

Trade Show Booth Request & Contract

Booth requested: Technology Square 1st _____ 2nd _____ 3rd _____ or Main Area 1st _____ 2nd _____ 3rd _____

Company Name: _____

Contact: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Email Address: _____

Phone: _____

Please Read and Initial

PAYMENT DATES: If paying by credit card, payment in full is due at the time of registration. If paying by check, full and final payment must be received within 15 business days of registration. Failure to submit credit card information on-line or failure to submit check by the due date will result in the loss of Exhibitor's booth space.

BOOTH FURNISHINGS, EQUIPMENT AND SERVICE: A uniform style exhibit booth, 10-feet wide x 10-feet deep, will be provided with carpet, pipe, drape, one table and two chairs. Any additional items, i.e., extra tables, chairs, etc., above what is included in the cost of a booth, is available through the display company. Exhibitor shall be responsible for any additional charges for additional equipment.

EXHIBIT GUIDELINES: Exhibit displays must not project so as to obstruct the view of an adjacent booth. The side walls of any display are not to exceed 4 feet in height. All exhibit materials must remain in the Exhibitor's 10-foot by 10-foot booth. Any Exhibitor exceeding the limitations may be asked to dismantle or remove that portion from the exhibit.

ASSIGNMENT OF BOOTH SPACE: Booth space will be assigned by ABC WI in its sole discretion as applications and payments are received and accepted. ABC WI reserves the right to make and/or to change all booth space assignments at any time, as it deems appropriate.

DISMANTLING AND STAFFING OF EXHIBITS: Exhibit booths must be staffed during all hours that the Trade Show is open, and no Exhibitor will be permitted to dismantle an exhibit prior to the close of the Trade Show. Dismantling of exhibits must take place after the end of the Trade Show. Any Exhibitor violating this regulation may be denied exhibit booth space in future ABC WI trade shows.

EXHIBIT STAFF REGISTRATION: Each Exhibitor is allotted 2 complimentary badges per booth rented. Additional badges can be purchased at a cost of \$ 50.00 per person. The Exhibitor badge permits registrants to gain admittance to the Trade Show and to attend all non-ticketed functions, if any. Exhibitors must pick up credentials packets and badges during trade show set-up. Exhibitor badges are not transferable.

FAILURE TO OCCUPY BOOTHS: Any booths not occupied by 12:00 PM on February 8, 2012, shall be lost by Exhibitor and the booth may be resold, reassigned, or used by the exhibit staff without refund, unless a written request for delayed occupancy has been received by the ABC WI office by February 7, 2012, and ABC WI has granted its written approval. ABC WI reserves the right to reject future applications for exhibit booth space at future ABC WI trade shows in the event Exhibitor does not staff its exhibit booth during all open show hours.

LIABILITY FOR DAMAGES OR LOSS OR PROPERTY: Exhibitor expressly represents and warrants that its exhibit and all materials used in the exhibit will comply with all fire and safety rules and regulations adopted by all applicable governmental agencies and the Glacier Canyon Lodge Conference Center. Exhibitor agrees to indemnify and hold harmless ABC WI and its employees and officers from and against any and all claims, causes of action, liabilities, damages, judgments, losses, costs, fees and expenses (including reasonable attorney's fees), arising out of or relating in any way to strict liability, intentional misconduct, or negligence by Exhibitor, its employees,

or guests, whether for property damage, personal injury or wrongful death. Exhibitor further agrees to indemnify and hold harmless ABC WI and its employees and officers from and against all claims, causes of action, liabilities, damages, judgments, losses, costs, fees, and expenses (including reasonable attorney's fees) arising out of or relating in any way to personal injury, property damage or wrongful death suffered or incurred by Exhibitor, its employees, guests or property.

SECURITY: While ABC WI shall use reasonable efforts to have the exhibit hall secured during non-Trade Show hours, ABC WI does not guarantee or insure that the exhibit hall shall be so secured and does not assume any responsibility for the safety of property left in the exhibit hall at any time. Exhibitors agree that they shall be solely responsible for valuables and other possessions left in their exhibit booths.

SALES TAX LICENSE: Exhibitors intending to sell any product during the Trade Show must possess all required Sales Tax Licenses.

