



May 15, 2024 | Alliant Energy Center, Madison | Exhibitor Registration & Contract

Deadline to Exhibit: May 1, 2024

EARLY-BIRD RATES EXPIRE DEC. 31, 2023

Business Name (as it should appear in the event program)

Expo Contact Name Expo Contact E-mail Address

Address City State ZIP

Phone

In Business Sales Representative

Exhibitor Packages			
Package	Space Description	Investment	Total
Standard Exhibit	10 x 10 space with one 8-foot skirted table, two chairs, and booth sign (no tablecloth provided)	\$900 (regular rate: \$990)	
Standard Exhibit Premium Placement	10 x 10 space positioned in a high-traffic area	\$1,135 (regular rate: \$1,225)	
Double Exhibit	10 x 20 space with two 8-foot skirted tables, four chairs and booth, sign (no tablecloth provided)	\$1,310 (regular rate: \$1,400)	
Double Exhibit Premium Placement	10 x 20 space positioned in a high-traffic area	\$1,415 (regular rate: \$1,505)	
Island	20x20 "island" space	\$1,860 (regular rate: \$1,950)	
Quarter Page Ad	Enhance your booth presence with a quarter-page display in the Expo Guide, direct-mailed to 15,000 professionals and distributed at the expo.	\$500	
Total			

Internet Information: Complimentary Wi-Fi is 512k. Paid Wi-Fi is \$6 per 24-hour period for a 1.5M connection paid by credit card at the Alliant Energy Center. Both options are accessible when a browser is opened.

Electricity: Electricity must be ordered directly from the Alliant Energy Center beginning early 2024 (date TBD).

Show Hours: Booths must be staffed from 11 a.m. to 4 p.m. on May 15, 2024. Early tear down is not permitted and exhibitors that dismantle their exhibits before the show closes will incur a \$300 early tear-down penalty fee.

All Packages Include the Following Benefits

Company listing in expo program with a 20-word company description and contact information, if contract is received prior to March 1, 2024. All exhibitors will be included in the online exhibitor directory on MadisonBusinessExpo.com. Two tickets to the keynote presentation are included *if* the provided online redemption code is used by May 3, 2024.

General Release & Terms

On behalf of myself, my administrators and other exhibit workers, I hereby release, acquit and forever discharge *In Business* magazine from any cause of action, claims, demands or damages resulting from my participation in the 2024 In Business Expo & Conference. I also release them from responsibility of lost, stolen or damaged property during the event. There will be no refunds for cancellations after January 31, 2024. **I have read and agree to the full Terms and Conditions (attached).**

Payment Schedule

Payment Schedule: 50% of exhibit fee is due upon receipt of registration. Full payment is due on March 1, 2024.

	Amount
50% Deposit due at signing	\$
Remaining Amount due March 1, 2024	\$
Total Space Cost	\$

Payment Method

Check (made payable to **In Business magazine**): Enclosed (or) Mailing Separately

Credit Card (information below)

Cardholder's Name	Card Number	Exp. Date	CVV
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Billing Address

I agree to the full terms & conditions and package price.

Signature of Authorized Representative	Title	Date
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Signature of In Business magazine Representative	Title	Date
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Return contract to In Business magazine:

E-mail: events@ibmadison.com

Mail: In Business magazine | 2801 Crossroads Drive, Suite 1600 | Madison, WI 53718

Questions? Contact Jessica Hamm, Event Manager, at Jessica@IBMAdison.com.

IN BUSINESS EXPO & CONFERENCE | BASIC TERMS AND CONDITIONS

All exhibits and exhibitors are subject to the following rules and regulations. The words "Show Management" used herein refer to IN BUSINESS MAGAZINE and IN BUSINESS EXPO & CONFERENCE acting through its agents or employees in the management of the exposition. This contract is for exhibit space, when properly executed by the exhibitor and management, shall be considered a binding agreement between the two parties.

GENERAL: All matters and questions not covered by the Basic Terms and Conditions are subject to the decision of Show Management and may be amended or supplemented at any time by Show Management, and all such amendments or additions shall, upon reasonable notice, be as equally binding on all parties affected as the original.

