

Greater Madison Golf Show Commercial Exhibitors Show Details

March 9-11 at Veterans Memorial Coliseum at Alliant Energy Center – 1919 Alliant Energy Center Way, Madison, WI

Show Colors: The colors for this year's golf show will be White and Green.

Door Prizes: Door prizes will be given away every hour of each day. Exhibitors can either make a straight prize donation to the show or run a drawing at their booth. Please contact us either way, so you are included on the website and on our prize list. We will be contacting each exhibitor to discuss door prizes.

Show Badges: We will provide up to (4) Show Badges that you can use to get in and out of the show throughout the weekend. No names will be on the badges. All badges must be picked up before 12:30 on Friday. No extras will be available at the show. **All badges must be picked up during check-in...no badges will be kept in the show office.**

Booth Item Ordering: Your booth comes with pipe/drape, 8 foot table with table cloth and two chairs. If you need to order electricity or other booth extras for your booth please call Alliant Energy Center to order (608-267-3950) or visit their website www.alliantenergycenter.com. Click on Order Booth Furnishings and Services at the bottom. Then follow the instructions. The Booth Services Order Kit is also attached to this email. **If you need any other items for your booth, please contact them more than 10 days before the show).**

Booth Location: See included map to find your booth location. See show rules & regulations for booth guidelines and regulations.

Sellers Permit: This form must be completed if you will be doing cash and carry sales. Please complete and return to Greater Madison Golf Show - Fax: 866-213-4999 - Due: March 2nd.

Move In Hours:

Friday: 8:00 a.m. – 12:30 p.m.

Exhibits not set-up by 1:15 p.m. on the first day of the show are subject to loss of space.

Show Hours:

Friday: 1:00 p.m. – 7:00 p.m.

Saturday: 10:00 a.m. – 6:00 p.m.

Sunday: 10:00 a.m. – 4:00 p.m.

Exhibitors will be allowed to access the show floor **one** hour prior to show opening each day; booths must be in operation/staffed during all show hours.

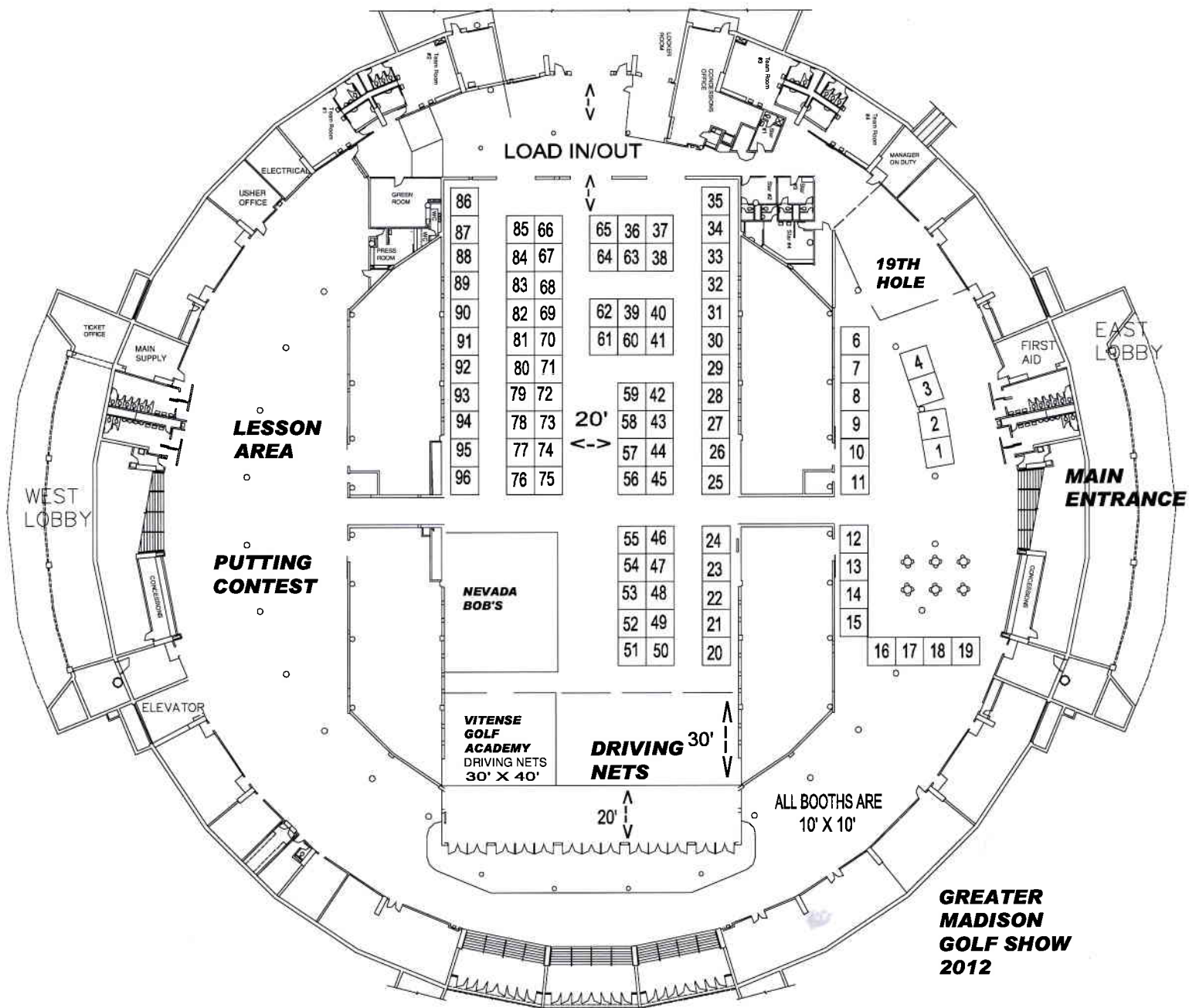
Move Out:

Sunday: 4:00 p.m. – 10:00 p.m.

***Exhibitors will not be allowed to take down their booth space before 4:00 p.m. As a courtesy to our paying attendees, we ask that your booth remains functional until this time.**

If you will be displaying a vehicle in your booth, a spare key must be left with show owners. We had many left behind in the past and have not been able to move them.

Directions & Hotel Information: Can be found on our website www.greatermadisongolfshow.com



Wisconsin Temporary Event Operator and Seller Information

Information on this form is required under sec. 73.03(38), Wis. Stats.

Instructions on reverse side.

E V E N T O P E R A T O R	<p>PART A: Event Information: To be completed by the operator of the temporary event</p> <p>1. Name of Temporary Event <u>Greater Madison Golf Show</u></p> <p>2. Date(s) of Temporary Event <u>March 9-11, 2012</u></p> <p>3. Location of Temporary Event (e.g., Venue, City) <u>Veterans Memorial Coliseum in Madison</u></p> <p>PART B: Operator Information: To be completed by the operator of the temporary event</p> <p>1. Name and Address <u>Royle, LLC</u> <u>1210 Dynes Way, Sun Prairie, WI 53590</u></p> <p>2. Daytime Telephone Number <u>(608) 843-0014</u></p> <p>3. E-mail Address <u>jayroyle@msn.com</u></p> <p>4. Wisconsin Tax Account Number <u>0 3 6 - 1 0 2 7 0 2 3 7 2 8 - 0 3</u></p> <p>If blank, check appropriate box:</p> <p><input type="checkbox"/> No Taxable Sales <input type="checkbox"/> Exempt under Occasional Sales Rule <input type="checkbox"/> Exempt Nonprofit Organization</p> <p><input type="checkbox"/> Other – Explain: _____</p>
S E L L E R	<p>PART C: Seller Information: To be completed by seller and given to event operator on or before the first day of event.</p> <div style="border: 1px solid black; padding: 2px; text-align: center; margin: 5px 0;"> THIS IS NOT AN APPLICATION FOR A WISCONSIN TAX ACCOUNT – SEE INSTRUCTIONS </div> <p>1. Legal Name _____</p> <p>2. Business Name _____</p> <p>3. Address (Street or Route) _____</p> <p>4. City, State and Zip Code _____</p> <p>5. Home Telephone Number () _____</p> <p> Business Telephone Number () _____</p> <p>6. Wisconsin Tax Account Number _____ - _____ - _____</p> <p>7. Social Security Number <u>X X X - X X - _____</u></p> <p>8. Federal Identification Number (FEIN) <u>X X - X X X _____</u></p> <p>9. Check one box indicating the type of activity you intend to engage in at this event:</p> <p><input type="checkbox"/> Selling Taxable Merchandise or Service <input type="checkbox"/> Display Only</p> <p><input type="checkbox"/> Selling Exempt Merchandise or Service <input type="checkbox"/> Exempt under Occasional Sales Rule</p> <p><input type="checkbox"/> Direct Sellers, Company Name _____ <input type="checkbox"/> Nonprofit Organization</p>

I declare that the information on this form is true and correct to the best of my knowledge and belief and that I am authorized to sign this form.

Print Name: _____

Signature: _____ Date: _____

Information about temporary events, including forms, instructions and FAQ's can be found on the Department of Revenue's website at www.revenue.wi.gov/html/temevent.html. If you have additional questions, please contact the Department of Revenue by e-mail at tempevtprg@revenue.wi.gov or telephone at (920) 832-2910. See reverse side for submission instructions.

