



CONTRACT FOR EXHIBIT SPACE 2010 Grand New Home & Remodeling Expo



Sponsored by: Lakeland Builders Association

1560 Country Club Pkwy • Elkhorn, WI 53121 • 262-723-2908 • Fax 723-5938 • www.lakelandba.com
Grand Geneva Resort, Lake Geneva, WI • March 27 & 28, 2010

EXPO MISSION: To provide for the general public a reliable source of information about all facets of remodeling and new home construction; to provide builders, remodelers, and industry-related businesses an opportunity to gain public exposure for their products and services; and to help all participants gain access to and networking opportunities with members of Lakeland Builders Association.

EXHIBITORS' SET-UP HOURS *(Hours subject to change)*
By appointment only (paperwork outlining set up needs available after Jan 1)
Friday, March 26 5 a.m. - 6:00 p.m.

EXPO HOURS
Saturday, March 27..... 10 a.m. - 5 p.m.
Sunday, March 2810 a.m. - 4 p.m.

READ CAREFULLY THE ENTIRE CONTRACT! This contract is covered on **3 PAGES**. There are many changes this year with the new venue.

Here are just a few:

- New Location which means New Booth Layout
- New Booth Sizes with New Price Levels
- Set up By Appointment
- Water Exhibits Allowed
- Electric in Every Booth (10 amp max.– more amps available at an additional fee)

The 2010 NEW HOME & REMODELING EXPO will be herein referred to as the EXPO. The undersigned (EXHIBITOR) agrees to exhibit under and comply with the rules and regulations printed in this contract or as may be modified at the discretion of Lakeland Builders Association (LBA).

BOOTHS – Booths are designated by level. Booth levels 100, 200, & 300 include 3' side & 8' back drapes. Booths on an end will not have side drapes on the outside end. Booths against the room wall will not have 8" back drapes. Booths in level 100, 200 & 300 are 10' wide x 10' deep. Level 400 booths are 8' wide x 8' deep and have no drapes. Level C-300 booths in the entry lobby are 8' x 8' and have only 3' dividing drapes. ONLY Exhibitors who complete and send the Standard Booth Equipment form to Lakes Area Rental by February 26, 2010 will get one standard table and two standard chairs at no additional cost. Lakes Area Rental will charge fees for standard tables and chairs reserved after February 26, 2010. The equipment form will be available after the first of the year. Wi-Fi is available and free to exhibitors.

No exhibitor shall assign, sublet, or apportion the exhibit space or any part of space contracted to him nor exhibit any goods, services, apparatus, advertising, signs, etc. other than those manufactured or sold by exhibitor in the regular course of business, without the written consent of the EXPO Committee. Violation of this rule will result in forfeiture of deposit. LBA reserves the right to move any exhibitor to an alternate space. The EXPO Committee reserves the right to decline or prohibit any exhibit not in keeping with the character of the general EXPO exhibits.



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RETURN THIS PAGE WITH YOUR PAYMENT.

BOOTH FEES FOR LBA MEMBERS

(Preference for booth space to LBA members prior to Dec. 1, 2009)

Level 100: \$850 per booth \$ _____

Level 200: \$750 per booth \$ _____

Level 300: \$650 each \$ _____

Additional booth: \$550 \$ _____

Level 400: \$500 each \$ _____

Additional booth: \$400 \$ _____

Entry Lobby: Courtyard: \$1,000* \$ _____

Team Booth: \$2,600* (see separate sheet)

Fixed Fees:

Expo Marketing Fee:
\$125 per Exhibitor \$ 125

Refundable Deposit
\$100 per Exhibitor \$ 100

TOTAL \$ _____

BOOTH FEES FOR NON-MEMBERS

(Booth space preference available to non-members after Dec. 1, 2009)

\$1,150 per booth \$ _____

\$900 per booth \$ _____

\$800 per booth \$ _____

Additional booth: \$700 \$ _____

\$600 per booth \$ _____

Additional booth: \$500 \$ _____

Entry Lobby: Courtyard: \$1,350* \$ _____

Team Booth: +150 per non-member* (see separate sheet)

Fixed Fees:

Expo Marketing Fee:
\$150 per Exhibitor \$ 150

Refundable Deposit
\$125 per Exhibitor \$ 125

TOTAL \$ _____

My Booth choices are: _____ 1st Choice _____ 2nd Choice _____ 3rd Choice. **See New Layout**

_____ I will have items for sale in my booth. I understand I must submit a sellers permit and complete Wisconsin Form S-240.

