

MEET CONSIN 2026



AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS
WISCONSIN



IIDA
WISCONSIN
chapter

PRESENTED BY:

LOCATION

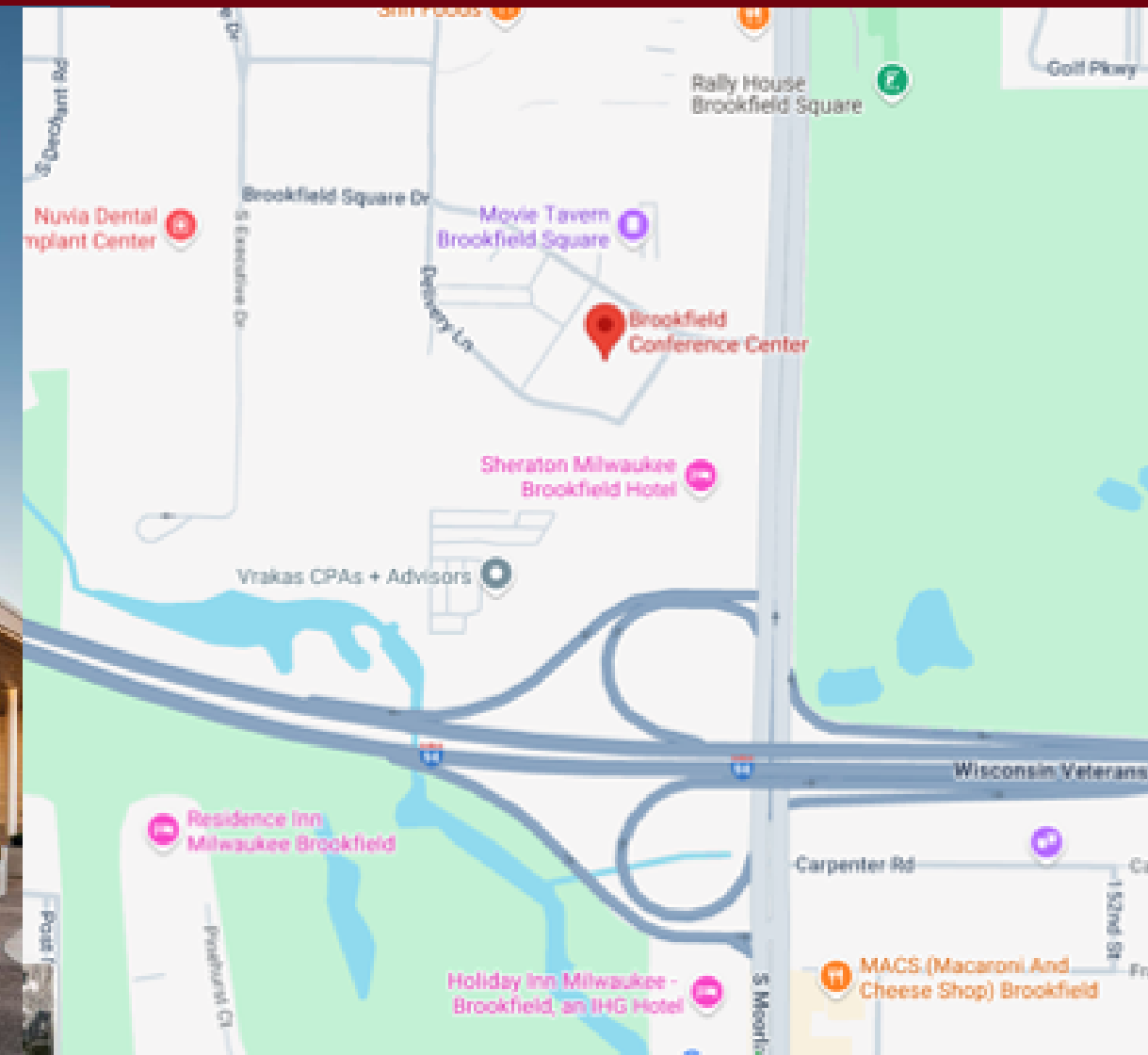
Thank you for joining us for the 7th annual NeoConsin vendor fair.

