



2021 WORLD DAIRY EXPO Hanging Sign Form

Company Name: _____

Contact Person: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____ Email: _____

On Site Contact Person: _____ Cell: _____

Signage Regulations:

1. All signs must be approved by show management and the Alliant Energy Center (AEC). AEC reserves the right to refuse to hang any sign for any reason.
2. AEC reserves the right to determine the exact location of signage based on structural limitations.
3. All signs must be properly constructed with applicable frames, grommets, top/bottom pipe pockets, sign hanging hardware and conform to state and local building codes. Sign must arrive ready for hanging by scheduled set-up dates.
4. Signs will be hung a uniform distance from floor to the top of sign. Maximum height of peninsula booths is 16 feet. Maximum height of perimeter booths is 12 feet.
5. All signs must be installed and removed by approved personnel.
6. AEC is not liable for any accidents or damage caused by defective signage.

Signage Specifications:

Height: _____ Width: _____ Depth: _____

Material: _____ Weight: _____ Shape: _____

Does your sign require power? Yes ___ No ___
If yes, please contact AEC regarding your electrical service order.

Special Requests: _____

Please sketch booth layout & signage location.

Freight/Delivery Information:

You may ship your sign directly.
Ship to: (Company Name)
(Booth #) World Dairy Expo
1919 Alliant Energy Center Way
Madison, WI 53713
Phone: 608-267-8856

Sign Removal:

At the show close, signs will be removed and placed in their respective booth. Sign removal is determined by show schedule. Exhibits must be packaged and ready to be picked up from the grounds by 5 p.m., Sunday, October 8, or will be subject to additional storage and handling fees.