Please list items to be sold in booth here: _____

Return contract AND full fee beginning Thursday, Nov 12 at 8 a.m. Space is not considered reserved until full payment is received. Contracts received prior to 8 a.m. Nov. 12 will be processed at the end of that day. **Booths cannot be reserved by phone. Fax and email will be accepted if a credit card number is included.**

I agree this entire document constitutes a Contract between Exhibitor and Lakeland Builders Association, Inc. only when this contract is initialed by a duly authorized representative of Lakeland Builders Association. I hereby agree to all terms and conditions of this EXPO contract.

Please PRINT clearly.

COMPANY _____ TYPE OF BUSINESS _____

MAILING ADDRESS _____
(INCLUDE CITY, STATE & ZIP)

PHONE _____ AUTHORIZED REPRESENTATIVE _____

CELL _____ FAX _____ E-MAIL _____

SIGNATURE _____ TITLE _____ DATE _____
(AUTHORIZED REPRESENTATIVE)

_____ Check Enclosed _____ Charge credit card: V MC Signature _____

Credit Card Number: _____ Expiration. _____ 3-digit _____

*Expo Committee will make final decision to approve exhibit – Please submit details of your display in writing or drawing for approval. An accepted copy of this contract will be returned for your file. **Rules & Regulations on page 3.**

FOR OFFICE USE ONLY: Accepted by _____ Contract/Fee Rec'd _____ Ck# _____ Credit _____ Copy Sent _____
Seller's Permit _____ Insurance Exp Date _____

2010 GRAND NEW HOME & REMODELING EXPO - RULES & REGULATIONS

INSTALLATION OF EXHIBITS – Set up is by appointment only. Appointments for set up will be scheduled between March 1 and March 5, 2010. Paperwork to outline your set up needs will be available after Jan 1, 2010. Installation of exhibits begins Friday, March 26 at 5 a.m. Exhibits must be completely installed by 6:00 p.m. If additional set-up time is needed, call the LBA office. The entire venue at the Grand Geneva Resort is carpeted and guidelines for carpet care and set up will be available after Jan 1, 2010

WATER EXHIBITS ARE ALLOWED. Exhibitors will be responsible for properly protecting the carpeting where water exhibits are installed. Any water damage will be the responsibility of the exhibitor displaying with water. Electrical connections are in the floor. A proper plan must be established to avoid spillage to other exhibits and the floor overall.

EXHIBITORS MAY SELL PRODUCTS RELATED TO THEIR BUSINESS. Proof of sellers permit is required to be submitted to LBA. Complete Wisconsin Form S-240 and submit with this contract. Integrity of the booth cannot be compromised. Items sold must be replenished and large items sold cash and carry at the end of the Expo.

REMOVAL OF EXHIBITS/HOUSEKEEPING - For the convenience and safety of EXPO attendees, all exhibits must remain set up until the official closing of the EXPO. No exhibit shall be dismantled or removed from the exhibit area, nor any literature or other items used during the EXPO put away or removed, prior to the closing of the EXPO at 4 p.m. on Sunday, March 28. Exhibitors are responsible for housekeeping inside their exhibit space and to the centerline of all aisle-ways surrounding their exhibit. Failure to comply with these regulations will result in forfeiture of Exhibitor's \$100/\$125/\$200 Refundable Deposit. Exhibits must be completely dismantled and removed, and exhibit space cleaned up by 9 p.m. on Sunday, March 28.

USE OF SPACE - All demonstrations or other exhibitor promotion activities must be confined to the designated 10' x 10' or 8' x 8' space of the exhibit booth. No part of the exhibit may extend outside of the designated envelope of exhibit space or beyond the front line of the exhibit space into the public walkway or air space of the aisle. **Exhibitors shall neither assign, sublet, nor apportion the exhibit space or any part of space contracted for nor exhibit any goods, services, apparatus, advertising, signs, etc., other than those manufactured or sold by exhibitor in the regular course of business, without permission of the EXPO Committee.**

BOOTH HEIGHT AND DIVIDING CURTAINS: All booth displays which are 6 ft. and higher and not placed along the back of the booth, must request 8' curtains to be placed in between your booth and the booth(s) next to you. Costs for taller curtains will be the responsibility of the exhibitor making the request.

SIGNS - Company signs are the responsibility of Exhibitors. All booths must have a professional looking sign to identify the Exhibitor. Identification signs must be attached to front or interior of each booth.