BROOKFIELD CONFERENCE CENTER

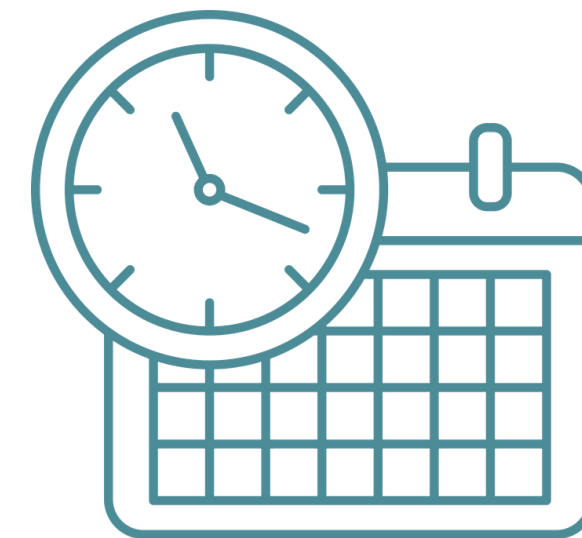
325 S Moorland Road
Brookfield, WI 53005

262-789-0220

BROOKFIELD
CONFERENCE
CENTER



SCHEDULE



WEDNESDAY 10.14

Vendor Set Up 12pm – 7pm

Large delivery schedule on page 14

Each delivery has 20 minutes

THURSDAY 10.15

Vendor Set Up 7:00 am – 9:30 am

Student Preview 10:00 am – 11:00 am

Vendor Fair 11:00 am – 5:00 pm

Buffet Lunch Starts 11:30 am – 1:00 pm

Happy Hour 3:00 pm – 5:00 pm

Vendor Tear Down 5:00 pm – 7:00 pm

NEED TO KNOW

- Over 100 vendor booths and over 300 attendees will be joining us
- Set-up options are:
 - Wednesday 10/14 from 12 pm to 7 pm
 - Thursday 10/15 from 7 am to 9:30 am
- **New equipment vendor this year – Valley Expo Displays – contact listed at registration should have received an email directly from Valley**
- Large delivery schedule is included in this packet – each slot has 20 minutes to unload
 - 2 car bays located at rear of building (see map)
- **Buffet lunch for both vendors and professionals – MUST register all booth vendors**
- Electrical must be prepaid through the IIDA WI website
- Students' schedule differs from the professional schedule (details on page 5)
- Coffee and water stations will be available
- Full-service cash bar will be available for refreshments
- Tear down can begin at 5 pm – please refrain from tearing down before this time
- **We will not be hosting a bingo raffle this year**
 - Vendors are welcome and encouraged to host their own raffle within their booths
- Day-of questions – please reach out to the committee chair
 - Alyssia Magnuson 715-271-3069



STUDENTS



The committee received feedback regarding overlap between student and professional sessions, which resulted in a backlog. To help alleviate this, we have established a dedicated student preview.

SCHEDULE

Student Preview of Vendor Fair	10:00 am – 11:00 am
Buffet Lunch	11:30 am – 1:00 pm
Student Keynote in Corporate Ballroom	11:30 am – 12:30 pm

REGISTRATION



DETAILS TO KNOW

- If you have more attendees at your booth than were listed during registration, please register each additional attendee as a **vendor** for lunch at \$30.00 per person.
 - This must be done before October 1st.
 - There is a \$30.00 charge for additional vendor lunches that must be paid in advance.
- Vendor nametags will be placed in your booth – please do not go to the registration desk for pre-registered nametags
- Vendor map location will be emailed out prior to the show
- Lanyard colors signify registration type
 - **Green** = Attendees **Black** = Vendor **Blue** = Student

MAP

Leola Wilson garden m

The Celebration Plaza
5,000 sq. ft.

Porchrome

The Celebration Atrium

REGISTRATION

BUFFET

The Connect Ballroom
18,000 sq. ft.

