



2024 AFS Wisconsin Regional Foundry Conference and Expo February 7 - 9, 2024 Potawatomi Hotel & Casino, Milwaukee

Exhibitor Information

Regional Chair: Chris Schlessinger, caschles@gmail.com

Chapter Coordinator: Laura Gustafson, AFSWI@teamwi.com

Exhibit Assembly:

Wednesday, February 7, 2024, 10:00 AM to 1:00 PM

Exhibition Hours:

Wednesday, February 7, 2024, 2:00 PM to 6:00 PM - *Invite your FREE VIP Guests to attend on Wednesday.*

Thursday, February 8, 2024, 8:30 AM to 5:00 PM

Exhibit Teardown:

Thursday, February 8, 2024, 5:00 PM to 9:00 PM. Valley Expo will begin their teardown at 5:00 PM. If you plan to attend the Thursday dinner banquet before taking down your booth, please note that the Event Center will not be guarded or locked during the dinner banquet.

Exhibitor registration includes: Two exhibitor staff badges, 2 Thursday lunch tickets, electricity, Wi-Fi, an 8' deep x 10' wide booth with 8' pipe and drape in back and 3' pipe and drape on the sides. One 6' skirted table, 2 chairs and a wastebasket.

Register up to 6 FREE VIP GUESTS to attend the Wednesday Expo. Online registration for your guests may be found at WisconsinAFS.org under the Events tab. Your VIP guests must be pre-registered and may pick up their conference badges at the registration table when they arrive at Potawatomi, on Wednesday, February 7.

Wednesday Agenda: Expo, Afternoon Technical Sessions, Kickoff speaker (2:30) in the Expo Hall, networking reception with complimentary appetizers, tap beer and cash bar from 4:00 PM to 6:00 PM.

Thursday Agenda: Technical sessions throughout the morning and afternoon, Invitational Casting Competition with students representing multiple universities (1:00–3:00), dinner and keynote speaker (5:00 to 8:00 PM) dinner tickets are required and sold separately.

Friday Agenda: Complimentary breakfast buffet and morning technical sessions. The Regional Foundry Conference ends at 10:00 AM.

Technology, Engineering & Education

This will be the 86th Annual Regional Conference. The show will be in the Expo Center located on the 3rd floor Convention Center at the Potawatomi Hotel and Casino. The conference is a three-day event consisting of keynote speakers, hands-on Foundry in a Box presentations, a college casting competition, Thursday dinner banquet, technical presentations and fellowship.

Presentations and break-out sessions are presented by industry professionals and industry educators. We have four training rooms that will be clearly marked on hotel monitors for up to date information on sessions. Sessions will be Wednesday, all day Thursday and Friday morning.

Exhibitor Logistics

Loading Dock: If you have a box truck or require use of a loading dock, please contact the Exhibitor Service Department at Valley Expo & Displays at 877.332.4292 or email events@valleyexpodisplays.com, www.valleyexpodisplays.com

Exhibitor Load-in Instructions:

- Please do not unload any exhibitor materials at the Hotel entrance. Use the parking structure, which is free, covered and directly behind, or south, of the building complex, off of Potawatomi Circle. Pull up to **Parking Level 4** and park your car in the loading zone to the right of the sliding doors. There is a covered skywalk on that level which is on the same level as the Regional Conference. If you park on a different level, take the elevator or stairs to parking Level 4 and cross the skywalk. You are now on the Potawatomi 3rd Floor.
- After leaving the skywalk, follow signage to the Event Center on that same level. Conference registration will be located in the entrance to the Expo Hall.
- All exhibitors must provide their own cart for loading/unloading exhibit items.
- Be sure to check in at the registration counter before 1:30 PM on Wednesday to retrieve your badges and Thursday lunch tickets. Your badge will be used throughout the conference.
- Valley Expo will be setting up our exhibitor hall. For further information and details, you may view their exhibitor kit, linked on the AFS WI webpage, wisconsinafs.org.