



Greetings! Please find important information about the 2025 Wisconsin Fishing Expo below:

## VENDOR PORTAL SYSTEM

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Logging in through the vendor portal gives you access to make payments, print receipts, update profile, confirm contract, and even request space. We use this system to manage all Expo functions.

Portal URL is: <https://portal.conventionforce.com/?aid=108>

Note: Your account is found by the email you originally provided to us. You can always change it in the portal. PLEASE make sure your email is current under your account. **We send ALL Expo vendor communications via email, using the “[expos@bastdurbin.com](mailto:expos@bastdurbin.com)” email address: please add it to your address book, to help keep messages from going to your junk mail folder.**

## MOVE-IN/SET UP TIME

Thursday, Feb. 20, 2025 from 8:00a.m. to 5:00p.m. (Interior Hall Only) and Friday, Feb. 21, 2025 from 6:00 a.m. to 12:00 p.m. (All) Tear down: Sunday, Feb. 23, 2025 from 4:00 p.m. to 7:00 p.m. All vendors are asked to move in through the 4 loading docks on the back of the Alliant Energy Center's exhibition hall, except Atrium, Lobby, and Corridor vendors, who will access another door & service elevator. Zone maps will be emailed out, prior to move-in.

## VENDOR BADGES

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Check in at the show office during set up hours to pick up your badges. Three badges per 10' wide booth are included, with exceptions on a case by case basis. Discounted passes for guests available. No pre-registration required, unless additional quantities are requested.

## ORDER ELECTRICAL SERVICE AND OTHER RENTALS

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Our venue partner & host site: Alliant Energy Center, provides ALL rental services to our Expo vendor community, including: 110v electrical service, upgraded WI-FI, & booth furnishings. (Pipe and drape is included in non-bulk space booth rentals.)

If you need to rent a table & chairs, carpeting, or order booth services such as electric, phone, or Internet connectivity, exhibitors should go do the following:

Go to [www.alliantenergycenter.com/exhibitors](http://www.alliantenergycenter.com/exhibitors)

Click on “Order Booth Furnishings” on the right side of the page (bottom of the page for most mobile browsers).

Select our event from the calendar of events. (must be within six months of start to appear in the calendar).

Click on “Go to Store” on our calendar entry, in the lower right hand corner.

Register yourself as a vendor, or use your previous sign in information to log into the Alliant system

Follow the process to reserve and pay for the items and services you need during the WI Fishing Expo event.

Note: Exhibitors are allowed to supply their own multiple connection boxes, surge protectors & extension cords provided they are grounded and meet all safety regulations. However, all AC power sources must be supplied by Alliant Energy Center. Only equipment specifically designed to be battery operated without inverters are allowed. Sharing of electricity between booths is not permitted. If power is needed each booth must purchase power from Alliant Energy Center. Inverters will not be allowed in any booth. If you have questions regarding your planned display, and its use of 110v power, or batteries that are included as a portion of your product display, please contact “AEC” staff at 608-267-3950 or email [service@alliantenergycenter.com](mailto:service@alliantenergycenter.com).

## PARKING

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The Alliant Energy Center has over 5,800 paved and lit parking spots onsite for your convenience. Fees are charged by Dane County, the operator of the venue, and are not controlled by your event organizers. Fees are currently \$7.00/day and up, with operators staffing the fee-booths 2-3 hours ahead of each day's opening times. Vehicles may be left in the lots overnight, at the owner's risk.

## LODGING

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The Clarion is attached to the Expo Hall via an underground walk-way. For more information on this and other nearby lodging options in Madison, check out the link on our website: <https://wifishingexpo.com/lodging/>

Thanks for choosing to join our Expo family! If you have any questions please contact our main office: (262) 644-7940 or event coordinator - Don Kirby: (920) 431-0133, or [dkirby@bastdurbin.com](mailto:dkirby@bastdurbin.com).



