



# BOAT SHOW MADISON

January 23- 25, 2009  
Alliant Energy Center  
Madison, WI

## EXHIBIT SPACE AGREEMENT

Company: \_\_\_\_\_ Contact: \_\_\_\_\_  
Address \_\_\_\_\_ Title: \_\_\_\_\_  
City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
WEB Address: [www.affinityevents.com](http://www.affinityevents.com) Email Address: \_\_\_\_\_

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

- 100 sq. ft. = \$625  Corner booth additional \$50
- ea. additional 100 sq. ft. add \$565  Bulk Space \$3.00 sq.ft. (minimum 600 sq. ft.)

Booth Choice: #1 \_\_\_\_\_ #2 \_\_\_\_\_ #3 \_\_\_\_\_  
**REQUIRED:** Please list products/services that will be displayed: \_\_\_\_\_

### Contracts without deposit will not guarantee space OR rate.

Booth Cost: \$ \_\_\_\_\_ (above)  
Less 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  American Express

Credit Card # \_\_\_\_\_ Expiration Date: \_\_\_\_\_

**Reservations are not confirmed without a deposit – NO EXCEPTIONS.** If exhibitor desires to cancel all or part of the exhibit space on or before the 120 days, it must do so in writing by certified mail to Affinity Events and Exhibitor will be charged 50% of its total exhibit space cost. Any contracts received within 120 days require 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 Affinity 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: \_\_\_\_\_

Affinity Events’ Representative: \_\_\_\_\_

Please sign and return agreement **with deposit** to Affinity Events • 6420 Sycamore Lane, Suite 100 • Maple Grove, MN 55369

PHONE: 800.848.6247 or 763.383.4400

FAX: 805.648.8634

### **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.

### **Utilities**

All arrangements for electrical connections must be made directly with the facility and are the responsibility of the exhibitor.

### **Parking**

All arrangements and expenses for parking are the responsibility of the exhibitor. Show management has no control over parking in or around the facility.

### **Operation**

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 care for, and keep in good order, space occupied by them and surrender such space at the close of the show in the same condition as when it was taken over by the exhibitor. If space is damaged, exhibitor agrees to pay any costs to restore the space to its original condition.

### **Insurance**

Show management will take all reasonable precautions to protect the exhibitor's property, however, show management 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 cost and expense. Personal injury and property damage insurance coverage under a policy of general public liability insurance with limits of at least \$500,000 combined single limit for bodily injury and property damage is required.

Exhibitor warrants that by signing this contract he has complied specifically with the insurance requirements of this contract.

**Proof of insurance MUST be provided.**

### **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, insurrections and/or any other cause beyond the reasonable control of the party whose performance is affected.

### **Rules and Regulations**

Show management shall have full power in the interpretation and enforcement of these rules and regulations and to enforce additional rules, regulations or requirements mandated by the building owner, and/or local, county or state authorities. Show management reserves the right to make additional rules and regulations as deemed necessary.