

2021 BOOMER EXPO
CONTRACT RULES & REGULATIONS

SUNRISE BROADCASTING, LLC, hereafter referred to as SPONSOR, grants to the company listed on the reverse, hereafter referred to as EXHIBITOR, the right to exhibit space at the *April 3, 2021 Boomer Expo*, subject to the terms and conditions of this contract as outlined below. This contract will be binding when accepted and signed by show SPONSOR.

Show Location: Central Wisconsin Convention & Expo Center
Show Date & Hours: Saturday, April 3, 2021, 9:00 AM to 3:00 PM

Exhibit Deposit and Reserving Exhibit Space: A deposit of ½ of the "Total Investment" for the exhibit area, utilities, and exhibit accessories leased, must accompany a signed contract to reserve exhibit space.

Final Payment: Final payment is due by March 5, 2021.

Move In: Exhibits can be assembled on Friday, April 2, from 3:00 PM to 8:00 PM and on Saturday, April 3, from 7:30 AM to 8:30 AM. All exhibits must be assembled by the opening of the show at 9:00 AM on Saturday, April 3.

Move Out: EXHIBITOR shall not remove their exhibit in part or whole, prior to 3:00 PM on Saturday, April 3. Exhibit move out will occur between 3:00 PM and 5:00 PM. All exhibits must be removed from the interior of the facility by 5:00 PM on Saturday, April 3. If the EXHIBITOR fails to remove their exhibit, the SPONSOR will do so and expenses incurred shall be the responsibility of the EXHIBITOR.

Exhibit Space: An exhibit space is 10 feet wide by 8 feet deep. All exhibits must be confined to the limits of the exhibit space. EXHIBITORS may not install any exhibit materials higher than eight (8) feet at the back wall of the display and eight (8) feet on the side walls that project further than four (4) feet from the rear of exhibit space. Tent or canopy displays may only be used in corner exhibits and must not interfere with the line of sight of an adjacent exhibitor. SPONSOR has the final authority to allocate amount and location of exhibit space in the facility.

Character of Exhibits: SPONSOR reserves the right to restrict, prohibit, or remove any exhibit or exhibitor which in the SPONSOR'S judgment may be offensive or detract from the general character of the show. This reservation includes persons, noise, items, conduct, printed material, or anything of an objectionable character which may detract from the general character of the show. All display surfaces visible to the public must be finished. EXHIBITOR may not assign or sublet the contracted space without prior approval of SPONSOR. Displays must be suitable for all ages of attendees.

Distribution of Literature and Promotional Materials: All promotional materials including, but not limited to, printed advertising literature may only be distributed by EXHIBITOR from their exhibit space. EXHIBITOR must confine all sales activities to the limits of its own exhibit space. Aisle space shall not be used for exhibits or demonstrative purposes by EXHIBITOR. Stickers are not to be distributed at this event.

Drapery and Signage: SPONSOR will provide 8 foot back curtains, 3 foot side curtains, and an 8 foot skirted table with 2 chairs for each exhibit space. Use of your own display materials such as: tables, skirting, and chairs are permissible. Tables must be skirted and covered. Skirting must be clean, and reach from table top to just at the floor. Each Exhibit must be identified by at least one sign and or identifying exhibit materials. Hand or stenciled lettered signs are not permitted as signage.

Electricity: Each EXHIBITOR is responsible for contracting with show SPONSOR in advance of the show for electricity. Show SPONSOR nor the facility, or its employees, agents or affiliates, accepts no responsibility for damages of any type, associated with the electrical service provided. *The facility offers a FREE Open Wireless Internet System.*

Building, City, State, and Federal Regulations: EXHIBITOR agrees to, upon inspection, obey and abide by all rules related to participation in this event by Building Inspector, Fire Marshal, State Health Inspector, and other such entities and officials who regulate such events.