## EVENT INSURANCE INFORMATION

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ALL vendors are required to submit proof of insurance (“certificate of insurance”) which includes and acknowledges that you have added the following entities as “Additional Insureds” to your existing liability policy, or acquire a policy specific to this purpose:

**Bast-Durbin Inc. and Bast Durbin Advertising LLC, 347 Main Street, P.O. Box 550, Kewaskum, WI 53040; DANE COUNTY, IT’S BOARDS, COMMISSION, AGENTS, OFFICERS, EMPLOYEES AND REPRESENTATIVES, RISK MANAGEMENT LOCATED AT CITY-COUNTY BLDG, ROOM 425, 210 MARTIN LUTHER KING JR., BLVD, MADISON WI 53703**

## INSURANCE REQUIREMENTS

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Commercial General Liability Insurance

\$1,000,000.00 per occurrence and \$2,000,000.00 annual aggregate

Event Dates: 2/21/25 – 2/23/25

Includes the statement of Additional Insureds as noted above

## HOW DO I GET TEMPORARY EVENT INSURANCE?

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1. Contact your insurance agent or broker and ask for a temporary, special event insurance certificate, have them emailed to Don Kirby.
2. Make a request to the person who handles the insurance within your company to add the special event coverage, naming the “additional insured’s”, as indicated above.
3. If you do not have insurance that meets the event requirements, follow this link:

This will take you to Artists, Crafters, & Tradesman Insurance, which can provide you a 3-day policy, starting at just \$49, that can fulfill our requirements:

<https://app.actinsurance.com/events/7285>

## SUBMIT YOUR CERTIFICATE OF INSURANCE TO US

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1. Best: scan & e-mail to: [dkirby@bastdurbin.com](mailto:dkirby@bastdurbin.com) **OR**
2. U.S. Mail: Bast Durbin Advertising, 347 Main Street, P.O. Box 550, Kewaskum, WI 53040 **OR**
3. Upload it, using your entry to the vendor portal system. **OR**
4. If you elect to forgo insurance coverage, a completed waiver form must be submitted, instead. (See waiver form in the vendor portal docs).

## IMPORTANT ANNUAL DATES FOR THE WISCONSIN FISHING EXPO

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- 5/1:** \$200 minimum deposit required to secure your current exhibit location for the next event cycle. (right of first refusal period ends)
- 8/1:** Deadline to submit payment-in-full, to qualify for “early-bird discount” on non-corner line booths, if eligible.
- 10/1:** Payment-in-full deadline for all exhibit spaces for the upcoming WI Fishing Expo
- 12/1:** No refunds after this day, for your spaced cancellation, for the upcoming Expo cycle.



## THE FOUR CHECKMARKS TO A SUCCESSFUL WI FISHING EXPO REGISTRATION

### 1. CONTRACTS

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Complete the contract that applies to your exhibit; regular booth, marine/bulk space, or Art Gallery. These may be submitted via the vendor portal system, scanned & e-mailed in, or via US Post. This is the agreement between our organization & yours, for the event. No space may be populated at the Expo, without a complete contract on file, first.

### 2. PAYMENT

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Going forward, we've moved our deadlines up slightly, to better help us manage work-flow during the 4th quarter of the year. Deposits to hold exhibition spaces are due by May 1st, payment-in-full to secure "early-bird" discounts, where applicable, is August 1st, and all exhibit space rentals must be paid in full by 10/1, unless other arrangements are made in advance of that date, with WFE management. Refunds are available for canceled plans, before 12/1.

### 3. WI FORM

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The WI Dept. of Revenue requires all temporary event operators to report a full set of information on the organizers of the event, the details of the event, and each organization that exhibited there, both sellers and those who are not selling anything (display only). From the WI-DOR website: The event operator can require each seller to complete Form S-240, Wisconsin Temporary Event Operator and Seller Information or the substitute form of their choice. If a seller provides incomplete information or refuses to provide information, the event operator is required to submit as much of the required seller information as they have available.

**Once your organization's appropriate WI tax ID information is logged into your vendor portal, we no longer need to update with your signature, annually (as of June '22). You can check your portal information when you log in - if those fields are populated - you're done!**

Please help us with the process of collecting this required information, and turn in your information form (found in the vendor packet provided) as soon as possible, as you complete your contract, payment & insurance certificate. It will speed things tremendously, at registration on Friday.