INSURING THE EXHIBITS: ABC WI will not provide insurance for Exhibitor's exhibits or display materials. Exhibitors are encouraged to insure their exhibits, merchandise and display materials against theft, fire and other loss, at their own expense.

CANCELLING EXHIBIT: If for any cause beyond the control of ABC WI, such as, but not limited to, the destruction of exhibit facilities by an act of God, the public enemy, authority of law, fire or other force, ABC WI is unable to comply with terms of this Agreement and deliver the booth space assigned hereunder, this Agreement shall be considered terminated and any payments made hereunder by Exhibitor shall be refunded to Exhibitor, less expenses incurred by ABC WI to the date of termination allocatable to Exhibitor, after proration thereof among all Exhibitors.

INAPPROPRIATE BEHAVIOR: Exhibitors displaying poor judgement, harassment of other exhibitors or other public displays deemed inappropriate may be asked to leave. No refunds will be given if this happens.

MISCELLANEOUS: Exhibitor expressly agrees to be bound by all the terms, conditions and specifications herein listed and by all other rules and regulations established by ABC WI from time to time, and expressly agrees that this Agreement and such rules and regulations contains the entire agreement between the parties hereto and supersedes any prior agreements, written or oral between ABC WI and Exhibitor. This Agreement shall be interpreted under the laws of the State of Wisconsin.

I, _____ (exhibitor) hereby make registration for the Trade Show of the ABC of Wisconsin, and attach hereto my registration and required exhibitor fee. I acknowledge and agree that ABC WI is responsible for the management of the Trade Show and is the sole decision-maker on all aspects of the Trade Show.

Initials _____

Payment

Technology Square Single \$600 Double \$800

With electricity Single \$650 Double \$850

Visa MasterCard American Express Discover

Safety Conference Sponsor

Closing Session Sponsor \$100 Lunch Sponsor \$250

Card Number: _____ Expiration Date: _____

Signature: _____

Fax to: 608-244-2401 Mail to: ABC of Wisconsin, 5330 Wall Street, Madison, WI 53718

Deadline for payment is 12/30/2011

2011 Projects of Distinction Sponsorship Opportunities

The 2011 Projects of Distinction Awards Banquet will be held on February 8, 2012. This is the evening prior to the opening of the Winter Convention. This event is totally separate from Winter Convention and therefore has its own sponsors. Should you choose to sponsor this event, as well as the convention and Safety Conference, you will need to indicate this separately at the left.

Awards Level - \$3,000

By agreeing to sponsor at the Awards level you will be invited to present awards to winning companies, on stage, during the presentation. A half page, full color ad in the Awards magazine is also included. Signage, Audio and visual, and web site recognition comes with the sponsorship.

Platinum Level - \$2,000

The second level of sponsorship entitles you to a free 1/3 page, full color ad in the Projects of Distinction Awards magazine, signage, audio and visual recognition and recognition on the web site.

Gold Level - \$1,000

The third level of sponsorship entitles you to a 1/4 page full color ad in the awards magazine along with audio and visual recognition at the banquet. You will also be noted on the web site.

Silver Level - \$500

This level will receive audio and visual recognition along with web site recognition.

Bronze Level - \$250

This level will receive audio and visual recognition.

The Projects of Distinction Banquet brings in the members that you want to market to. Attendance at this event is very high. This might be an outstanding opportunity to grow your business.

Payment Information (Required)

Make your check payable to ABC of Wisconsin

Awards Platinum Gold Silver

Visa MasterCard Amex Discover

Credit Card # _____

Expiration Date: _____

Name on card: _____

Signature: _____

Fax this form with your credit card information to ABC at 608-244-2401.

