5) Under Page List are links to all the different services available, including power, telecommunications, freight, etc.

**You may request services online until Feb 28th.** After that date, you may no longer order in advance but must request services when you arrive at the show, which is more expensive.

**Note:** Exhibitors are not allowed to tap into the electricity that another booth has ordered.

### Last Minute Booth Needs

You can order most booth needs that were not ordered prior to set-up at the Alliant Energy Center Service Desk, located in AEC office in loading Bay A. Note that prices are higher if you need to order day-of.

## **Parking**

Parking fees are \$7/day or \$19.50/3-days, cash only. Three day parking passes can be purchased on Thursday all day or Friday morning at the Alliant Energy Center Service Desk located in AEC office in loading Bay A. Parking fees begin Friday at noon.

## **Load-In/Load-Out**

Exhibitors must load and unload all booth materials through the back loading bays only.

## **Access to the Show**

The name tag provided in your packet will be your all weekend access in and out of the show so be sure to wear it at all times. If you need more than one (if you have other helpers in your booth) you can request more at Customer Service when you check-in. Please drop off your name badge holder in our return box at Customer Service at the end of the show so we can re-use them next year.

## **Packet Pick-Up**

Your exhibitor packet will include your name tag (access to the show) and important show information. Packet pick-up will be available Thursday from 11am-6pm and Friday beginning at 9am from the Canoeconopia Customer Service Booth.

## **No Adhesives**

Exhibitors agree not to use any tape or adhesives of any kind on the floors or walls of the Facility.

## **WiFi**

WiFi service of 768kbps down/256kbps up is available for free at the show. Faster wireless service of up to 3Mbps is available for \$6 for 24 hour access, or \$15 for 3 day access (suggested). Up to three devices can share a single account. However the bandwidth is diluted by half or thirds when sharing. Both levels are obtained onsite, on your device.

## **Direct Vendors**

If you have been given permission from Darren Bush to sell items directly from your booth you must process your own transactions and provide a receipt to the customer. We will provide signage for your booth that indicates that you are a direct vendor and the merchandise must be paid for in your booth. You will be required to fill out the WI tax forms listed on the previous page and return them by fax or scanned email to our accountant, Pam, at fax: 608-223-9303 or email: [accounting@rutabaga.com](mailto:accounting@rutabaga.com)

## **Food Service**

All food can be purchased at the concessions inside the Main Hall and Lobby. Per our contract with Centerplate the appointed caterer of the show, no food is allowed to be brought in with the exception of sample items, such as cookies and candies for attendees. This also applies during set-up and tear-down.

## **Show Discount**

Exhibitors receive the same discount as all people attending the show, which is generally 15% off MSRP for all your accessory purchases and 6% off MSRP for boats. Discounts apply to special orders as well if a product is not available at the show.

# Resources - Exhibitors FAQ

## FAQ EXHIBITORS

### 1. Why can I not load in prior to 11am?

Some areas and booths on the show floor are not set up yet to make room for boat trailers to load in.

### 2. Can I have pizza delivered to my booth?

Yes, you can order pizza through Centerplate, the catering company that works with the AEC.

### 3. Do I get a lunch voucher?

We offer lunch vouchers to the vendors and manufacturers that work directly and sell product to Rutabaga Paddlesports and are working for Rutabaga at Canoecopia.

### 4. How do I pre-order electricity or a tall skirted table?

Your booth automatically comes with a skirted 6ft table and 2 chairs. If you would like to order a different size table ahead of time please contact the AEC. To order goods and services for the show:

- 1) Go to the [Alliant Energy Center](#) website.
- 2) At the bottom of the page, under exhibitor services, click on Order Booth Furnishings and Services.
- 3) Scroll down to Canoecopia and click on that link.
- 4) Enter your booth number if you have it, but it is not required. Click continue.
- 5) Under 'Page List' are links to all the different services available, including power, telecommunications, carpeting, freight, etc.

Prices vary and increase the day of set-up.

### 5. What if I do not want a skirted table?

If you do not need the table in your booth, kindly push it to the main aisle so either another booth may use it or the AEC staff will pick it up.

### 6. Where is the Alliant Service Desk located?

It is located inside Loading Bay A.

### 7. Where is my shipment?

Check for any freight shipped in directly to the AEC at the Service desk located inside Loading Bay A.

### 8. Can I store pallets or crates on the back loading dock?

You cannot store pallets or anything else on the loading dock unless you have made freight and storage arrangements with the AEC.

### 9. Where should I park during the show?

You can park in the large parking lot behind the Exhibition Hall for easy access to the back loading dock entrance.

### 10. How do I get a parking pass?

Parking fees are \$7/day or \$19.50/3-days, cash only. Three day parking passes can be purchased on Thursday all day or Friday morning at the Alliant Energy Center Service Desk located in AEC office in loading Bay A. Parking fees begin Friday at noon.

# Loss Prevention

Dear Exhibitors and Vendors,

We're grateful that you are joining us for another fantastic Canoecopia! Each year we set up over 250,000 square feet of booths and speaker rooms for you and a few hundred of your colleagues.

We would like to ask for your help with an area of concern, which is loss prevention. Unfortunately it happens, but we can minimize it if we all keep a watchful eye.

During the show hours, we've hired more security to make sure that Staff, Vendors, Speakers, & Exhibitors show their name badges when exiting the rear loading doors, that bags/purchases are checked, and all product (which is mostly our inventory) stays where it should until it's ready to be purchased.

For those of you selling products directly (Direct Vendors) or have valued items in your booth, we recommend you find a way to cover them or stash them after you leave your booth. We do sweeps in the morning and evening to make sure that product is returned to its proper booth and not hiding behind the draping or completely out of place. However, we cannot be held accountable for loss of personal belongings.

For those of you who want to purchase items at the show, we ask that you buy them and either take them directly to your car or hotel room, or be sure to have a bag with the receipt attached. Keeping tabs on inventory is the main issue; if we can't find it, we can't sell it.

Storing product overnight in your booth that you plan to purchase is not permitted. If you want to hold product until the end of the day, you can use the Canoecopia totes and leave it in one of the two Tote Check areas and make your purchase at the end of the day (no product is stored overnight). We will be checking the hall for product that isn't where it belongs and returning it to the right booth.

During breakdown, keep your eyes open. If you see anything suspicious, please let us know. We trust people and give them the benefit of the doubt; we like to think shrinkage won't happen, but it does.

Thank you kindly,  
Darren Bush