DISPLAY REQUIREMENTS: Standard 10'x10' booths and double 10'x20' booths will be provided with back drapes 8' high and side drapes 3' high. If side walls are utilized on in-line booths, a maximum height of 8' is permitted on the back 5' section, and a maximum height of 4' is permitted on the front 5' section. Island exhibit signage cannot exceed 20' to the top of the sign. All hanging signs must be pre-approved or they are prohibited. No exhibit may block or interfere with a neighboring exhibit as determined by Show Management. No nails or screws may be driven into the floor. No damage of any nature may be done to any part of the exhibit hall. Show Management reserves the right to make appropriate changes in the floor plan and booth locations as deemed necessary for the overall success of the exposition.

ASSIGNMENT OF SPACE: Show Management will attempt to honor an Applicant's request for booth space not located next to its competing companies. However, Show Management specifically reserves the right to assign Applicant the best space available should requested booth space be unavailable. Should a space location conflict arise, Show Management specifically reserves the right to require the Applicant to choose between waiving their request not to be located next to a specific company or selecting another exhibit space, if available.

USE OF SPACE: The space contracted for is to be used solely for the Exhibitor whose name appears on the Contract, and it is agreed the Exhibitor will not sell or sublet any portion of the exhibit space covered by this agreement or in any manner assign its rights in this agreement to any other person or entity. No demonstration or promotions shall be permitted outside of the exhibitor's assigned space. No exhibitor person, firm or organization shall distribute advertising materials in the halls or corridors, or in any way occupy or use the facilities for any purpose inconsistent with Show Management's terms and conditions. All exhibits, promotions or demonstrations must be kept within the limits of the Exhibitor's space. Exhibitors will not be allowed to project images onto aisles, ceilings, walls or any other space outside their purchased booth space. The Show Manager reserves the right in his sole discretion to adjust booth and/or open space placement, aisle locations and general floor layout as needed to improve the overall appearance and effectiveness of the show.

PAYMENT: This agreement becomes binding when accompanied by a deposit of at least one-half (50%) of the total amount due. The agreement must be signed by both the representative of the exhibiting company and the Show Manager. Exhibitors with outstanding payments due before Expo opening will not be permitted to move into the exhibition hall. If full payment is not received by March 1, 2024, space may be rented to another exhibitor and all deposits forfeited.

SET-UP AND DISMANTLING EXHIBITS: Set up will begin at 2 p.m. on May 14, 2024. Booth spaces will be pre-assigned and exhibitors will not be permitted to change exhibit location the day of the event. All exhibits must be set-up no later than the start of the Expo at 11 a.m. on May 15, 2024 and must remain intact until the Expo is officially closed at 4 p.m. on May 15, 2024. Move out must occur following the closing of the Expo. Early tear down is not permitted and exhibitors that dismantle their exhibits before the show closes will incur a \$300 early tear-down penalty fee.

SAFETY REGULATIONS: County fire ordinances and/or insurers' regulations expressly prohibit volatile and/or flammable materials, substances or fluids in or near the exhibit area. Any equipment or exhibit demonstration, which might present a safety or environmental hazard, is strictly prohibited. The Show Manager reserves the right to make final decisions regarding such hazards in the best interest of all parties and in his sole discretion.

FOOD & ALCOHOL REGULATIONS: Exhibitor may not sell or distribute beverages, food, beer, wine or liquors of any kind without prior express written consent from Show Management and venue. If permission is granted, allowable portions are: Non-alcoholic Beverage 2-3 oz, and Food - bite size (not to exceed 2 oz.).

LIABILITIES: Exhibitors hereby agree to indemnify, and save harmless the In Business Expo & Conference, In Business magazine, their managers, officers, sponsors, employees, agents, successors, and assigns from any suit or claim whatsoever for personal injury, or for property damage or for loss of use of property by whoever sustained on or about Exhibitor's participation in the Show, unless the damages or injury is due solely to the negligence of the In Business Conference & Expo or In Business magazine.

INSURANCE: Show Management shall not be responsible for any loss or damage to any property of the exhibitor for any reason, including theft, unless damage is caused by Show Management or any of its employees. Exhibitor must obtain all necessary insurance for its property and follow and use any of the security arrangements made by Show Management for valuables when the show is not open. Exhibitors shall provide and keep in force during the show period, including move-in and move-out periods the following insurance coverage:

-Worker's compensation and employer's liability covering its employees in the state of Wisconsin, in accordance with the statutory regulations as set forth by the state.

