

CONTRACT FOR EXHIBIT SPACE IN THE

February 24, 25, 26, 2017

WISCONSIN 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 4:00 p.m.

Table with 2 columns: Multiple Booth Rates (1-\$591, 2-\$1176, 3-\$1689, 4-\$2114, 5-\$2640, 6-\$3173) and BOOTH SPACE RATES. Includes text: Booth includes: 1 - 10 x 10 draped booth, 8 ft. high back drapes and 3 ft. high side drapes. RATES: 50% per booth deposit due with signed contract. Balance due 12-1-16.

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

Table with 2 columns: Multiple Booth Rates (1-\$538, 2-\$1070, 3-\$1472, 4-\$1902, 5-\$2376, 6-\$2855) and EARLY SIGN UP SPECIALS. Includes text: This option not available for requested corner booths. Must be paid in full by October 1st for early rates. (NO EXCEPTIONS)

(NO REFUNDS AFTER 12-1-16)

(Unless full payment is received by 12-1-16 the Wisconsin Fishing Expo reserves the right to replace partially paid exhibitors with fully paid exhibitors.)

Please Print Clearly

EXHIBITOR NAME: _____

ADDRESS: _____ CITY: _____

STATE: _____ ZIP: _____ SELLERS PERMIT #: _____

AREA CODE & NUMBER _____ PRODUCT SOLD IN BOOTH: _____

PRINT OR TYPE NAME: _____ SIGNATURE*: _____

* By signing this contract I acknowledge that I have read page two of the '17 Wisconsin Fishing Expo Contract and accept ALL rules and regulations exactly as they are stated and will adhere to said rules and regulations accordingly.

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

Help us go "Green". By providing your email address so we can send you updates and contract reminders via email.

Your address will not be sold. Email address: _____

BOOTH SPACES WILL BE ASSIGNED BY BAST DURBIN ADVERTISING, LLC (dba Wisconsin Fishing Expo)
NO PHONE IN RESERVATIONS WILL BE ACCEPTED

NUMBER OF BOOTHS REQUIRED: _____ BOOTH PREFERENCE (NOT GUARANTEED): _____

FOR MORE INFORMATION: CONTACT KRISTEN MONROE AT (262) 742-5264 OR outdoornews@elknet.net.

MAKE CHECK PAYABLE TO: Bast Durbin Advertising, LLC

Send check and ALL COPIES of application to:

Bast Durbin Advertising, LLC

125 Kettle Moraine Drive S., Slinger, WI 53086

Credit Card payments can be made at

www.wifishingexpo.com in the exhibitor section.

Exhibitors: Do not write in space below.

\$100 Deposit Holds CURRENT Booth until 12/1/16.
Booth may be released if payment in full is not made by 12/1/16. \$100 deposit MUST be turned in the weekend of the expo.

Table with 2 columns: SPACE ASSIGNED and TOTAL SPACE COST. Includes rows for DATE RECEIVED, CHECK NO., AMOUNT RECEIVED \$, and AMOUNT DUE\$.

RULES & REGULATIONS

1. WHO MAY EXHIBIT

- a) The Exposition Hall at the Alliant Energy Center (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:
Concessions Manager, (608) 661-0525 Ext. 25

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 12-1-16.**

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, 2017 from 7:00 a.m. to 2:00 p.m.**
Tear down: Sunday, Feb 26, 2017 from 4:00 p.m. to 6:30 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
 - Props must be removed from outboards
 - Hooks on lures must have protective coverings
- 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 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) Exhibitors must, at their own expense, keep their spaces clean, rug vacuumed, products dusted and exhibits in good order.

- b) Bast Durbin Advertising, LLC (dba Wisconsin Fishing Expo), 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. By signing the contract to exhibit all vendors agree that they have all insurance listed above and Bast Durbin Advertising, LLC (dba Wisconsin Fishing Expo) is not liable for stolen goods, injuries or other liabilities. Your signed contract also acknowledges that you have added the following entities as Additional Insureds to your existing liability policy: Bast-Durbin Inc. and Bast-Durbin Advertising LLC, 125 Kettle Moraine Dr. S, Slinger, WI 53086; DANE COUNTY ITS BOARDS, COMMISSION, AGENTS, OFFICERS, EMPLOYEES AND REPRESENTATIVES RISK MANAGEMENT LOCATED AT CITY-COUNTY BLDG, ROOM 425, 210 MARTIN LUTHER KING JR., BLVD, MADISON WI 53703

8. SECURITY

Bast Durbin Advertising, LLC (dba Wisconsin Fishing Expo), is not responsible for goods, materials, exhibits or products brought into, delivered to, or left at the Exhibition Hall at the Alliant Energy Center.

9. LIABILITIES

Exhibitor hereby agrees to indemnify, and save harmless, Bast Durbin Advertising, LLC (dba Wisconsin Fishing Expo), Alliant Energy 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 Bast Durbin Advertising, LLC (dba Wisconsin Fishing Expo) unless damage or injury is due solely to the negligence of Bast Durbin Advertising, LLC (dba Wisconsin Fishing Expo), Alliant Energy Center.

10. FORCE MAJEURE

In the event Bast Durbin Advertising, LLC (dba Wisconsin Fishing Expo) or any part of the exhibit are thereof is unavailable whether for the entire event or a portion of the event 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 Bast Durbin Advertising, LLC (dba Wisconsin Fishing Expo) has no control, or should Bast Durbin Advertising, LLC (dba Wisconsin Fishing Expo) decide that because of any such cause it is necessary to cancel, postpone, or re-site the event, or reduce the installation time, event time, or move-out time, Bast Durbin Advertising, LLC (dba Wisconsin Fishing Expo) 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

Bast Durbin Advertising, LLC (dba Wisconsin Fishing Expo) shall have the full power in the interpretation and enforcement of all rules contained herein. Bast Durbin Advertising, LLC (dba Wisconsin Fishing Expo) 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!