



The REALTORS®
Home & Garden Show

The REALTORS® Home & Garden Show
Application and Contract for Exhibit Space
Wisconsin Exposition Center at State Fair Park
March 19 – March 28, 2010

Please reserve space for our exhibit at the REALTORS® Home & Garden Show, March 19-March 28, 2010. Exhibitor acknowledges that said application shall not become a contract until such time as it has been accepted in writing by show management. Exhibitor further agrees that it shall be bound by all conditions, rules, and regulations printed on the reverse side of said application and as shown in the exhibitor kit which will be provided to the undersigned. Exhibitor further acknowledges that the rules and regulations and contents of the exhibitor kit are made a part hereof as though fully set forth herein and that said exhibitor agrees to be bound by all rules and regulations stated and that this agreement shall be governed by, construed, and enforced in accordance with the laws of the State of Wisconsin.

SECTION I: Exhibitor Information - This agreement is made between:

Company Name _____ Contact Name _____ Title _____
Exhibit Space Name _____ Website _____
Address _____ City _____ State _____ Zip _____
Telephone () _____ Fax () _____ Email _____

Mailing Information It is the responsibility of this contact person who will receive all further show information to distribute this information to the appropriate people.

Company Name _____ Contact Name _____ Title _____
Address _____ City _____ State _____ Zip _____
Telephone () _____ Fax () _____ Email _____

SECTION II: Please list booth location requests: 1st Choice _____ 2nd Choice _____ 3rd Choice _____ 4th Choice _____

Products to be displayed (please be specific) _____

List Competitors (for booth placement purposes – be specific) _____

This application is for floor space only. It DOES NOT include parking, electric, utilities, gas, signage, furniture, floor coverings (required), etc.

SECTION III: I am requesting a height variance. Please see reverse side #16 'Booth Design' for details. This may dictate booth location. GMAR staff will contact you for additional information.

_____ Yes _____ No

SECTION V: DO NOT SIGN THIS AGREEMENT UNTIL YOU HAVE READ ALL THE ENCLOSED INFORMATION. YOUR SIGNATURE ACKNOWLEDGES THAT YOU HAVE READ THE RULES AND REGULATIONS INCLUDED.

Signature _____
Title _____ Date _____

SECTION VI: Method of Payment:

___ Check Enclosed (payable to GMAR) ___ Visa ___ Master Card
Card Number: _____ Exp Date _____

___ Please charge the full amount ___ Please charge 50% deposit
___ I authorize the GMAR to charge the remaining balance on 2/12/10 to the charge card account listed above.

Signature _____

After March 5th, payment for booth space will only be accepted in full with a credit card or cash – NO EXCEPTIONS!

Return to:

Greater Milwaukee Association of REALTORS®
12300 West Center Street
Milwaukee, WI 53222-4072
Contact: Beth Smith bms@gmar.ws
Phone: 414.778.4929 Fax: 414.778.4920

SECTION IV: 2010 Booth Fees

(Two badges per 10 x 10 booth, plus two badges for each additional 10 x 10 booth (maximum of 10 badges). Additional badges may be purchased.

Booth Size	Fees	Total
10' x 10'	\$1,195	
10' x 20'	\$2,390	
10' x 30'	\$3,585	
10' x 40' / 20' x 20'	\$4,300	
10' x 50'	\$5,400	
10' x 60' / 20' x 30'	\$6,500	
20' x 40'	\$8,600	
20' x 50'	\$10,800	
Booth Size not Listed	Call office for fees	
Garden Perimeter Booth Premium	(+ \$100)	
Corner Premiums	10'x10'	(+ \$200)
	10'x20' or larger	# of corners _____ \$100/ea
Early Bird Discount (deadline September 30th)	(- \$100 <u>per</u> 10x10)	
Paid in Full Discount (payment received by 9/30)	(- \$50)	
Late Fee Premium (after February 12, 2010)	(+ \$200)	
Total booth cost		
50% deposit due with contract		
Balance due February 12, 2010		

DO NOT COMPLETE THIS SECTION (GMAR USE ONLY)

Booth #(s) _____

Amount Rec'd _____	Balance Rec'd _____
Date _____	Date _____
Batch ID _____	Batch ID _____
Check# _____ MC/Visa	Check# _____ MC/Visa

