

2010 Wisconsin Fresh Fruit & Vegetable Conference
 January 3-4-5, 2010 ■ Chula Vista Resort ■ Wisconsin Dells, Wisconsin
EXHIBIT REGISTRATION FORM

Company Representative(s) 1. _____ 2. _____

Company _____ Telephone _____

Address _____ City _____

State _____ Zip _____ Website: _____

E-Mail _____ Product(s) Displayed _____

BOOTH RENTAL: 8'x10' display space @ **\$480** each\$ _____

Or Customize Your Display Space to Fit Your Needs. (*Large equipment will be placed in Riverview South*)

_____ **Feet Frontage** (Greater than 10')

X = _____ **Square Feet X \$5.75 / Sq ft.**.....\$ _____

_____ **Feet Depth** (Greater than 8')

_____ (Qty.) **Additional Convention Registration @ \$59 / person** (2 registrations are included)\$ _____

Name(s) 3. _____ 4. _____

Optional – Add electricity to your display space for \$50.00.....\$ _____

Associate Membership Discount - Deduct \$100 if a member of one or more of organizing Associations.....(\$ _____)

FRESH Magazine Display Advertising Discount – 15% of display advertising paid in 2009.(\$ _____)

Call for discount amount 920-478-4277 if not indicated.

_____ **2.0' x 2.5' Table-top brochure display @ \$120.**.....\$ _____

Quantity Full payment must be included with registration. Mailing instructions will be included with confirmation.

Donations will be accepted for the Silent Auction and for the Monday night reception. All donors will be recognized during Conference and in *Fresh Magazine*. Please indicate your donation:

Cash Donation towards Monday night reception\$ _____

Product Donation for Silent Auction. Proceeds go to Association of your choice. Bring your donation to the Registration Desk at set-up. Description: _____

RESERVE YOUR ROOM AT CHULA VISTA: \$87 per night; Up to 6 people; Two Queen Beds; Waterpark Passes

For this room rate - reservations must be made through WFFVC by 12/3/09.

_____ Rooms for: Check Nights: Sat, Jan 2 Sun, Jan 3 Mon, Jan 4 Tue, Jan 5

Select One: Non-Smoking Smoking @ **\$87/Room/Night**.....\$ _____

TOTAL AMOUNT DUE\$ _____

YES! We would like a mini-seminar timeslot between 9:30-11:00 a.m. Tuesday morning to describe/demonstrate a product.

Product: _____ Amount of Time Requested: _____ (*We may need to limit time allotted.*)

PLEASE MAKE CHECK PAYABLE TO WEF and mail to:

Wisconsin Exhibitor Fund
 211 Canal Road
 Waterloo, WI 53594

Or Charge on Credit Card: MasterCard Visa (Circle one)

Name on Card: _____

Card #: _____ CCID# _____

Exp: _____ / _____ Signature: _____

Continued on next page.