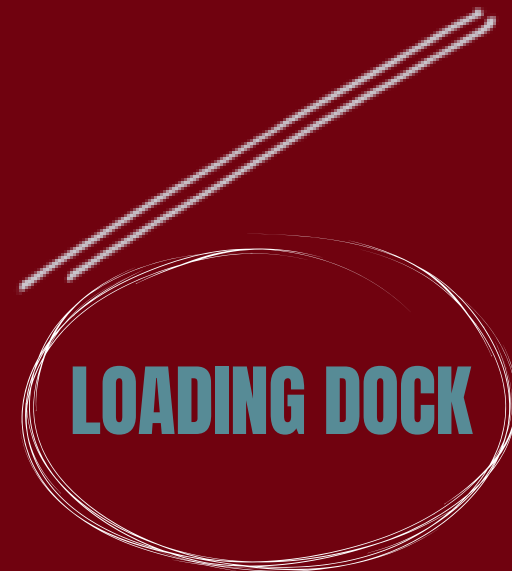
VENDOR FAIR

The Callaborate Ballroom
5,000 sq. ft.

STUDENT KEYNOTE

Kitchen

LOADING DOCK



BOOTHS

DETAILS:

- The contact listed on the event registration should have received an email **directly from Valley Expo Displays**
 - To make changes or requests regarding delivery, booth extras, or subtractions, please reach out to Valley directly via the portal in the email
- **Each booth is sized at 8x8 and includes a chair, 8' skirted table, and identification sign**
- The committee tries to incorporate all adjacency requests
- Floor is carpeted
- Electrical must be paid for in advance through the IIDA - WI NeoConsin website
- All pre-show product or material shipments must go to Valley; they will place within your booth during set up
 - No products or materials can be shipped to Brookfield Conference Center prior to the show



