

**CONTRACT FOR EXHIBIT SPACE IN THE**

February 24, 25, 26, 2012

**MADISON FISHING EXPO**

EXHIBITION HALL AT THE ALLIANT ENERGY CENTER  
FISHING EXHIBITS ONLY

**SHOW HOURS:**

**Friday – 4:00 p.m. to 9:00 p.m.**  
**Saturday – 9:00 a.m. to 7:00 p.m.**  
**Sunday – 9:00 a.m. to 5:00 p.m.**

<b>Multiple Booth Rates</b>	<b>BOOTH SPACE RATES</b>
1-\$522    4-\$1862 2-\$1036   5-\$2330 3-\$1437   6-\$2794	Booth includes: 1 – <b>10 x 10</b> draped booth 8 ft. high back drapes and 3 ft. high side drapes
<b>RATES:</b> 50% per booth deposit due with signed contract. Balance due 1-1-12	

For electrical hookups, tables, chairs, etc. you will be contacted at a later date.

<b>Multiple Booth Rates</b>	<b>❖ EARLY SIGN UP SPECIALS ❖</b>
1-\$472    4-\$1662 2-\$936    5-\$2080 3-\$1287   6-\$2494	This option not available for requested corner booths. Must paid in full by November 15th for early rates. (NO EXCEPTIONS)

**(NO REFUNDS AFTER 1-1-12)**

(Unless full payment is received by 1-1-12 the Madison Fishing Expo Inc. reserves the right to replace partially paid exhibitors with fully paid exhibitors.)

EXHIBITOR NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_

STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_ SELLERS PERMIT #: \_\_\_\_\_ S.S.#: \_\_\_\_\_

AREA CODE & NUMBER \_\_\_\_\_ PRODUCT SOLD IN BOOTH: \_\_\_\_\_

PRINT OR TYPE NAME: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_

If you want a free link on our homepage, please write your address here: www. \_\_\_\_\_

**BOOTH SPACES WILL BE ASSIGNED BY MADISON FISHING EXPO  
NO PHONE IN RESERVATIONS WILL BE ACCEPTED**

NUMBER OF BOOTHS REQUIRED: \_\_\_\_\_ BOOTH PREFERENCE (NOT GUARANTEED): \_\_\_\_\_

**FOR MORE INFORMATION:** CONTACT STEVE HAUGE AT (608) 245-1040 OR FAX: (608) 245-1040

MAKE CHECK PAYABLE TO "MADISON FISHING EXPO, INC."

**In Case of Emergency Contact: Sal Magio at Mag809@juno.com**

Please write Clearly

Send check and **TWO COPIES** of application to:  
Madison Fishing Expo, Inc., c/o Booth Chairman  
P. O. Box 14044, Madison, WI 53718-0044

VISA <input type="checkbox"/>	MASTERCARD <input type="checkbox"/>
Card # _____	_____
Exp. Date _____	Amount _____
Sign _____	_____

Exhibitors: Do not write in space below.

SPACE ASSIGNED _____	TOTAL SPACE COST _____
DATE RECEIVED _____	CHECK NO. _____
AMOUNT RECEIVED \$ _____	AMOUNT DUE\$ _____

## RULES & REGULATIONS

### 1. WHO MAY EXHIBIT

- a) The "Expo Hall" (see floorplan) is reserved for exhibits by manufacturers and retailers of fishing equipment. Booths in the Expo Hall may be manned by manufacturers representatives and/or wholesalers/jobbers and/or distributors or their employees.
- b) Any distribution of food products in the facility must be approved in writing by Centerplate. This includes selling OR sampling of food product from a booth. Centerplate reserves the right to control sizing of samples dispensed and is due commission on most food products sold on premise. To discuss details and receive approval please contact:

**Tim DiMenna**  
**Concessions Manager**  
**(608) 661-0525 Ext. 25**  
**timothy.dimenna@centerplate.com**

### 2. PAYMENT OF SPACE

All monies paid shall be retained by Expo Management in the event exhibitor fails to fulfill or violates contract or withdraws from the show. **No Refund after 1-1-12.**