EXPO MARKETING FEE – LBA member Exhibitors will pay an Expo Marketing Fee of \$125; Team booth fee is \$250; LBA non-member fee is \$150. This covers costs of an eighth-page ad (team booth fee covers quarter-page ad), which will appear in the official expo newspaper special section printed by CSI Media. Larger ads and color are available for additional charges. Advertising material deadline is Friday, February 26, 2010. *The marketing fee will be returned ONLY if a contract is cancelled prior to February 26, 2010.* Exhibitors finalizing contracts after February 26, 2010 will still be required to pay the marketing fee. Late ads will be accepted from March 1-17 and will be printed in the standard portion of the Sunday newspaper on Sunday, March 21. After March 17, 2010, marketing fee remains with the EXPO committee.

CONTRACT CANCELLATION – All 2010 contracts cancelled before the 2010 New Home & Remodeling Expo will forfeit the \$100/\$125/\$200 Refundable Deposit. Exhibitor contracts cancelled on or before December 1, 2009 will have 50% of the booth and 100% of the marketing fee returned. Exhibitor contracts cancelled after December 1, 2009 but on or before February 1, 2010 will have 25% of the booth and 100% of the marketing fee returned. 2010 contracts cancelled after February 1, 2010 and before February 26, 2010 will have 100% of the marketing fee returned. No fees will be returned for any contract cancelled after February 26, 2010.

ELECTRICAL SERVICE/WATER/PROPANE/WI-FI - One (1) 110-volt – 10 amp maximum- electrical outlet will be available for each booth at no charge. Exhibitors must provide their own extension cords and/or power strips from the power source to their booths. No propane is allowed. Water is allowed as stated above. Wi-Fi service is available for free to exhibitors.

SOUNDS - No sound equipment or sound-making devices that are objectionable and can be heard outside the exhibit area will be permitted. Exceptions to be considered by the EXPO Committee will be handled on an individual basis. All decisions of the EXPO Committee, or its designate, are final.

LIABILITY/INSURANCE/FIRE PREVENTION - All exhibitors will be required to obtain and furnish LBA with a certificate of insurance for general liability with limits of at least \$500,000 for bodily injury per occurrence and proof of workers' compensation insurance. Neither LBA, the EXPO Committee, Grand Geneva Resort, nor any officers, staff, directors, or board members of the above shall be responsible for the safety of the property of the exhibitors from theft, strikes, or damage by fire, storms, water, vandalism, or other causes unless caused by their own acts of negligence. All booth decorations must be flameproof and all hangings must clear the floor. Electrical wiring must conform to the National Electrical Code Safety Rules. Should inspection indicate that any Exhibitor has neglected to comply with these regulations or otherwise incurs a fire hazard, the right is reserved to cancel all or such part of that exhibit as may be irregular. LBA undertakes no responsibility for insuring compliance with safety code.

RESTRICTIONS OF OPERATION OF EXHIBITS/NO SMOKING- LBA reserves the right to restrict exhibits which, because of noise, method of operation, materials, or for any reason become objectionable, and to prohibit or evict any exhibit that may detract from the general character of the EXPO as a whole. This reservation includes persons, things, conduct, printed material, or anything of a character the EXPO Committee determines to be objectionable to the exhibit or the EXPO. In the event of such restriction or eviction, the EXPO is not liable for any refunds of rentals or other exhibit expense. In the event the Exhibitor fails to fulfill his contract, the EXPO shall retain all exhibit fees and deposit money. **SMOKING IS ALLOWED IN DESIGNATED AREAS ONLY.**

IN THE EVENT THE NEW HOME & REMODELING EXPO IS NOT HELD - If the EXPO is not held for any reason, the rental space to Exhibitor shall be cancelled and terminated upon return of the exhibitor fee and deposit paid by the Exhibitor for exhibit space in the EXPO. Return of the money shall extinguish any liability of the 2010 NEW HOME & REMODELING EXPO and/or Lakeland Builders Association.

VIOLATIONS - Any Exhibitor found in violation of a rule or regulation will receive a verbal warning from the EXPO Committee and will be given one opportunity to correct the violation. Any violation not immediately corrected will result in forfeiture of the \$100/\$125 deposit and suspension of the right to receive the priority mailing for next year's EXPO. Any Exhibitor having an exhibit that extends outside of the designated exhibit space shall be assessed an additional penalty equal to the cost of the Exhibitor's booth, which must be paid in full by the opening of the EXPO on Saturday, March 28 at 10 a.m. **Violations not corrected can also result in eviction and suspension of right to exhibit in future EXPOs.**

These rules & regulations are part of the contract between the Exhibitor and the 2010 New Home & Remodeling Expo and have been formulated for the best interests of all concerned. The EXPO Committee respectfully asks the full cooperation of exhibitors in the observance of the regulations and rules. The EXPO Committee shall make the final decision on all matters of general policy or other matters not otherwise covered in this contract.