

**CONTRACT FOR EXHIBIT SPACE IN THE**

February 23, 24, 25, 2024

# WISCONSIN FISHING EXPO

EXHIBITION HALL AT THE ALLIANT ENERGY CENTER  
FISHING EXHIBITS ONLY

**SHOW HOURS:**

**Friday – 3:00 p.m. to 8:00 p.m.**  
**Saturday – 9:00 a.m. to 7:00 p.m.**  
**Sunday – 9:00 a.m. to 4:00 p.m.**

\$200 deposit per booth by 5/1/23 holds your current space(s) until 8/1 or 10/1 (early-bird discount, if eligible). Booth(s) may be released to others if deposit is not made by 5/1, or payment in full by 10/1/23.

Multiple Booth Rates		Atrium Area	East/West Corridor	Mezzanine 2nd Floor	<b>BOOTH SPACE RATES</b>  Booth includes: 1 – 10 x 10 draped booth (& 10x8/10x5) 8 ft. high back drapes and 3 ft. high side drapes
1-\$675	4-\$2595	10' x 10'	10' x 8'		
2-\$1320	5-\$3210	\$475	\$350	\$325	
3-\$1965	6-\$3810				

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

Multiple Booth Rates		Atrium Area	East/West Corridor	Mezzanine 2nd Floor	<b>❖ EARLY SIGN UP SPECIALS ❖</b>
1-\$615	4-\$2345	10' x 10'	8' x 10'		
2-\$1200	5-\$2890	\$450	\$315	\$300	This option not available for requested corner booths. Full payment by 8-1-23 for early rates. (NO EXCEPTIONS)
3-\$1785	6-\$3420				

**(NO REFUNDS AFTER 12-1-23)**

(Unless full payment is received by 10-1-23 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 '24 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. \_\_\_\_\_

**Please provide your email address. All updates and contract reminders will be sent 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 DON KIRBY AT (920) 413-0133 OR dkirby@bastdurbin.com.

**MAKE CHECK PAYABLE TO: Bast Durbin Advertising, LLC**

Send check and **ALL COPIES** of application to:

Bast Durbin Advertising, LLC

101 Kettle Moraine Drive S., Slinger, WI 53086

Credit card payments may be made securely on-line via Stripe, using our vendor portal system. New exhibitors find the link to it in the exhibitor section of: wifishingexpo.com.

Exhibitors: Do not write in space below.

*All vendor updates will come via our on-line vendor portal system. Emails from this system come from the "expos@bastdurbin.com" address. Please add this to your contacts list, so these do not end up being sent to your junk folder.*

SPACE ASSIGNED _____	TOTAL SPACE COST _____
DATE RECEIVED _____ CHECK NO. _____	AMOUNT RECEIVED \$ _____ AMOUNT DUE\$ _____
DATE RECEIVED _____ CHECK NO. _____	AMOUNT RECEIVED \$ _____ 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 12-1-23.**

### 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 23, 2024 from 7:00 a.m. to 2:00 p.m.**  
**Tear down: Sunday, Feb 25, 2024 from 4:00 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
  - Props must be removed from outboards
  - Hooks on lures must have protective coverings
  - No top tent canopies
- 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 allocated 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 which offers \$1,000,000 per occurrence: Bast-Durbin Inc. and Bast-Durbin Advertising LLC, 101 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!**