HAS 2023 will be held at Western Kentucky University (WKU), 1600 Avenue of Champions, Bowling Green, KY 42101. The vendor area is on the third floor of the Downing Student Union and will be open Friday and Saturday; with vendor set up Thursday, 1-6pm CENTRAL TIME. All breaks will be near/in the vendor area, so you will have plenty of traffic. We hope you will be able to join us!

**Vendor Unit Specifications:** Each vendor unit includes one table (6’ X 2’), and two chairs. The cost per unit is $110. Please bring your own table cover and skirting. There is an additional $10 fee per unit needing electricity, and you need to indicate your need on the registration form. Each unit location(s) will be assigned by HAS staff. If you are bringing in supplies and/or equipment that will not fit through a normal doorway, you need to indicate this during registration, so we can make accommodations. Register online at heartlandbees.org - the earlier your register, the earlier we can feature your company on our Facebook page.

**Meals:** No meals are included in the cost of your vendor unit. Breakfast, Lunch and Dinner can be pre-purchased with registrations made by July 10th. Please see the registration form for the pricing on this information as well as the Special Events on Thursday and Friday evenings. *We will be having a bee trivia contest during the BBQ dinner – would love to see some friendly competition from the vendors!*

**Lodging:** Dorm rooms are available on a first come basis. Please note, the university does not furnish linens. You will be able to sign up for these dorm rooms during the online registration process. Additional lodging options are posted on the HAS website (see above).

**Sales Tax collection:** You will be responsible for collecting sales tax.

**Shipping:** If you need to ship items, this must be done on your own - Western Kentucky University will NOT receive or hold items. Rather, they suggest you make your own arrangements to ship and pick up item from the local FedEx store. Please note: FedEx will only hold for five (5) business days. FedEx will only release the shipment to your identified “pickup person(s).” Please contact FedEx for more information:

FedEx  
1689 Campbell Lane  
Bowling Green, KY 42104  
Tel: (270) 782-3590

*NEW THIS YEAR! PRESENTATION OPPORTUNITIES FOR VENDORS:* We really value you and your presence at HAS! We will have a room for a limited number of vendor presentations during the conference, available on a 1st come, 1st served basis. If you are interested in one of these opportunities, indicate your interest during registration and you will be contacted by HAS staff. The earlier you register, the more likely we can get your talk advertised on the program!
Check-In and Unloading Areas (map provided at end of packet):

1. **Arrival:** Check-In/Unloading begins at the Creason parking lot at 1pm (located at the intersection of Russellville Road, University Drive and Creason Street). This is our staging area. Vendors MUST report here first. Upon arrival, each vendor will be assigned an unloading number and directed to the unloading dock in the same sequence as arrival. We will provide you with the name and phone number of the volunteer who will be in the Creason parking lot. This person will be able to answer questions and provide you with directions to the unloading dock.

2. **Location:** Downing Student Union is located at 1600 Avenue of Champions, Bowling Green, KY. The unloading dock door (located on the southwest side of the building) of the Downing Student Union will be the Vendor Check In/Unloading area.

3. **Directions** - there are several one-way streets (including the section of Avenue of Champions in front of the Downing Student Union) so please follow these directions from the Creason parking lot to the unloading dock of the Downing Student Union. Exit the Creason lot onto Russellville Rd - turn right on Russellville Road, turn left on University Drive and continue for ~0.5mi, turn right on College Heights Blvd, and right again on Avenue of Champions. The Downing Student Union will be on the left side, with the loading dock on the far (southwest) end. Please do not show up at the dock until you have been notified.

4. **Unloading:** There will be volunteers at the unloading dock to assist but we will have limited unloading equipment so we recommend you bring your own if you have it. Please note this is the only area where vendors or HAS staff may bring boxes/displays/carts. There is a freight elevator to the 3rd floor where the Vendor area is located. WKU has a strict policy so please do not bring in anything through the front doors. Vendors may check in and receive their name badges, bags, and additional conference information at the registration tables in front of the Downing Student Union.

**Parking after unloading:** Vendors with average sized passenger vehicles (examples: cars, vans, and pick-ups) can park in the high-rise parking structure #2 (maximum height is 8’2”) across the street from the Downing Student Union (between the Stadium and Arena). The entrance is on University Blvd. There will be no charge for vendor or attendee parking, but you must park in only these locations or risk receiving a ticket. Vendors with trailers and/or taller trucks will need to park their vehicles in the Creason parking lot.

**Set Up (Thursday, 7/27):** After checking in upon arrival, you can set up your booth 1-6pm CT. The vendor area will open for business first thing Fri morning with the first break, around 10am CT. The Downing Student Union vendor area will be monitored by security personnel during HAS non-business hours.

**Take down:** Saturday take down can begin after noon break, around 1:30pm CT. All vendor displays must be removed, and tables cleared, by 5pm CT on Saturday.
Conference Sponsorship Opportunities

We will recognize all sponsors during the event and announce major sponsorships. Sponsorship funds are used to help pay for speaker travel/fees, breaks, social events, attendee bags, program printing, and other expenses. During registration, you will have the option to provide sponsorship and if you would like your funds to go towards a specific function.

BREAKS: We appreciate the generosity of our vendors and would like to encourage you to sponsor one or more of the program breaks that will be held near/in the vendor area to promote engagement and sales for you. We hope you will take this opportunity to get your company’s name before our attendees.

SOCIAL EVENTS: The cost of catering has gone up just like everything else. Sponsorships will be used to help subsidize the cost of these events so we can keep prices affordable for attendees.

PROMOTIONAL MATERIALS: This is a great way to get your catalog, special offer flyer, or sample items into the hands of our attendees. Small note pads and pens with your company name, phone number, and website are great. Provide a conference-only coupon for 10% off if you really want to get people to your table. Even if you cannot attend the conference, having your materials in attendee bags gives you a presence at the conference. Since we need to stuff your items into bags before registration opens at 4pm on Thursday, please either ship your items (see below) or plan to arrive 1-3pm on Thursday.

- Cost is $25/item to be stuffed. Send us 400 of each item. For example, $25 for us to stuff 400 catalogs and $25 for us to stuff 400 sample products. Any extra materials will be distributed to beekeepers by HAS board members at educational functions – we will ensure your company will be promoted to the fullest.

DOOR PRIZES/RAFFLE: We all know how much beekeepers love beekeeping supplies – especially when they win them! Please consider donating door prizes/raffle items – no item is too big (or small). Donated items can be shipped before the conference (see below) or we can pick them up from you at the start of the conference.

Please ship your promotional items and/or door prizes/raffle items to arrive by July 25th to:

John Benham
623 Littrell Rd
Smiths Grove, KY 42171

We understand companies and organizations vary in their ability to provide sponsorships and donations. If the above options do not work for you, please contact Jennifer Tsuruda (theheartlandapiculturalsociety@gmail.com) to propose and discuss other sponsorship/donation options.

**Vendor Questions?** Please Contact Jennifer Tsuruda (theheartlandapiculturalsociety@gmail.com).