Sales Tax: All EXHIBITORS making sales during the show which are subject to sales tax are responsible for the proper collection and reporting thereof. All EXHIBITORS making sales at the event must complete and submit a Wisconsin S-240 form to SPONSOR prior to the event.

Food and Beverage: EXHIBITORS may sell and provide samples of food, ingredients, beverages, and/or other consumable products as long as the products are properly packaged, meeting State preparation guidelines.

Security: EXHIBITOR and their employees are responsible for the security of their exhibit.

Use of the Exhibitor's Name: EXHIBITOR authorizes SPONSOR, its agents and entities, to use EXHIBITOR'S name and contact information for the purpose of promoting this and future shows, and to solicit other EXHIBITORS for this and future shows.

Liability, Indemnification & Insurance: The SPONSOR, Co-SPONSORS, Show Decorator and/or affiliates or employees of, shall not be liable for the safety or security of exhibits or any other property nor shall they be liable for any bodily injuries or other damages arising out of the exhibit area. EXHIBITOR agrees to indemnify and hold SPONSOR, Co-SPONSORS, Show Decorator and/or affiliates or employees of, harmless from any damage, liability, loss or deficiency arising out of, or resulting from the contracting for and participating in this event by EXHIBITOR, employees, sub-contractors, suppliers, and guests. EXHIBITOR shall insure its own exhibit, goods and sales materials prior to, during and after the show. EXHIBITOR shall carry its own general liability insurance policy insuring its own conduct, including that of their employees and agents. EXHIBITOR must present a Certificate of Insurance to show SPONSOR prior to event participation. Certificate must reflect the insurer's coverage of goods and exhibits against loss, liability, and damage.

Final Exhibit Packet: The final exhibit packet will include detailed information on the following: drapery, insurance, lodging, sales tax, signage, shipping and receiving, utilities, and fuel powered equipment regulations, as well as other information related to participation in this event.

Cancellation and Forfeiture of Payment: If an EXHIBITORS leased space is not fully paid for by March 5, 2021, SPONSOR may terminate this contract and reassign the space to another EXHIBITOR. If EXHIBITOR does not claim or occupy the assigned space(s) by 8:30 AM on April 3, 2021, SPONSOR may terminate this contract and reassign the space(s) to another EXHIBITOR. In neither case shall the defaulting EXHIBITOR be entitled to the refund of any sums paid in advance for such space. Should SPONSOR fail to hold this event it shall promptly refund all EXHIBITOR sums paid. Such refund shall be accepted by the EXHIBITOR in full settlement of all loss or damage suffered by the EXHIBITOR. Should EXHIBITOR find it necessary to cancel participation, 50% of funds will be returned if another EXHIBITOR can be found to replace the canceling EXHIBITOR prior to March 5, 2021. Cancellation by the EXHIBITOR after that date will result in the forfeiture of all payments received. EXHIBITORS who have contracted for exhibit space and fail to appear and exhibit at the event, shall forfeit all funds paid and are responsible for any and all additional outstanding contracted amounts and the legal fees associated with the collection of contracted amounts.

Collection and/or Insufficient Fund Fees: Collection and Legal Fees will be charged to EXHIBITORS, who have contracted for exhibit space and fail to appear at event or for any and all outstanding balances as they may be. Returned check fees are \$35.00 per occurrence.

Force Majeure: If the stated facility or any part of the exhibit area thereof is unavailable whether for the entire show, or a portion of a show as a result of a fire, flood, tempest or any other such cause, or as a result of governmental intervention, acts of terrorism, acts of war, strike, labor dispute, riot or any other cause it is necessary to cancel or postpone the show or reduce installation time, event time, or move out time, or change in exhibit location the SPONSOR shall not be liable to indemnify or reimburse the EXHIBITOR in respect of any damage or loss or for direct or indirect expenses arising as a result thereof.

Revisions: SPONSOR may revise or amend terms and conditions of this contract, which are binding upon exhibitor.

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