ACCEPTED BY: Greater Milwaukee Association of REALTORS®
By _____ Paid in Full

REALTORS® HOME & GARDEN SHOW
EXPOSITION RULES AND REGULATIONS

1. APPLICATION/CONTRACT

- a. This application form constitutes merely an offer to enter into a contract with the Greater Milwaukee Association of REALTORS® for use of designated space at the REALTORS® Home & Garden Show. The completion and tendering of this form and/or the payment of all or any part of the application cost shall not create a contract until such time as the application has been formally accepted by show management.
- b. Show management expressly reserves the right to reject any application and return any payment accompanying such application for any reason or for no reason whatsoever.
- c. Any application which is accepted by show management shall upon acceptance become a binding agreement between the Greater Milwaukee Association of REALTORS® and the Exhibitor.
- d. A 50% deposit is due with contract. Final payment is due February 12, 2010.

2. CANCELLATION POLICY

- a. In consideration for the use of such space, the exhibitor shall pay to the Association those sums shown on the face of the contract. In the event exhibitor wishes to cancel the contract, said cancellation must be received in writing at GMAR, 12300 West Center St, Wauwatosa, WI 53222, on or before January 1, 2010 at 5:00 PM CST.
- b. Any cancellation notices received prior to January 1, 2010 at 5:00 PM CST will be assessed a \$250 administration processing fee. Said fee shall be withheld from funds on deposit, per the terms and conditions of the contract. Any remaining funds will be returned to exhibitor within a reasonable period of time.
- c. No refunds on any cancellations after January 1, 2010 at 5:00 PM CST. Exhibitor will still be liable for the full amount of the contract as shown on the face of said contract.

3. PAYMENT OF SPACE

- a. All monies paid shall be retained by the Show in the event Exhibitor fails to fulfill or violates contract or withdraws.
- b. Booth space must be paid for in full before exhibitor move-in or exhibitor will not be able to set-up his/her/its booth.
- c. No passes will be issued to exhibitor until booth space is paid for in full. Please note booth balances are due by February 12, 2010.

4. INSUFFICIENT FUNDS

Checks returned for insufficient funds or closed accounts shall be charged a \$25 returned check charge. If debtor fails to act within 10 days the returned check and returned check charge shall be turned over to legal counsel for collection and debtor shall be responsible for all court and attorney fees.

5. IRREGULAR ADVERTISING

The exposition is limited to those persons, firms, corporations, and other entities that have contracted and paid for exhibit space in exposition facility. No other persons, firms, corporations, or other entities will be permitted to demonstrate products, solicit orders, or distribute advertising matter on the floor of the show or in exposition facility. Any person violating this rule will be promptly ejected from the exhibit hall.

6. LIABILITY & INSURANCE

- a. Each exhibitor must make provision for the safe-guarding of his/her/its goods from the time they are placed in his/her/its booth until they are removed by the exhibitor. Special security personnel will be employed for the show, but the Greater Milwaukee Association of REALTORS® will not be responsible for, or guarantee to exhibitor, the safety of exhibit material against fire, accident, theft, or any loss or injury whatsoever.
- b. It is agreed that exhibitor shall assume all liability for damage to exposition facility caused by his/her/its exhibit, and shall indemnify Greater Milwaukee Association of REALTORS® and the Wisconsin Exposition Center at State Fair Park against any liability that might ensue by reason of his/her/its exhibit or presence at the show.
- c. Each exhibitor shall carry comprehensive general liability coverage including, but not limited to, premises, operations, and contractual liability of no less than \$500,000 for each occurrence, together with statutory worker's compensation insurance with a limit of no less than \$100,000. Certificates of insurance shall be furnished to show management no later than **February 12, 2010.**

7. UNION REGULATIONS

Exhibitor must observe all union regulations in force in the exhibit hall (details are provided in the Exhibitor Kit).

8. FIRE REGULATIONS

All decoration must be flame proof and must stand a fire test as prescribed by the fire ordinance of the City. (More regulations in Exhibitor Kit)

9. DRAYAGE & DECORATIONS

In order to simplify the in and out movement of all shipments as well as to provide the lowest possible costs consistent with quality performance needed in exhibit programs, official service contractors have been appointed. Direct shipments to the Wisconsin Exposition Center at State Fair Park are prohibited unless you are using the appointed decorator's services. Complete details of their services are provided in the Exhibitor Kit.