### 4. INSURANCE

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As noted in the vendor packet, the WI Fishing Expo and our host venue, the Alliant Energy Center must be named as "additional insured" parties on an insurance certificate provided to us. Most vendors will find they can easily get this certificate, by requesting one from their regular business insurance agent. The specifications are outlined in the vendor packet. For those who are not able to secure this from their insurer, we have provided a low-cost, easy to use secondary option, that will provide this certificate to your enterprise. Those parties unable or unwilling to secure proper insurance will be required to sign off on a liability waiver form, before their exhibition space can be populated.

Finish up these simple "4 ✓s" and you'll breeze through registration on Friday of the event, and avoid having Expo management "hunting for you" to complete one aspect of the required documentation or another. Your assistance & participation is greatly appreciated — THANK YOU!

## VISUAL EXAMPLES OF THE WI FISHING EXPO BOOTH DISPLAY RULES:

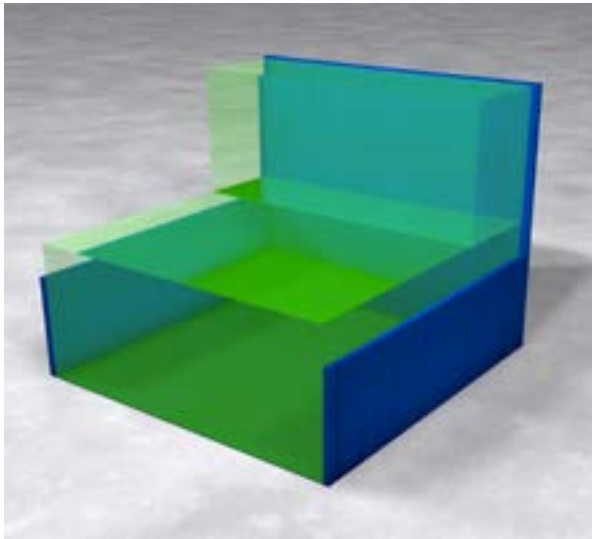


Figure 1: this shows the area in a 10'x10' sample display booth, where creative displays are allowed within the rules...

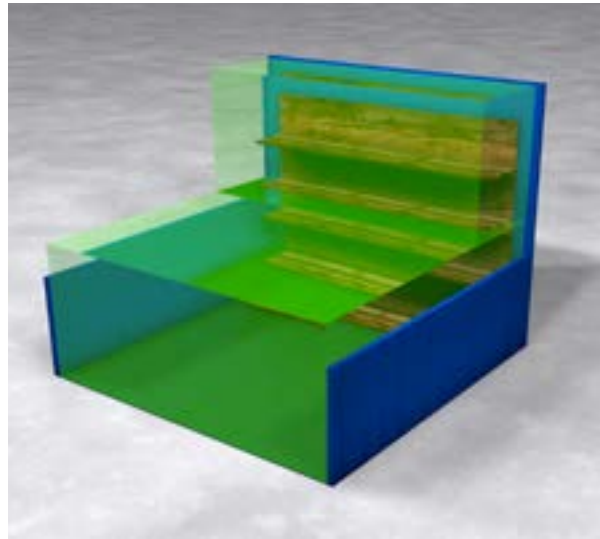


Figure 2: this shows shelving projecting 24" from the back wall of a 10'x10' sample display booth, the maximum allowed without prior exception by show management...

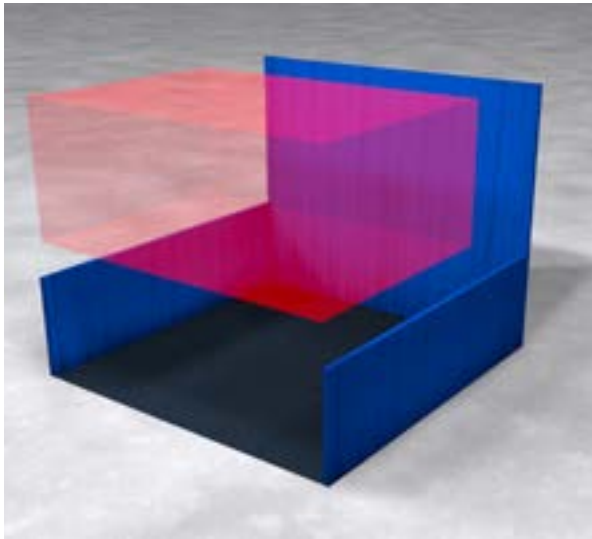


Figure 3: this shows the area at the front of a 10'x10' sample display booth, where displays are not allowed to ensure visibility to neighboring booths...