-Comprehensive general liability insurance, including blanket contractual liability, naming Show Management as an additional insured, with limits of liability with at least \$1,000,000 in respect to injuries to any one person resulting from any one occurrence, \$1,000,000 in respect to injuries to one or more persons in any one occurrence, and \$500,000 in respect to any damage of property resulting from any one occurrence.

-Certificates of Insurance shall be furnished as soon as possible to Show Management if requested by Show Management prior to the show or following any accident or incident.

TAXES: Exhibitor assumes the entire responsibility for and shall indemnify and hold harmless the exhibit hall, Show Management, their agents and employees, from all state, federal and local taxes associated with sales activities related to its exhibit.

FORCE MAJEURE: Neither In Business Expo & Conference or In Business magazine shall be liable to exhibitor for any property damages, personal injury or other damages, whether direct or consequential, including, but not limited to, loss of business opportunity, loss of profits, or contractual damages, nor shall be obligated to return any portion of exhibitor's payment under this agreement, in the event that any or all of the aforementioned persons or entities is prohibited from performing its/ their obligations under this agreement due to Force Majeure, which shall be defined as follows: "Force Majeure" shall mean any failure or delay in performance under this agreement caused by strikes or other labor problems, forces of nature (including without limitation, hurricanes, floods or tornadoes), unavoidable accident, fire, acts of public enemy, riot or insurrection, interference or

intercession by civil authorities, injunction, or delays in receipt of materials not within the control of In Business Expo & Conference or In Business magazine and which, by the exercise of reasonable due diligence, such party is unable to prevent such delay.

CANCELLATION: if a desire to withdraw is received in writing by March 1, 2024, then the Exhibitor is relieved of any obligation to remit any balance due. However, Exhibitor shall not be entitled to the refund of any deposit held by Show Management at that time. If a request to withdraw is received after March 1, 2024, the Exhibitor remains liable for the total exhibit cost as agreed upon in the Registration & Contract form.

RESCHEDULING: The Show Manager and In Business magazine reserve the exclusive right, in their sole discretion, and for any reason they deem reasonable, to reschedule the exposition to a subsequent date within 120 days of the originally scheduled date for said Exposition without any liability whatsoever to any exhibitor or any person or entity whatsoever, for any property damages, personal injury or any other damages, whether direct or consequential, including, but not limited to loss of business opportunity, loss of profits, or contractual damages, and neither shall they be obligated to return any portion of exhibitor's payment under this agreement, so long as the Exposition is rescheduled within 120 days of the originally scheduled date.

RIGHTS IN THE EVENT EXPOSITION IS NOT HELD: Should Show Management elect to cancel the Exposition, Show Management's liability to the Exhibitor shall be the refund of any payments for booth space received. Show Management shall not be liable for any consequential damages which may arise from such cancellation. Should the Exposition be canceled due to circumstances beyond the control of Show Management including but not limited to acts of God, acts of war, governmental emergency, labor strike or destruction of exhibit facility, Show Management shall return each Exhibitor's space payment less a pro rata share of costs and expenses incurred.

PROGRAM AND EVENT GUIDE: Show Management will make all reasonable efforts to assure the accuracy of exhibitor listings in the program and event guide. Due to the quantity of entries, errors can occur. Show Management will not be liable to exhibitors for errors and/or omissions.

AMENDMENTS: These rules and regulations have been drawn with the single objective of producing a successful show, both for the exhibitors and the public. In emergencies and wherever the foregoing rules do not cover, Show Management reserves the right to have full power in the interpretation and enforcement of all contract regulations contained herein, and the power to make such amendments thereto, and such further rules and regulations as shall be considered necessary for proper conduct of the exhibition. This agreement signed by an authorized representative indicates that the exhibiting company has read the terms and conditions and Exhibitor's Code of Conduct, and agrees to be bound by the same.

CODE OF CONDUCT: The following practices are banned by the Show Manager: Noisy electrical or mechanical apparatus that interfere with other exhibitors; Inordinate spillover from television, radio or audio systems; Posting of signs or other advertising materials outside of the exhibitor's own space; Actions or soliciting techniques, which might be considered harassment to those attending the show; Demonstrations and/or equipment that might present a safety hazard to other exhibitors or those attending; Alcoholic beverages in exhibit areas, except at designated times; Inappropriate attire.