Mail this form with your payment to ABC, 5330 Wall St., Madison, WI 53718



Wisconsin Chapter

The ABC of Wisconsin

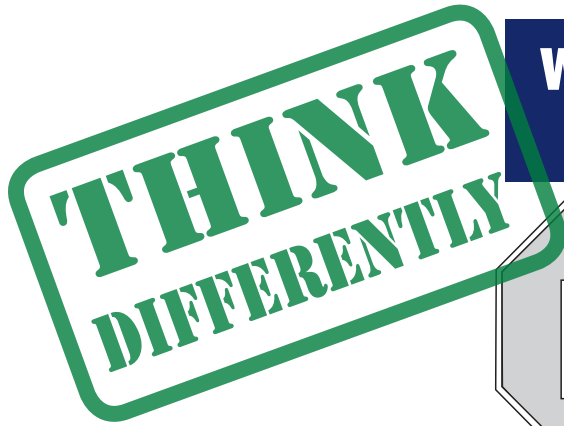
2012 Winter CONVENTION



TRADESHOW AND SPONSORSHIP OPPORTUNITIES

Introducing
Technology Square

February 8-9, 2012
Glacier Canyon Lodge Conference Center
Wisconsin Dells, Wisconsin



Wilderness Ballroom at Glacier Canyon Conference Center

This is the message being presented to our attendees at the 2012 Winter Convention and Safety Conference. We are also taking a look at our exhibit show and looked at how we can make you look different in the eyes of our attendees.

Welcome to Technology Square

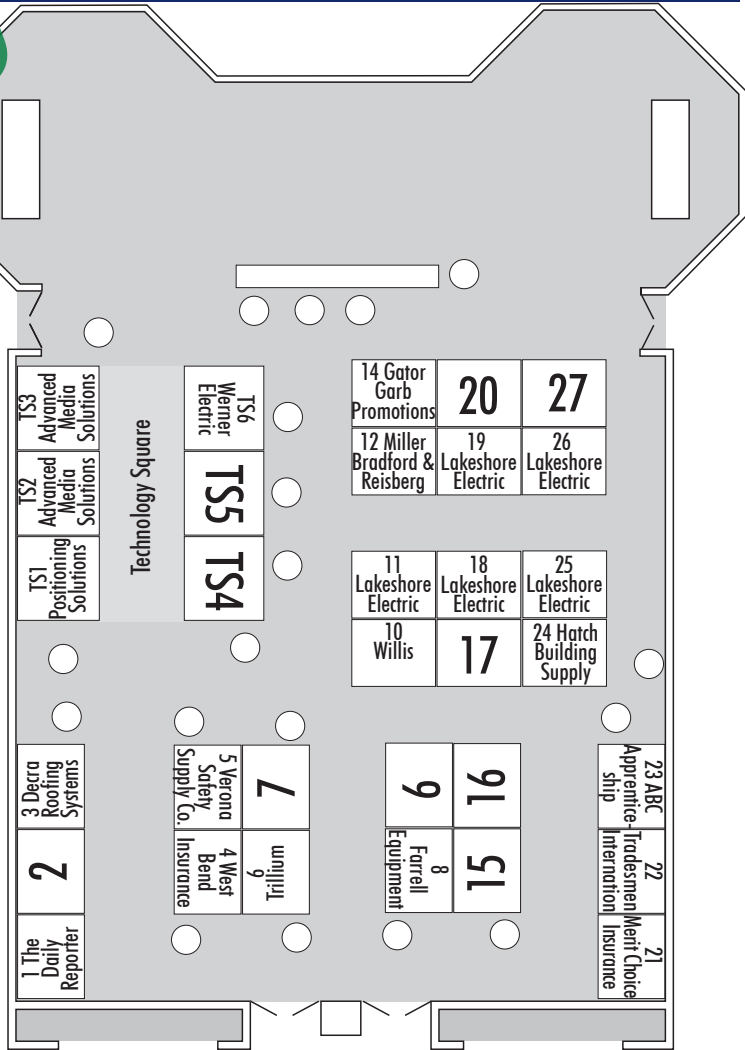
Technology Square is being introduced this year to allow exhibitors to showcase their interactive and hands on displays. Six, slightly larger booths are being reserved for software, high tech, new technology and others like that. Part of the requirements to be in this area is that your display is available for our attendees to try your product and see how it works, with their own hands! As you can see, space is limited so do not delay in turning in your registration request.

The Tablet Drawing is Back!

As part of the effort to get attendees to your booth the Tablet give-away is back. The only way that an attendee knows he has a chance of winning is by visiting every booth. It worked well last year, so here it is again.