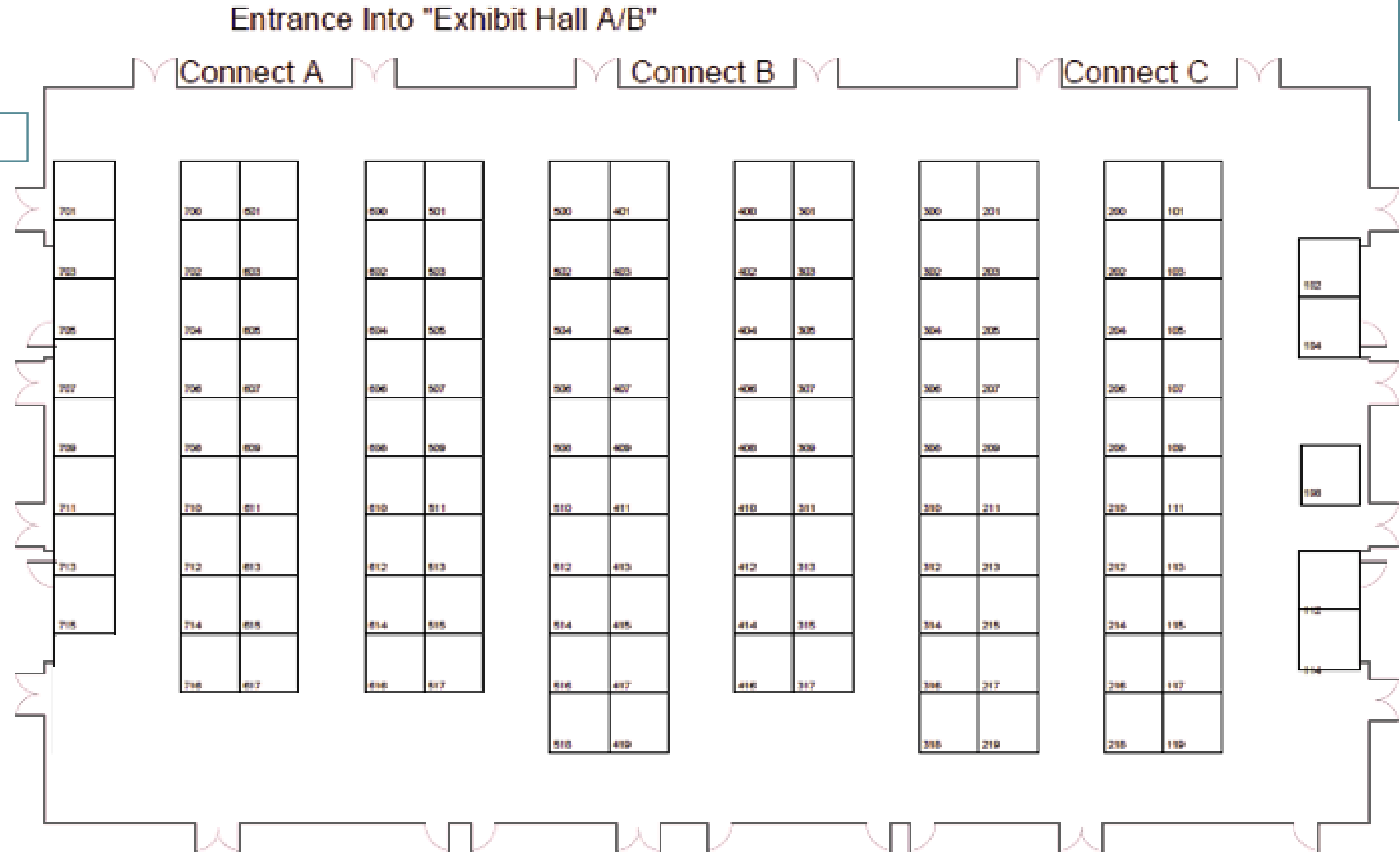
VALLEY EXPO DISPLAYS

815-873-1500

events@valleyexpodisplays.com

BOOTH LAYOUT

**FINAL VENDOR MAP WITH
LOCATIONS WILL BE SENT OUT TWO
WEEKS PRIOR TO EVENT**



DELIVERIES



INBOUND SHIPMENT DETAILS:

Valley Rockford 4950 American Road Rockford, Illinois 61109 First Day Advance Freight Accepted: 9/10/2026 Last Day for Advance Shipments: 10/9/2026	Brookfield Conference Center c/o VALLEY 325 S Moorland Rd Brookfield, WI 53005 Direct Freight Receiving Date and Time: 10/14/2026, 12:00pm 2nd Direct Freight Receiving Date and Time:
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*Shipments outside of the date range or without required event details may incur charges

DELIVERIES



OUTBOUND SHIPMENT DETAILS:

Outbound Pick Up Address:

Brookfield Conference Center
c/o VALLEY
325 S Moorland Rd
Brookfield, WI 53005

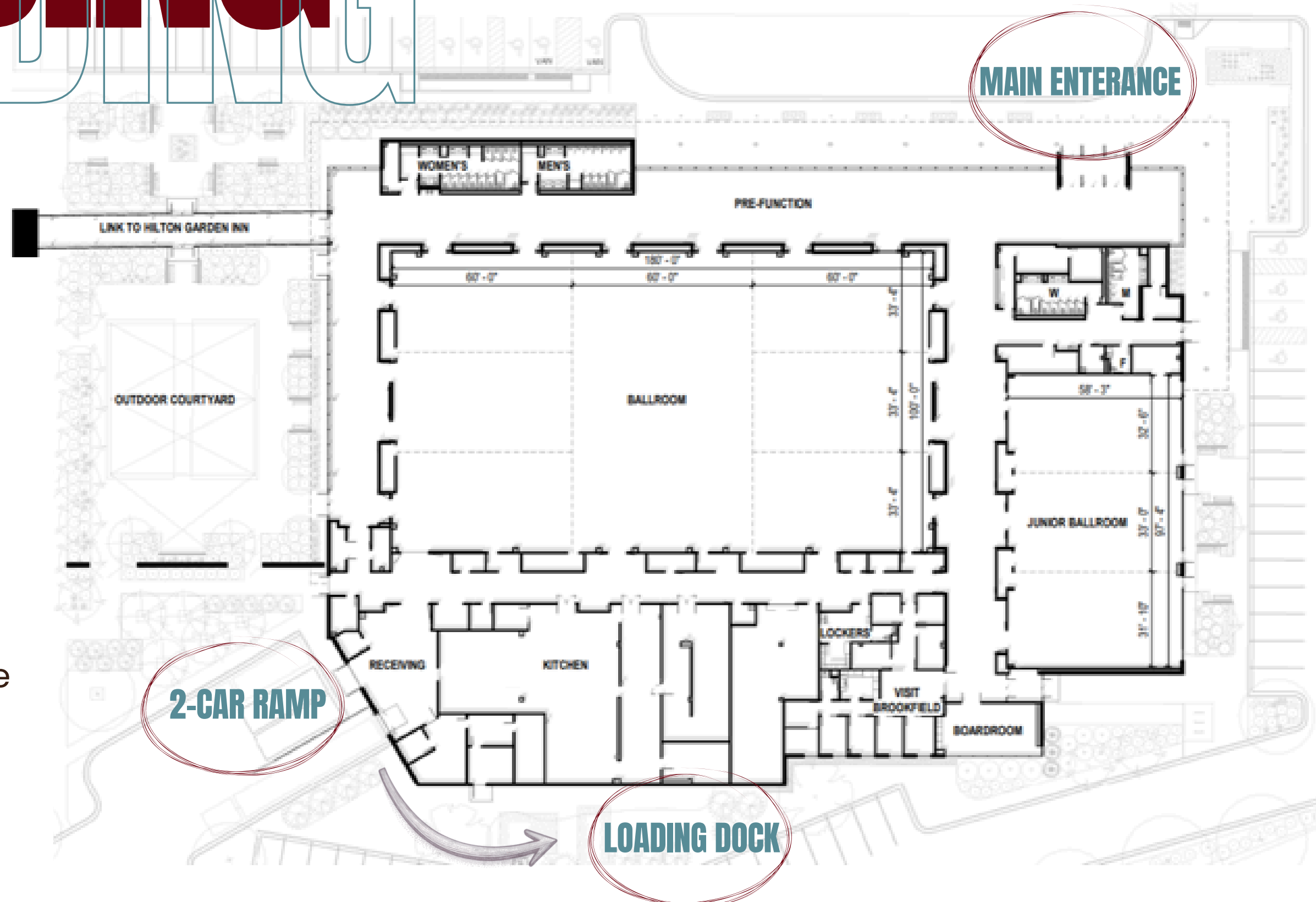
Carrier Check In Date and Time:

Oct 15, 2026, 8:00:00PM

*Shipments outside of the date range or without required event details may incur charges

UNLOADING

- Loading Dock area for large deliveries only (schedule on page 14)
- (2) Car ramp spots in rear of building can be utilized
 - Car ramp area is first come first served- no schedule will be set up
- You can also bring small hand carts through the main front entrance
 - Please take care when entering through the front doors – they were recently replaced due to damage from loading/unloading



THE RULES

**PLEASE REVIEW AND REACH OUT TO
VALLEY WITH ANY QUESTIONS OR
CONCERNS**

Material Handling

ALL shipments recieved at the advance warehouse and/or directly to show site will incur a material handling fee from Valley. For additional information and to place your order before you ship, please refer to the material handling tab under "See All Orders"

Exhibitor Supervised Labor and Forklift Service

Exhibitor must check in at the Valley Service Desk to request their labor personal and/or forklift operator when ready for service. Requested start times cannot be guaranteed, however, every effort is made to meet all requests. Valley reserves the right to dispatch all labor calls based upon availability of labor personal and/or forklift crews and in the order that the requests are confirmed. Upon completion of work, exhibitors must return to the Valley Service Desk to sign the completed work ticket and confirm accuracy of the work order. Failure to request labor personal and/or forklift service at the Valley Service Desk will result in a one (1) hour per man no show charge.

