

2025 Wisconsin Arrow Technology Expo – Supplier Fact Sheet

Revision 2025-09-11

Place & Time:

Tuesday, October 28th, 2025

Brookfield Conference Center

325 S. Moorland Rd, Brookfield, WI 53005 ([Map](#))

Registration: 7:30am - 8:30am

Booth Setup: 8:00am – 1:00pm (See Set-up & Tear Down section)

Technical Seminars: 8:30am – 2:30pm

Expo: 1:30pm - 5:00pm

Supplier Appreciation Night:

Monday, October 27th, 2025

Brookfield Conference Center

325 S. Moorland Rd, Brookfield, WI 53005 ([Map](#))

5:00pm - 7:00pm

Supplier Registration:

All suppliers and representatives **MUST** Pre-Register for the Supplier Appreciation Night and Expo by using the following link: [Supplier/Rep Attendee Registration](#)

Customer Registration:

Please use this link to invite customers to our event and help drive attendance for your booth and technical seminar (if applicable). [Customer Registration](#)

Hotel Room Block

Arrow Electronics has secured a block of Hotel rooms at the Hilton Garden Inn (attached to the Brookfield Conference Center) for any Suppliers in need of a room for their attendance during the Expo. Please use this link to reserve a room. Note, room must be booked by Saturday, September 27th to receive discounted rate. [Arrow Electronics Room Block](#)

Contacts:

Booth Information & Sponsorship Opportunities:

Mark Honerlaw, 414-587-0906, WisconsinATE@arrow.com

Technical Seminar Information & Raffles:

Rob Crisp, 262-347-5985, WisconsinATE@arrow.com

Technical Seminars:

- Time: Technical Seminars will take place from 8:30am - 2:20pm. Please arrive 20 minutes PRIOR to your scheduled Set-up time, unless you are in the first slot in which we suggest you arrive earlier.
- Audio/Video: It is recommended that a PC Computer, as opposed to Mac Computer, be used for Seminar presentations as Apple's firewall typically causes some issues when trying to connect with Brookfield Conference Audio-Visual system. An HDMI Cable connection is required to connect Brookfield Conference Video system.
- Length: Seminar presentations MUST be no more than 50 minutes in length
- Content: Presentations must have an educational and not a marketing focus. Help the engineering community solve an issue they may be having. Show them a process using your solution, then in the last few minutes, show them the product.
- Submission: **Final Presentations MUST be submitted to Rob Crisp by Friday, October 10th.**
- Attendance: Customer attendance data will be tracked, and data will be provided. Only participating suppliers will be allowed entry into their **own** seminar. Suppliers are responsible for helping to drive attendance to their seminar and can use this link to send to customers: [Customer Registration](#)
- Questions: For any questions regarding the Technical Seminars please contact:
Rob Crisp, 262-347-5985, WisconsinATE@arrow.com

Booth Exhibit Space:

- Size: 6' Wide (Full Booth) or 4' Wide (1/2 Booth) x 6' Deep
- Includes:
- Draped Backwalls (Center Booths only)
 - One 6' Table (Full Booth) or 4' (½ or 8') Table (1/2 Booth)
 - Two chairs
 - Electrical Outlet. Please bring your own Extension Cords if needed

Lead retrieval process that will include all customer information that is scanned at your booth
Suppliers are responsible for their booth set-up, tear down, shipping, removal of items from booth, and shipping labels.

Set-up and Tear Down:

SET-UP:

Booth set up time will take place the morning of the Expo with the following schedule:

8:00am - 10:30am: Seminar hosting Suppliers only

10:30am - 1:00pm: Non-Seminar hosting Suppliers

You will **ONLY** be allowed to set up per the above schedule. No access will be available outside this schedule.

TEAR DOWN:

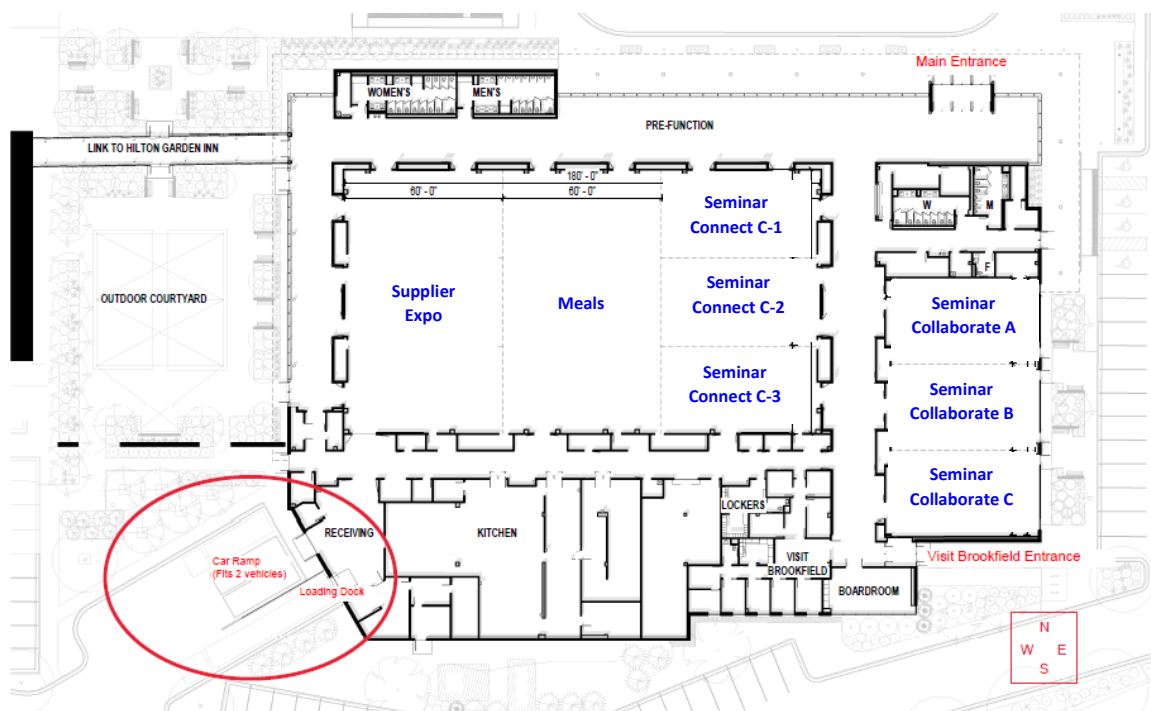
All booth materials must be removed immediately following the event closing and no later than 6:00p.

Unloading/Loading:

All supplies and materials that are used as part of the exhibit must be delivered to or brought in through the Brookfield Conference Center **loading dock**, located in the southwest corner of the building. The Brookfield Conference Center Security Department will remove any unauthorized personnel from the aforementioned areas. Vehicles should only be present for the duration of loading and unloading. All unauthorized vehicles left in the loading area will be towed away at the owner's expense. Dollies or hand trucks will NOT be provided. Please bring your own as needed. Crate or box storage is not allowed on the dock or back of Brookfield Conference Center.

- Loading Dock Receiving Door: 8.5' W x 9.5' H.
- Loading Dock Ramp: 7' W

Brookfield Conference Center Layout including Loading Dock



Shipping:

IN-BOUND SHIPPING:

Items must be shipped to supplier's local branch or rep office. If needed, shipments can be sent directly to Brookfield Conference Center (BCC). Please follow the Brookfield Conference Center (BCC) Shipping Information listed below. Packages may not arrive more than 3 days in advance of the event. Due to limited storage and other events moving in-out, early deliveries may be refused at the BCC's discretion.

- a. When shipping boxes to the BCC, please have the following information listed on the label:

YOUR NAME (OR PERSON WHO WILL BE ON SITE)

EVENT NAME & YOUR COMPANY NAME

C/O BROOKFIELD CONFERENCE CENTER

325 S. MOORLAND ROAD, SUITE 200

BROOKFIELD, WI 53005

**Include Number of Boxes*

- b. Any palletized shipments that require use of pallet jack or forklift may acquire additional labor charges.

Tracking: Please track all packages prior to contacting the BCC to check their arrival. After delivery confirmation with your carrier, you may contact the BCC with the following information readily available:

- Tracking Number
- Number of Shipped Packages
- Shipping Carrier (i.e., FedEx, UPS, etc.)
- Shipment Arrival Date & Time
- Confirmation of Venue Mailing Address

OUT-BOUND SHIPPING:

All suppliers are responsible for packing up and removing items to be shipped back to your local office or manufacturer's representative's office. We highly encourage you to work with your local supplier contacts and have them bring all materials back to their respective offices and schedule shipping from there. If you do need to use a shipping service from the Arrow Expo, you are responsible for organizing it as well as bringing all shipping labels with you.

Returns: The Brookfield Conference Center (BCC) does not have a Shipping Department for returns.

- a. BCC does not pack, store or ship packages left on premises after an event has moved out.
- b. If arrangements have been made for a return/pick with the BCC Catering Office in advance of the event, Vendors are required to:
 - i. Properly box and label package(s) to be ready for pickup
 - ii. Schedule return/pickup through Shipping Carrier within one week of event date.
- c. Any materials or equipment remaining at BCC after the event concludes will be deemed to have been abandoned, will at BCC's discretion become the property of BCC, and may be disposed of by BCC in its sole discretion at the cost and expense of the Vendor.

Raffle Prizes:

Arrow will host a raffle for all attending the Technical Seminars. This raffle will take place at the Expo following the seminars. You are welcome to participate by donating a raffle item and the local Arrow team will coordinate the raffle on your behalf. We will announce the raffle prize you are donating and the winner. If you are interested in donating an item to be raffled, please contact Rob Crisp, 262-347-5985, WisconsinATE@arrow.com

You are also welcome to conduct your own raffle. Many suppliers have “fishbowl” type of raffles for customers who visit their exhibit.