Sign up soon

There is limited booth space, so do not delay!



Booths TS1 through TS6 are reserved for technology based companies that will be providing a hands on interactive display. Companies without interactive displays should select from booths 1 through 27. The TS booths will be 10 x 10 to provide more room for computers and equipment. The standard booth is 8 x 10. All booths are equipped with a table and two chairs along with a preprinted sign with your company name as you have provided us. Booths are assigned on a first come, first served basis.

Exhibit Booth Rates

	ABC Member		Invited Non-member	
	W/Electricity	WO/Electricity	W/Electricity	WO/Electricity
Single Booth	\$550	\$500	\$1100	\$1000
Double Booth	\$850	\$800	\$1700	\$1600
Technology Square	\$650	\$600	\$1300	\$1200
Technology Square Dbl	\$950	\$900	\$1900	\$1800

Booth price includes two people for lunch on Wednesday and Thursday and breakfast on Thursday.

Each booth includes 8' x 10' (TS 10' x 10') of exhibit space with appropriate pipe and drapery. One 6-foot skirted table and a booth sign displaying the company name will also be provided. Signing up for a booth with electricity now will be far less expensive than doing it later.

Please indicate your choice of booth location on the registration form located on the other side.

Exhibit Hours

Set Up

Tuesday, February 7, 2012 - 4:00-9:00 p.m.
Wednesday, February 8, 2012 - 7:00-11:00 a.m.

Open

Wednesday, February 8, 2012 - 12:00 to 5:00 p.m.
Thursday, February 9, 2012 - 8:30 a.m. to 5:00 p.m.

Tear Down

You may not tear down before 5:00 PM Thursday! Exhibitors that tear down prior to 5:00 p.m. will not be allowed back the following year.

Thursday, February 9, 2012 - 5:00 p.m. to 7:00 p.m.
Times are subject to change.

Sign Up

All exhibitors and sponsors must complete the registration form on this flyer and return it, along with payment, to ABC no later than December 30, 2011 to take advantage of pre-convention promotions.

Winter Convention

ABC's Winter Convention & Safety Conference will be held simultaneously with the exhibit show. If you wish to attend the convention functions you must register separately. You are invited to attend seminars. Watch your mail for registration materials.

Lodging

Overnight rooms for Tuesday thru Thursday at Glacier Canyon Lodge are available at a reduced rate of \$99. Call the hotel directly at 1-800-867-9453 by January 13, 2012 to receive the ABC rate. We suggest that you reserve your rooms early because Glacier Canyon fills up quickly on weekends. Please remember that all exhibitors must be set up prior to 11:00 a.m. on Wednesday, February 8, 2012, so plan your travel accordingly.

Sponsorship Opportunities

Platinum Sponsor - \$2000

You will be a premier sponsor with a complimentary 8 x 10 booth, event signage, audio-visual recognition, verbal recognition, recognition on ABC's web site and monthly newsletter and in all pre-convention marketing materials. (an additional booth space is available for \$450 more)

Gold Sponsor - \$1000

You will receive event recognition with signage, verbal and audio-visual announcements. You will also be recognized in the monthly newsletter and on the ABC web site.

Silver Sponsor - \$500

You will receive event recognition with signage, verbal and audio-visual announcements. You will also be recognized on the ABC web site.

Lunch & Breakfast Sponsors - \$250

Another great way to increase visibility and promote your company is to sponsor a lunch. Sponsorship of a lunch or breakfast includes company signage, recognition in the convention program and verbal recognition by the speakers.

Room Sponsors - \$200

Each time conference attendees walk in and out of a breakout room they will see your company name. Sponsorship of a breakout room includes company signage, recognition in the convention program and verbal recognition by the speakers.

Please indicate your sponsorship level on the exhibit booth form on the back of this page.

For those that wish to be a sponsor of the 2011 Projects of Distinction Awards Banquet on February 8, 2012, please refer to the POD Sponsorship information on the other side of this brochure. For more information please call Chris Reinhart at 608-244-5883.

You may call Chris Reinhart at ABC of Wisconsin at 608-244-5883 for more information on this ABC of Wisconsin Winter Convention Exhibit Show.