

59th Annual Technical Exhibition & Open House

(to be held in conjunction with the WHEA Annual Conference)

Wednesday, September 24, 2025 • 9:30 am - 1:30 pm
(Open House • Tuesday, September 23, 2025 • 5:00 - 7:00 pm)

Location: Fox Cities Exhibition Center, 355 W Lawrence St, Appleton, WI, 54911

Registration, Set Up Schedule and Requirements: Tuesday, September 23rd from 12:00 pm to 4:30 pm
Wednesday, September 24th from 7:30 am to 9:00 am
(All booths must be set up by 9:00 am on Wednesday to avoid interruption of conference)

Note: Exhibitors may not plan any events to take place during the scheduled conference activities. THIS INCLUDES scheduling outings with attendees during Thursday evening's banquet.

Open House: Tuesday, September 23rd from 5:00 pm to 7:00 pm (Hilton Conference Center Lobby)

Technical Exhibit: Wednesday, September 24th from 9:30 am to 1:30 pm (Fox Cities Exhibition Center)

Lunch: Will be served in the exhibit hall during the Technical Exhibition.

What Is Included: **3 Exhibitor Passes*** (allows 3 people into your booth, into Tuesday evening's open house and lunch at the show).
If you need anything not included here, you will need to order from the Green Bay Expo Services. Order form and instructions available at www.whea.com/ Conference.
10' wide x 8' deep carpeted booth
8' skirted table with 2 side chairs
NEW THIS YEAR – If you need electricity in your booth please go to page 8 of the Green Bay Exposition Services packet and indicate that you need it, WHEA will pay for it. If you arrive at the show and did not request electricity you will be required to pay GBES \$175. We are making this change so we can keep booth fees reasonable.
2025 WHEA Directory
Exhibitor and Attendee Listings (these cannot be given out before Tuesday's registration)
*Additional exhibitor passes may be purchased for \$50 per person.

Not Included: Additional services such as extra tables, additional power, phone line, etc. are not included but are available from Green Bay Expo Services for an additional cost. Links to the form can be found at www.whea.com under the Annual Conference tab / *Technical Exhibition Itinerary and Info Sheets*. These services need to be ordered from the contact listed on the form. There is a shipping service available if you wish to ship your booth to the show ahead of time.

Door Prizes: Individual company door prizes are not mandatory; however, feel free to bring them if you wish. NO ALCOHOL may be given away as a prize. We will provide door prize slips for each exhibitor; please use them if you are giving away prizes during the technical exhibit. Please note the winners' first and last name on the slip and bring to the WHEA booth at a time you choose but no later than 12:30pm. We will display the winner's name and will have them come to your booth to pick up their prize. If a winner hasn't picked up their prize, please complete another slip and we will display that winner.

On-Site Registration: Check in at the WHEA Technical Exhibition registration area (Fox Cities Exhibition Center Exhibit Hall Registration Booth).

Accommodations: Lodging is not included in your registration fee. You are responsible for reserving your own hotel room(s). All hotel information can be found at www.whea.com under the Annual Conference tab / *Travel and Hotel Information*.

Parking: Information will be available at www.whea.com under the Annual Conference tab.

Cancellation Policy: CANCELLATION POLICY: Cancellation notice must be emailed to Dennis Havlik at dennis.havlik@gmail.com a cancellation affirmation email reply must be obtained. A \$100 cancellation fee will be retained for cancellations received between August 18 and August 29. If you cancel between September 1 and September 12, you will forfeit 1/2 your booth fee. All registration fees are non-refundable after September 12. No shows are non-refundable. Fees are non-transferable.