



May 8 – May 11, 2013
Wisconsin State Fair Park
Milwaukee, WI

EXHIBIT SPACE AGREEMENT

Company: _____ Contact: _____
Address: _____ Title: _____
City: _____ State/Province: _____ Zip: _____
Phone: _____ Fax: _____
WEB Address: www. _____ Email _____

PLEASE INDICATE SIZE OF BOOTH REQUESTED
No Sharing of Booth Space Permitted

Expo Hall Booth Space:

- 10x10: \$500
- Additional 10x10: \$450
- Corner booth additional premium charge: \$50
- 400 – 1,000 sq ft: Call for pricing

Bulk Space:

- 1,001 or more sq ft: \$2.75 sq ft
- Outside Space: \$1.85 sq ft

Product Description: _____

Booth #1: _____ Booth #2: _____ Booth #3: _____

Contracts without deposit will not guarantee space OR rate.

Booth Cost: \$ _____ (above)
Deposit: \$ _____ (25% due with contract)
Balance Due: \$ _____ (25% due 120 days prior to show date. **Final payment due 60 days** prior to show date)

- Visa MasterCard Discover American Express

Credit Card # _____ Expiration Date: _____

2013 Contract Only. Reservations are not confirmed without a deposit – NO EXCEPTIONS. If exhibitor desires to cancel all or part of the exhibit space on or prior to 120 days before the show, it must do so in writing by certified mail to GS Events, and Exhibitor will be charged 50% of its total exhibit space cost. Any contracts received within 120 days before the show requires immediate payment and fee is non-refundable. For any cancellations within 120 days before the start of the show, 100% of exhibit space cost is due. If Exhibitor defaults on payment, Exhibitor is liable to GS Events for collection costs, including reasonable attorney's fees. For returned checks, a \$35 fee will be added to your account.

Authorized by: (Please print) _____

Exhibitor's Signature: _____

GS Events' Representative: _____

Rules & Regulations

Please sign and return agreement **with deposit** to GS Events • 3300 Fernbrook Ln, Suite 200 • Plymouth, MN 55447

PHONE: 800.848.6247 ♦ FAX: 763.383.4498

Cancellation Policy

If exhibitor desires to cancel all or part of the exhibit space on or before 120 business days of the show start date, it must do so in writing by certified mail to GS Events and Exhibitor will be charged 50% of its total exhibit space cost. Any contracts received within 120 business days of the show start date require immediate payment and fee is non-refundable. For any cancellations within 120 business days before the start of the show, 100% of exhibit space cost is due. If Exhibitor defaults on payment, Exhibitor is liable to GS Events for collection costs, including reasonable attorney's fees. For returned checks, a \$35 fee will be added to your account.

Installation/Dismantling

Please see Exhibitor Manual for exact move in/move out times and dates. Exhibitor agrees to provide, at the exhibitor's expense, all labor for installing and removing exhibiting materials. **No exhibitor shall be allowed to remove any part of their booth until the show is officially closed.** Exhibitors shall be responsible for any expenses incurred by show management caused by their delay in removing their equipment. The exhibitors are liable to the property owner for any damage that may occur to the property during the installation and removal of exhibits. Exhibits shall be arranged so as not to obstruct the general view nor hide the exhibits of others.

Operation

Show producer reserves the right to change or move exhibitor space based on operational requirements/needs. During show hours, the exhibitor will keep exhibit open and staffed at all times. The exhibitor will keep exhibit open and staffed at all times during show hours. All sales activity must be confined to the booth area. Distribution of promotional materials must be confined to the exhibit space. Show management reserves the right to restrict exhibit's appropriate and suitable methods of operation and reasonable noise levels. Management reserves the right to decline or remove any exhibit or contents that are deemed objectionable by show management. Should such eviction or restriction be enforced, show management will not be liable for refunding any fees.

Care of Space

Exhibitors shall be responsible for the space being returned at the end of the show in the same condition as when taken over. In case of damage, the Exhibitor shall pay for such claims as are necessary to restore the space to its original state. Exhibitors agree to conform to the regulations set forth by the appropriate departments of the local jurisdiction (such as Fire, Building and/or Electrical Departments) and the rules set forth by the owners of the facility. All decorations used must be fireproof. Public aisles and areas will be cleaned by the managements of the show. Cleaning of booth and display space is the responsibility of each exhibitor. A cleanup fee will be charged companies who leave excessive debris in the space at the close of the show. No helium balloons or food products are to be given away without prior written approval of the Management.

Insurance

Show management will take all reasonable precautions to protect the exhibitor's property but will not be responsible for loss or damage. Exhibitor agrees to save the exhibit hall owner, employees and show management and their agents and employees free and harmless of and from all claims, demands, damages, and liability whatsoever kind and character asserted by the person or persons on account of any loss or damage to the property, or injury or death of any persons occurring upon or about the leased premises arising out of the use of leased premises by the exhibitor. Exhibitors shall carry and maintain insurance during the show, including move-in/move-out days at their own cost and expense. Personal injury and property damage insurance coverage under policies of general public liability, auto and workers compensation with limits of at least \$1,000,000 combined single limit for bodily injury and property damage are required. Prior to move-in, exhibitor must provide a certificate of insurance naming GS Media & Events, its parent, subsidiaries, affiliates, officers, directors, employees and agents as additional insured.

Licenses

Any and all City, County, State or Federal licenses, inspections, or permits required by law of any Exhibitor in the installation or operation of the display shall be obtained by the Exhibitor at their own expense prior to the opening of the show. Exhibitor agrees to obtain, at its own expense, any licenses or permits from government bodies which may be required for the operations of Exhibitor's trade of business during the show and to pay all taxes that may be levied against Exhibitor as a result of the operation and business during the show. By law, exhibitors are required to obtain a tax and/or business license for each state in which they participate prior to exhibiting.

Force Majeure

Neither party shall be liable in damages or have the right to terminate this Agreement for any delay or default in performing hereunder if such delay or default is caused by conditions beyond its control including, but not limited to Acts of God, Government restrictions (including the denial or cancellation of any export or other necessary license), wars, labor unrest/labor strikes, insurrections and/or any other cause beyond the reasonable control of the party whose performance is affected.

Liability

Although guard service will be furnished, neither GS Events, nor the Facility in which the exhibits are held can or will be responsible for damage to, loss, or theft of property belonging to any exhibitor, his agent, employees, business invitees, visitors or guests. Small and valuable exhibit material should be packed away each night. Exhibitor agrees to protect, save and hold GS Events and/or any person, organization or corporation for who GS Events contracts to serve as show management and/or the facility forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitors or those holding under the exhibitor, except for any damages or charges directly caused by the negligence of any of the foregoing indemnified persons, or entities, as well as to strictly comply with the applicable terms and conditions contained in the contract agreement between the facility and GS Events regarding the exhibition premises; and, further, exhibitor shall at all times protect, indemnify, save and hold GS Events and/or any person, organization or corporation for who GS Events contracts to serve as show management and/or the facility forever harmless against and from any losses, costs (including attorneys' fees), damage, liability, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrence to any person or persons, including the exhibitor, its agents, employees, and business invitees, which arises from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises or a part thereof, except for those matters directly caused by the negligence of the foregoing indemnified person or entities. GS Events management reserves the right to add or delete spaces, and to move Exhibitors to facilitate crowd control, safety regulations, or for other reasons at the discretion of the management. This agreement does not reserve for, nor guarantee to the Exhibitor any space, a specific area or space priority, right of first refusal or any other manner of participation in any future show.

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