2010 WISCONSIN FRESH FRUIT & VEGETABLE CONFERENCE

- 1. INSTALLATION, EXHIBITION AND TEAR DOWN** -- The Exhibit Hall will be open for set-up Sunday, January 3rd, 3:00 p.m. – 6:00 p.m., and Monday, January 4th from 8 a.m. – 10 a.m.. **Exhibit hours are Monday, January 4, from 10:00 a.m. - 7:00 p.m. & Tuesday, January 5, from 8:00 a.m. to 11:00 a.m. No display shall be dismantled or removed from the Exhibit Hall until the end of the Exhibit Show at 11:00 a.m. on Tuesday, January 5, 2010.** If a display is removed prior to the scheduled closing, that exhibitor may not be allowed to return in future years. All displays **must** be removed by 5:00 p.m. January 5 unless **prior permission** is obtained from show coordinator. **Any exhibit remaining on the floor after 5:00 p.m. may be dismantled and moved to accommodate another show or for any other reason.** The Exhibitor agrees to pay any extra charges incurred for the removal of displays and to release The Wisconsin Exhibitor Fund from any liability for loss by theft or damage caused in moving property of the exhibitor after 5:00 p.m. on January 5, 2010.
- 2. PAYMENT FOR BOOTH** -- **All booth fees must be paid in full and payment received by The Wisconsin Exhibitor Fund on or before November 16, 2009.** After November 16, 2009, WI Exhibitor Fund does not have to hold space that is not fully paid. WI Exhibitor Fund reserves the right to rent partially paid or unpaid booths after November 16, 2009.
- 3. LIABILITY INSURANCE** -- **Please provide certificate of insurance for at least \$1,000,000 liability.** No one will be allowed to set up unless proof of insurance is provided and payment is received. The hotel and its owners do not maintain insurance covering property brought on to the hotel's premises by exhibitors and it is the sole responsibility of the exhibitor to obtain insurance covering such losses.
- 4. REFUNDS** -- **There will be no refunds issued or cancellations accepted after November 16, 2009.** WI Exhibitor Fund may cancel any exhibit space for non-compliance with the terms, conditions and regulations of this contract or for nonpayment of the rent. Further, WI Exhibitor Fund reserves the right to not assign exhibit space to the Exhibitor and, thereby, terminate any obligation of the Exhibitor and WI Exhibitor Fund under this contract, in which case, WI Exhibitor Fund will so notify the Exhibitor and refund any payments made by the exhibitor under this contract.
- 5. BOOTH ALLOCATION** -- Assignment is in order of receipt of a signed contract and payment, and in the order of the best interest for the show and attendee traffic. WI Exhibitor Fund reserves the right to alter locations of exhibitors or of booths at its sole discretion, if deemed advisable in the best interests of the show, or to separate competitors.
- 6. BOOTH SPECIFICATIONS** -- Rent includes display space, a skirted 8' table, and 2 chairs. Additional chairs or tables, electrical outlets, rugs, freight, storage, etc. are not included in the booth rent. The exhibitor is required to make any arrangements for equipment and services and assume the cost of same. The conference sponsors assume no obligations for these arrangements.
- 7. USE OF SPACE** -- Exhibitor shall not sublet, divide or share exhibit space with any person not identified in the Exhibit Space Contract without written permission of WI Exhibitor Fund. Distribution of advertising materials is limited to the area of each exhibit space. Exhibits will be arranged so that nothing is attached to the walls and no tacking or marring is permitted. Disturbing noises or other objectionable forms of attracting attention will not be permitted. WI Exhibitor Fund reserves the right to restrict exhibits which may become objectionable, and prohibit or remove any exhibit which may detract from the general character of the display. This includes persons, things, conduct, printed matter or anything of a character which may not be in keeping with the exhibit show as a whole. The exhibitor agrees not to interfere in any way with the ordinary use by others of any portion of the building or grounds. Exhibitor shall not obstruct the aisles adjacent to exhibit space. No booth structure or sign will be allowed which obscures adjoining exhibits or which projects more than four feet outward from the backdrop.
- 8. CARE AND SURRENDER OF EXHIBIT SPACE** -- Exhibitor agrees it will not in any way injure, damage, mar or deface the building premises, furniture, fixtures or equipment on or about the Chula Vista Resort and shall be liable for any such damage or injury caused by it, its employee, agents or other persons admitted to the premises by the Exhibitor, its agents or employees. Exhibitor agrees to quit and surrender the exhibit space at the time set forth herein, and to comply with the Chula Vista Resort for handling vehicular traffic in and out of dock area.
- 9. FIRE SAFETY** -- Flammable booth decorations must be flameproofed. All hangings must clear the floor. Electrical wiring must conform to local safety rules. No open flame candles or other open flame fixture, whether equipped with a guard or not, shall be used in any place of assembly. If inspection indicates that any exhibitor has neglected to comply with these regulations or otherwise incurs fire hazards, the right is reserved to cancel all or such part of the exhibit as may be irregular. Motor vehicle Exhibitors must comply with the local regulations regarding the display of such vehicles.
- 10. NO SMOKING** -- Smoking is prohibited in the Exhibition area.
- 11. LIABILITY** -- The exhibitor agrees to indemnify and hold harmless WI Exhibitor Fund, its officers, agents and employees from and against any and all claims, demands or suits alleging liability for losses, damages, expenses, costs and disbursements, including reasonable attorneys fees, and any other relief, for any actual or claimed injury or death to any person or damage to any property sustained as a result of the Exhibitor's use of or presence on the premises described in this Exhibit Space Contract, regardless of whether proximity caused by the negligence of WI Exhibitor Fund, its officers, agents or employees, unless Exhibitor can prove that such injury, death or damage was caused solely by the active negligence of WI Exhibitor Fund, its officers, agents or employees.
- 12. REGISTRATION & BADGES** -- Convention badges for exhibit attendants are furnished and must be worn for admittance to the trade show floor or conference sessions.
- 13. FREIGHT** -- **Freight will be handled by the Chula Vista Resort.** The convention sponsors assume no obligation for these arrangements and the exhibitor must assume all costs.
- 14. OFFICIAL REGULATIONS** -- Exhibitor will comply with all laws of the U.S. and of the state of Wisconsin and all local ordinances and all rules and requirements of the police and fire departments or other municipal authorities, and will not permit any thing to be done in its exhibit space in violation of any such law, ordinance, rule or regulation. Exhibitor will also conform to rules and regulations adopted or prescribed by the Chula Vista Resort.

This contract is accepted and submitted on behalf of the Exhibitor by:

Signature _____ Date _____

KEEP A COPY FOR YOUR RECORDS AND RETURN TO:

THE WISCONSIN EXHIBITOR FUND
211 Canal Road
Waterloo, WI 53594

Anna M. Maenner, Coordinator
920/478-4277 • Fax 920/478-9586
office@waga.org