



Greater Madison Golf Show

March 9-11, 2012 * Veterans Memorial Coliseum at the Alliant Energy Center * Madison, WI

Exhibitor Information

Show Hours

Friday, March 9 – 1:00 pm – 7:00 pm

Saturday, March 10 – 10:00 am – 6:00 pm

Sunday, March 11 – 10:00 am – 4:00 pm

Exhibitor Booth Space

Each exhibitor that purchases a 10'x10' booth space will receive:

- Skirted table with satin top
- 2 chairs
- 3' pipe and drape and 8' backdrop
- 4 exhibitor badges

*All exhibitors with larger booth spaces, please call the office for booth package amenities.

HELP PROMOTE THE GOLF SHOW

Any exhibitor that helps in the promotion of the golf show will receive a copy of the show database. You must help with most of the following show promotions – poster hanging, flyer distribution, send out email blasts, add our logo to your websites and link. Simply send me an email with what you can do. We will provide all posters and flyers.

Booth Activities and Promotions

The show can only be successful if our exhibitors give attendees a reason to keep coming back each year. Our attendees have indicated that they want great deals. Here are a few ideas: Golf Courses can pre-sell/pre-book tee-times. Offer them at great rates and offer them during your slow times. Example: 18 holes of golf with cart for \$20 (M-Thurs. before June). Other golf companies can also offer show specials...25%, 30%, 40%...off if purchased at the show. These deals or special offers that can only be found at the golf show are great reasons for attendees to feel like they got great value at the show and in turn, will keep coming back.



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Exhibit Space Application and Contract

Company Name: _____ Phone: _____

Contact Person: _____ Fax: _____

Address: _____ E-mail: _____

City: _____ State: _____ Zip: _____ Website: _____

Product or Services to be exhibited: _____

Booth/Package Rates

BOOTH PACKAGES	RATES
Hole-In-One Club Membership (see sheet for amenities)	<input type="checkbox"/> \$3,000
10'x10' Booth Space	<input type="checkbox"/> \$600
Corner Space	<input type="checkbox"/> Add \$50
Additional 10'x10' Space	Number of extra 10x10s x \$300 = \$ _____
Bulk Space	CALL FOR QUOTE

Total \$ _____

Booth Placement – Let us know your booth placement choices and we'll try to accommodate your wishes. Due to the nature of the trade show, spaces are subject to change. List any special requests here: _____

Please list your first four location choices: 1) _____ 2) _____ 3) _____ 4) _____

INCLUDE FULL PAYMENT with completed contract. Booth space is assigned on a first come-first serve basis.

Included with this contract are the rules and regulations which are part of this contract. Exhibitor service kits containing complete show information regarding move-in/move-out and show regulations will be emailed prior to the show to the above named individual. GMGS has the right to refuse booth space to any company at any time.

Original application must be signed and submitted to Royle, LLC by March 2, 2012. When the application for exhibit space has been accepted by Royle, LLC this application will constitute a contract. Its terms and conditions shall include and incorporate the terms of the contract that are printed on the Rules and Regulations sheet included with the application. **Payment must be received before day one of the show.**

Credit Card # _____ Exp. Date _____ Three Digit Code (back) _____

OR Check Number Enclosed _____ Check Date _____ Print Name _____

Exhibitor Signature _____ Title _____

(Application not valid without authorized signature)

Make Checks payable to: Royle, LLC

Credit Cards Accepted: **Visa MasterCard**

**Return Completed Application and Payment to:
Royle, LLC – 1210 Dynes Way, Sun Prairie, WI 53590 - Fax: 866-213-4999**

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.

Hole-In-One Club



This exclusive club gives exhibitors the opportunity to get the most out of the Greater Madison Golf Show. Not only can you physically be at the show with a booth, but you now have the opportunity to; advertise in the Golf Show Issue of Midwest Golfing Magazine, have a presence on the golf show website, add literature to the show bags, receive the show database and more. Be apart of the club and enjoy several fantastic benefits.

Membership: \$3,000

Grand Prize Drawing

Each Hole-In-One Member will be included in the Grand Prize Drawing process. Attendees will be driven to your booth to receive your representative's signature in order to qualify for the drawing.

Full-page advertisement in the Golf Show Issue of Midwest Golfing Magazine

The Golf Show issue will be distributed at the Madison (WI), Milwaukee (WI), Green Bay/Appleton (WI), Chicago (IL), Minnesota, Cleveland and Novi (MI) golf shows.

Booth Space

Includes: 10'x10' booth with pipe and drape, skirted table with satin top, two chairs and four exhibitor badges.

Website

Your company will receive Hole-In-One status on the official Greater Madison Golf Show website. Your listing will be directly linked to your company website.

Signage

Your company will have prominent recognition on signage at your booth.

Literature Distribution

One piece of literature may be inserted into the official Golf Show Bags. These bags are directly handed to each attendee that enters the show.

Database

You will receive a copy of the Greater Madison Golf Show attendee database.

Golf Show Email Blasts

Your company name will be included on all golf show email blasts with a link to your website. Several blasts promoting the golf show will be emailed to our extensive database.

To sign up for the Hole-In-One Club, mark this option on the application or call our office.

Greater Madison Golf Show

Promotional Opportunities

Official Show Sponsorship – Call for Quote

- Sponsor name attached to the show name; to be used in advertising/promotions
- Opportunity to distribute literature in the official golf show bags
- Sponsorship recognition on all email blasts
- Name recognition and company link on the official GMGS website
- 100 complimentary tickets

Area & Event Sponsorships – Call for Quote per Area or Event

Areas Available: Driving Range Area, Lesson Demonstration Area, 19th Hole Lounge Area - Events Available: Long Putt Contest

Each Sponsorship includes:

- Exclusive signage rights in the designated area/event area
- Company name attached to area/event which will be used in each mention of that particular area/event.
- That name will be used in certain advertising and promotions
- Opportunity to distribute literature in the official golf show bags
- Sponsorship recognition on all email blasts
- Company link on the official GMGS website
- 25 complimentary tickets to the show

Show Bag Sponsorship - \$2,000

Your company logo and message can be printed on the Official Madison Golf Show Bags. Each bag is handed directly to each attendee at the entrance. All bag production costs are included in this package.

Literature Distribution - \$750

Your company has the opportunity to insert one piece of literature into the Official Golf Show Bags. Each bag is handed directly to each attendee at the entrance.