10. STORAGE

Storage and handling of crated material may be available on a limited basis with a fee per CWT charge by the show decorator, details provided in the Exhibitor Kit.

11. ELECTRICAL SERVICE

Electrical wiring and equipment must meet electrical codes of the City/Facility. Exhibitor must submit a service order form (included in exhibitor kit) and payment directly to the Wisconsin Expo Center at State Fair Park (not GMAR) prior to move-in and deadline date listed.

12. ASSIGNMENT AND USE BY OTHERS

No exhibitor may assign his/her/its agreement for exhibit space or permit any other person to use any part of such space.

13. FORCE MAJEURE

In the event the Wisconsin Exposition Center at State Fair Park or any part of the exhibit areas thereof are 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 the Show has no control, or should the Show decide that because of any such cause it is necessary to cancel, postpone or re-schedule the Show, or reduce the installation time, Show time, or move-out time, the Show shall not be liable to indemnify or reimburse the Exhibitor in respect of any damage or loss, direct or indirect as a result thereof.

14. COMPETITIVE EXHIBITS

In order to create a harmonious and attractive atmosphere for patrons of the show, Exhibitors shall not distribute anywhere within the Show premises or display materials at their Exhibit that mentions by name any competitor who is also an Exhibitor at the Show. The Greater Milwaukee Association of REALTORS® shall have the right to enforce this rule by physically removing any materials or displays that violate this rule from the show grounds. The Greater Milwaukee Association of REALTORS® shall have no liability to any Exhibitor or to any other party for any lost or damaged materials so removed.

15. BOOTH FLOORING

ALL BOOTHS MUST HAVE SOME TYPE OF FLOORING IN THEIR SPACE (i.e., carpet, landscaping, tile, etc.); this flooring must cover the entire space. If you don't have flooring in your space by 8am of the Show's opening day, the decorator will be instructed by show management to place carpeting in your booth and you will be billed accordingly at the floor rate set by the decorator (for appropriate carpet size as well as for labor costs if your display needs to be moved in order to place the carpeting).

16. BOOTH DESIGN

Exhibitor cannot exceed dimensions in the space they have contracted and paid for. For side wall height, the first 5 feet into your exhibit space from the aisle, the display cannot exceed the 3 foot height limitation. Sign height must not exceed 8 feet high or it must be finished off and have Show management's approval. Unfinished sides of your display must be covered. If you need a variance on the height restrictions, please request where noted on front side of contract. If your request has been granted, Show management will notify you.

17. AMPLIFICATION/OBSTRUCTION OF AISLES

Any demonstration, live performance, or other activity which results in obstruction of aisles to a neighboring booth shall be suspended, as the Show Management in its discretion may specify. **USE OF MICROPHONES, SPEAKERS AND BACKGROUND MUSIC IS PROHIBITED.**

18. STAFFING BOOTHS

ALL BOOTHS MUST BE STAFFED AT ALL TIMES DURING SHOW HOURS. Each company is responsible for staffing their booth 15 minutes prior to show opening and during show hours. If booths are not staffed, your company will not be invited back to exhibit the following year.

19. EXHIBITOR KIT

By signing this contract, you also agree to the following rules, guidelines and regulations which are included in the exhibitor kit: Exhibitor Bulletin; Important Guidelines; Electrical Connection; Wisconsin Exposition Center at State Fair Park Requirements; West Allis Fire Department Regulations; Height Regulations; Exhibitor Move-In Bulletin and Exhibitor Pass Information.

20. AISLE SOLICITATION

All aisle solicitation, including calling out from your display into the aisle, is absolutely forbidden. Booth attendants must confine their solicitation within the exhibitor booth. If you are caught soliciting in the aisle, you will be asked to leave the show and will not be invited back to exhibit in future shows. ***THIS RULE WILL BE STRICTLY ENFORCED.***

21. BALLOONS

Balloons may be used in your display for visual impact. However, balloons may **not** be distributed to show visitors or used in any manner that requires the balloon to break or pop.

22. AMENDMENTS

Show Management shall have the full power in the interpretation and enforcement of all contract regulation contained herein and the power to make such amendments thereto, and such further rules and regulation as shall be considered necessary for the proper conduct of the event.