GREATER MADISON GOLF SHOW COMMERCIAL EXHIBIT RULES AND REGULATIONS

Contract. Exhibitor agrees to conduct privilege granted by this contract without infringement upon the rights of others; not to handle or sell any commodity on the Exposition site other than the products or services expressly stipulated in the contract, and will confine all operations to the space and privilege as herein set out. This contract, or any part thereof, cannot be assigned or otherwise disposed of without the written endorsement of GMGS upon the face of the same. **Subletting of any part of space herein granted is not permissible.** All exhibits must be staffed during published exhibit hours. GMGS has the right to refuse booth space to any company at any time (including those golf related).

Exhibitor agrees to leave the premises and property covered by this contract in the same condition as when exhibitor took possession. Exhibitors may not conduct activity of any kind that leads to excessive congestion of aisle traffic or disturbs neighboring exhibitors. No loud speaker, amplifier, radio, mascot outside booth or other undignified methods of attracting attention are permitted, except with written permission from GMGS.

Cancellation/Release. Any paid contract that is canceled before January 1st will forfeit 50% of money paid. Any rental space assigned and/or contracted for, which is canceled by Exhibitor after January 1st each year will cause forfeiture of all deposited moneys and fees. Further, any space assigned and not occupied by 1 p.m. the afternoon GMGS opens will cause forfeiture of all deposited moneys and fees. **No exhibit, or any part of any exhibit, may be dismantled, torn down or removed from the assigned exhibit space or Exposition site until 4:00 p.m. the last day of the Exposition, except in emergency, upon which written release must be obtained from GMGS.** All exhibitor materials must be removed by 11:00 p.m. Sunday following the show. The Exhibitor will remain responsible for all property left on the Exposition grounds, and will be held liable for any personal injury, property damage, fines and removal, storage and disposal costs caused by the abandoned property.

Sales/Handouts. Cash sales are allowed; sales are subject to the Wisconsin Consumer Act, Wisconsin States. section 423, including notice requirements of a consumers three day right to cancel. This applies to any sale of cash or contract that is consummated at the show. Written permission must be obtained to sell any item featuring the words "Greater Madison Golf Show" or its logo or any service mark. Food and beverage sales must be approved by GMGS, Alliant Energy Center and Centerplate Catering. No items may be sold by a competitive bid process (auction) without written consent from GMGS. No solicitation of any kind is allowed outside of paid exhibit space. No helium balloons, adhesive stickers, or potentially dangerous or nuisance items may be handed out. No taping or gluing to any building surface.

Exhibit Size/Location. All exhibits must be contained within rented space. In-line, non-perimeter booths may have nothing be higher than 8 feet. In most indoor locations, nothing may be higher than 48" if it is within three feet of the aisle so as to not block the view of neighboring exhibits. Written permission is needed for any deviation. GMGS reserves the right to relocate any exhibitor before and/or during the show.

Liability. GMGS is not liable for loss or damage to any exhibitor or property of the exhibitor due to fire, tornado, weather conditions, water from any source, or other causes. The Exhibitor warrants that they have in effect and shall maintain for the period of the agreement for the mutual benefit of both parties a policy of general public liability insurance, against claims for personal injury or death or damage to property occurring upon, in or about the herein rented premises, in limits of not less than \$500,000 per occurrence/\$500,000 per aggregate bodily injury and \$250,000 per occurrence/\$250,000 per aggregate property damage. A certificate of insurance carried by the exhibitor will be submitted. Exhibitor agrees to indemnify and hold harmless from any loss, damage or expense of whatever nature on account of claims for damage to persons or property caused wholly or partially by Exhibitor, or employees of Exhibitor, agents, subcontractors or volunteers, in connection with the leasing of the space described in this contract. Exhibitors are responsible for loss or liability from theft, fire, storm damage, or vandalism for the display, materials, and exhibit.

Services/Fire. Applications for all electricity must be made to the Alliant Energy Center. All requested catering/food service must be acquired through GMGS and Centerplate Catering. Due diligence must be exercised to prevent fire, accidents or other damage. This includes no generators, open flames or smoking in any building and using no combustibles in display materials. Any display vehicles must have battery disconnected and gas tank locked or taped shut.

Termination/Penalties. Greater Madison Golf Show and Royle, LLC reserves the right to terminate lease due to natural disasters, fire, inappropriate exhibits, policy changes or any other reason deemed necessary. Noncompliant or disruptive exhibitors, as determined by GMGS, may be moved, evicted, barred from future shows and/or other action deemed appropriate for the violation. GMGS reserves the right to retain any pre-paid sums, seek damages in court as well as interest on delinquent accounts, costs of collection and attorney fees.