### 3. INSTALLATION

- a) Booth walls may not exceed eight feet in height. Booth space includes 1 - 10' x 10' draped booth. 8 feet high back drapes and 3 feet high side drapes.
- b) **No partitions, frames or uprights over four feet in exhibit space unless approved in writing by Expo Management.**
- c) No damage of any nature may done to any portion of the Exhibit Hall.
- d) **Set up time: Friday, Feb 24, 2012 from 7:00 a.m. to 4:00 p.m.**  
**Tear down: Sunday, Feb 26, 2012 from 5:00 p.m. to 7:00 p.m.**
- e) No sub-leasing or switching of booths is permitted.

**Exhibitors tearing down early  
may not be considered for next year's show.**

### 4. SAFETY

All decorations and exhibit materials must be of flame proof material or be made fire proof.

The following items/materials are not permitted:

- Helium balloons
- "Glitter"
- LP gas tanks, empty or filled
- Blow guns
- Darts
- Open flames or fires

- a) Exhibitors must provide the necessary shielding or safety items to protect patrons, exhibitors and all others from equipment that is operable or any other materials, processes or operations which might cause bodily harm, or damage to clothing.

**No Racks, etc. may extend beyond the 10' x 10' limits of the booth space.**

### 5. ELECTRICAL COMPLIANCE

**All electrical wiring and equipment must meet City of Madison electrical code.**

### 6. SERVICES

- a) Madison Fishing Expo, Inc., will be responsible for sweeping and maintaining the show aisles. Exhibitors must, at their own expense, keep their spaces clean, rug vacuumed, products dusted and exhibits in good order.
- b) Madison Fishing Expo, Inc., shall use proper and reasonable care to have all power, air, water and gas services installed and operating during the Expo. The Expo, however, shall not be responsible for late installation or interruption of any such services.

### 7. INSURANCE

Exhibitors who desire insurance on their exhibits must place the same at their own expense. Attention is particularly called to the necessity for insurance covering all risks (liability, fire, theft, damage, etc.), on your exhibit from place of shipment to the exhibition building and return, including the period during which the goods remain in the exhibition building. Attention is also called to the need for exhibitor to carry Workmen's Compensation with Employer's liability.

### 8. SECURITY

Madison Fishing Expo, Inc., shall be responsible for providing security for surveillance of the exhibit hall only. Individual exhibit security is the responsibility for goods, materials, exhibits or products brought into, delivered to or left in the Center.

### 9. LIABILITIES

Exhibitor hereby agrees to indemnify, and save harmless, Madison Fishing Expo, Inc., Alliant Center, their managers, officers, sponsors, employees, agents, successors and assigns from any suit or claim for personal injury, or for property damage or for loss of use of property by whomsoever sustained on or about the exhibitor's display space or arising out of exhibitor's Participation in Madison Fishing Expo, Inc. unless damage or injury is due solely to the negligence of the Madison Fishing Expo, Inc., Alliant Center.

### 10. FORCE MAJEURE

**In the event the** Madison Fishing Expo, Inc. or any part of the exhibit are thereof is unavailable whether for the entire event or a portion of the vent as a result of fire, flood, tempest, or any other such cause or as a result of governmental intervention, malicious damage, acts of war, strike, lock-out, labor dispute, riot, or any other cause or agency over which Madison Fishing Expo, Inc. has no control, or should the Madison Fishing Expo, Inc. decide that because of any such cause it is necessary to cancel, postpone, or re-site the vent, or deduce the installation time, event time, or move-out time, Madison Fishing Expo, Inc. shall not be liable to indemnify or reimburse the Exhibitor in respect of any damage or loss, direct or arising as a result thereof.

### 11. AMENDMENTS

Madison Fishing Expo, Inc. Management shall have the full power in the interpretation and enforcement of all rules contained herein. Madison Fishing Expo, Inc. Management shall also have the power to make such amendments thereto and such further rules and regulations as shall be considered necessary for the proper conduct of the exhibition.

**NO EARLY TEAR DOWN!**