Outbound Bill of Lading and Carrier Notification

All outbound shipments require a completed Valley Bill of Lading. You can retrieve your Valley Bill of Lading from the service desk at the show site. Once you have completed your Valley Bill of Lading, packaged and labeled your shipment, leave your shipment in your booth and return the completed Bill of Lading to the Valley Service Desk. Turning in your Bill of Lading indicates to Valley that your shipment is ready to be loaded.

It is the responsibility of each exhibitor to arrange for transportation of booth materials after the event if you are using a carrier beside the offical show carrier. Exhibitors must schedule pick ups directly with their chosen carrier as well as provide carrier specific shipping labels, if required by your carrier, for pick up. Our Exhibitor Services Representatives, at the Valley Service Desk, are available during move out to assist you in arranging shipping through the official show carrier.

Payment and Cancellation Policies

A credit card on file is required when ordering from Valley. Any additional charges incurred for equipment and/or services will be billed to the card on file. All charges must be paid prior to close of show. For your convenience, we accept all major credit cards as well as cash, checks, ACH and wire transfers. When paying by wire transfer a 3% surcharge will apply. Orders cancelled prior 15 + days from move in will be charged 50% of the original price. Orders cancelled less than 15 days out from move in will be charged 100% of the original price. A 3.5% credit card surcharge fee will apply on all card transactions.

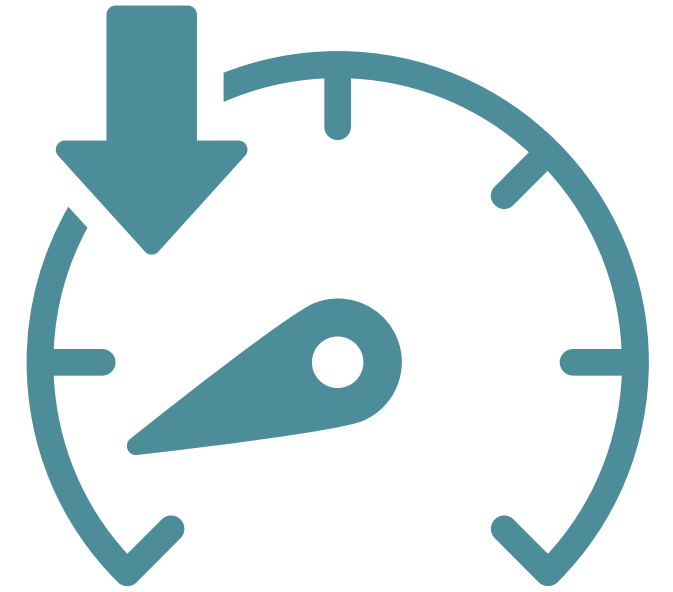
LARGE DELIVERY SCHEDULE

- Loading dock area for large deliveries only
- Each registered person/combined booth received a single slot
 - We had a large number of requests for delivery slots; this was the only way to give everyone time
- Please be mindful of the 20-minute time slot and respect fellow vendors
- If you do not arrive on time for your schedule time slot, your time could be forfeited
- There is not a delivery schedule for tear down, it is first come first serve

*Order was determined by registration date and time

TIME	REGISTRATION NAME	COMPANY
11:40p	Roxanne Carlson	Millken
12:00p	Matt Cottick	MT Cottick
12:20p	Angela Ryun	Level Reps
12:40p	Bethany Parks	Source International
1:00p	Peter Topetzes	Allermuir
1:20p	Dani Terrell	JSI
1:40p	Justina Lansing	Most Contract Resources
2:00p	Barbara Krech Sickler	Sickler
2:20P	Jennifer Drake	Haworth
2:40P	Trista Leach	Framery
3:00p	Jayson Weymier	Sufaceworks
3:20p	Ashley Molbeck	Atmosphere Commerical Interiors
3:40p	Reena Ambler	Office Furniture Resources
4:00p	Michelle Mintzlaff	Global Furniture Group
4:20p	Tina Kozak	Offices to Go
4:40p	Reed Peters	Elm Surfaces
5:00p	Lauren Maki	OFS