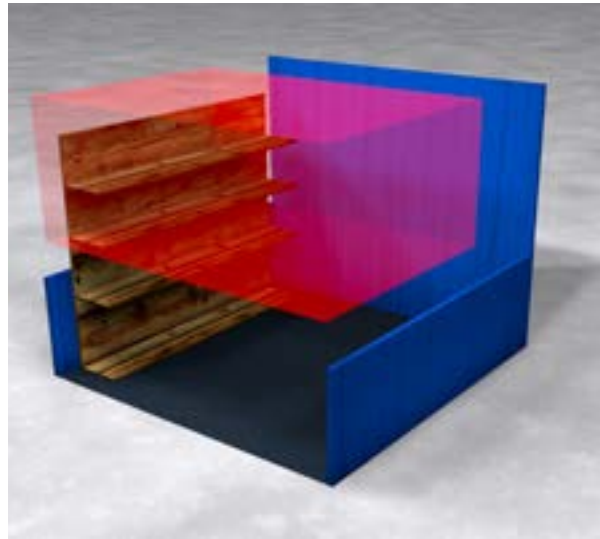


Figure 4: this shows shelving improperly placed along the side of a 10'x10' sample display booth, obscuring visibility into a neighboring display area...

**Note:** Madison Fire Department rules restrict the use of some overhead canopies (EZ-Ups) with covers, as they prohibit the fire protection from sprinkler systems. While limited use is available, all canopies **MUST** be approved 30-days before set-up day.

# WISCONSIN DEPT. OF REVENUE TEMPORARY EVENT REPORTING FORM

As temporary event operators, we are required to collect and provide information to the State of Wisconsin on every vendor who exhibits at our temporary event, within 10 business days from the close of the event.

These rules were updated in July of 2022, and so has the collection form. We will use the information you provide here, to populate the official Form S-240 which we are required to submit for each temporary event.

This form must be updated annually for temporary events, per WI statute: 2024 dates 2/23–2/25/24.

## What are temporary event vendor requirements?

Temporary event vendors must have a Wisconsin seller's permit unless their sales are exempt from sales and use tax.

## Where can I find more information on temporary events?

- [Publication 228, Temporary Events](#)
- [revenue.wi.gov](https://www.revenue.wi.gov) and search [Temporary Events](#)

## Temporary Event Vendor Common Questions

<https://www.revenue.wi.gov/Pages/FAQS/ise-wtep.aspx>

## Temporary Event Vendor Instructions

<https://www.revenue.wi.gov/DOR%20Publications/pb228.pdf>

### Applicable Laws and Rules

This document provides statements or interpretations of the following laws and regulations in effect as of June 1, 2022: sec. 77.52(19) and 73.03(38), Wis. Stats., and sec. Tax 11.53 and 11.535, Wis. Adm. Code.

Form S-240 Operator's Wisconsin Tax Number **640-0003194884-07** Event End Date **02-23-2025** Page \_\_\_\_ of \_\_\_\_

### Part C: Vendor Information

If the vendor does not have a Wisconsin seller permit number and claims their sales are tax exempt, enter the exemption code number provided by the vendor.

- 1 - Exempt sales only or display only
- 2 - Multi-level marketing company pays sales tax
- 3 - Nonprofit occasional sales exemption
- 4 - Exempt occasional sales

Wisconsin Seller's Permit Number (15 digits starting with 456) 456- -		SSN (last 4 digits)	FEIN (last 4 digits)	Exemption Code
Legal Business Name (if not sole proprietor)		Doing Business As (DBA) Name (if applicable)		
Vendor/Contact Name (Last)	Vendor/Contact Name (First)	Vendor Phone Number		
Mailing Address		Email Address		
City	State	Zip	Multi-Level Marketing Company (if claiming Code 2 above)	

### SUBMIT THIS FORM TO US

1. Scan & email to: [dkirby@bastdurbin.com](mailto:dkirby@bastdurbin.com) or 3. Upload to your vendor portal entry -OR-
2. U.S. Mail to: Bast Durbin Advertising, 347 Main Street, P.O. Box 550, Kewaskum, WI 53040