TEAR DOWN



DETAILS TO KNOW

- Tear down cannot begin until after 5pm on the 15th
- There is not a dock schedule for pick up – it is first come first served
- Access to the event space until 9 pm on the 15th
- Valley will begin their tear down on the 15th starting at 7pm
- Please leave all items provided by Valley in booth

THE RULES

PLEASE REVIEW AND REACH OUT TO
THE COMMITTEE WITH ANY
QUESTIONS OR CONCERNS

Exhibitor Rules & Regulations

- 1. Signage:** All signs must be freestanding within the exhibitor booth. Decorations, signs, banners, etc., may not be taped, nailed, tacked, stapled, or otherwise fastened to the permanent structure of the building. No signs may be placed or constructed outside the exhibitor's area without permission from the BCC Catering Office. Placement cannot cause a traffic or fire hazard.
- 2. Decorations:** All decorations must be approved by BCC prior to the Event. The use of birdseed, glitter, rice, sand, and confetti in BCC is prohibited. All candles must be enclosed. No incendiary devices or open flames are permitted within BCC.
- 3. Food & Beverage:** No sample foods or non-alcoholic beverage products may be distributed by exhibitors except upon written approval by The Brookfield Conference Center. Exhibitor Product Liability Waiver & Certificate of Insurance is required with client & exhibitor signatures if approved. Due to our policy, you may not bring alcoholic beverages into the conference center under any circumstances. After approval by the conference center, any exhibitor that will be preparing or displaying 2-ounce samples of food products within the exhibit hall must take precaution for protecting the permanent carpet by using Visqueen, mats, plastic, etc. Use of BCC back of house (kitchen, equipment, etc.) is not allowed.
- 4. Exhibitor Set-Up:** No maintenance, electrical room, back of house, fire exit doors or panels may be blocked in any way. Power strips & extension cords can be rented for a fee. If any exhibitor brings in their own power strips or extension cords, they will need to be taped down with gaff tape only.
- 5. Medical Supply:** No medical supply products may be displayed or distributed by exhibitors except upon written approval by The Brookfield Conference Center. After approval by the conference center, any exhibitor that will displaying medical supply within the exhibit hall must take precaution for protecting the permanent carpet by using Visqueen, mats, plastic, etc.
- 6. Exhibitor Labor Policy:** With no General Contractor (Decorating and Drayage Company) involved, exhibitors are required to assemble and disassemble their entire display. Also, exhibitors are required to unpack and repack their own product. If General Contractor is involved, please abide by the rules of the BCC and the General Contractor.
- 7. Service Entrance:** All supplies and materials that are used as part of the exhibit must be delivered to or brought in through the loading dock, located in the southwest corner of the conference center building. The Brookfield Conference Center Security Department will remove any unauthorized personnel from the aforementioned areas. All unauthorized vehicles left in the loading area will be towed away at the owner's expense.
 - a. Loading Dock Receiving Door: 8.5' W x 9.5' H
 - b. Loading Dock Ramp: 7' W
- 8. Trash Removal:** BCC will provide trash disposal receptacles for trash, debris, and general packing material as a result of Group's use of BCC. Fluids, chemicals, petroleum-based products, perishable items, or other non-dry material must be disposed of in the manner prescribed by BCC. Group agrees to advise BCC in advance with respect to excessive disposal needs for the Event, and BCC reserves the right to charge a fee for such services.
- 9. Damage:** No products or materials shall be hung, fixed, taped, tacked, glued, nailed and/or attached to any wall, ceiling, or floor in the building. Any damage caused by carts, pallet jacks, crates, tape, etc. is not tolerated on this property. Damage caused will be assessed and repair charges shall be billed directly to the exhibitor. **Note: Pallet jacks are not allowed directly on Atrium floor.**

THANK YOU

The Neoconsin committee thanks you for your continued support and participation. Without you, this event is not possible!

Next year's event will be at the Brookfield Conference Center on October 14, 2027.

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