

Wisconsin Lumber Dealers Convention

February 8-9, 2012

Kalahari Resort & Convention Center

1305 Kalahari Drive, Wisconsin Dells, WI 53965

Booth Pricing

Member:
\$775.00 per booth
Non Member:
\$895.00 per booth

Includes

- One 8'x10' booth
- Pipe and drape on back and sides
- One 6'x30" table
- One wastebasket
- Booth Signage

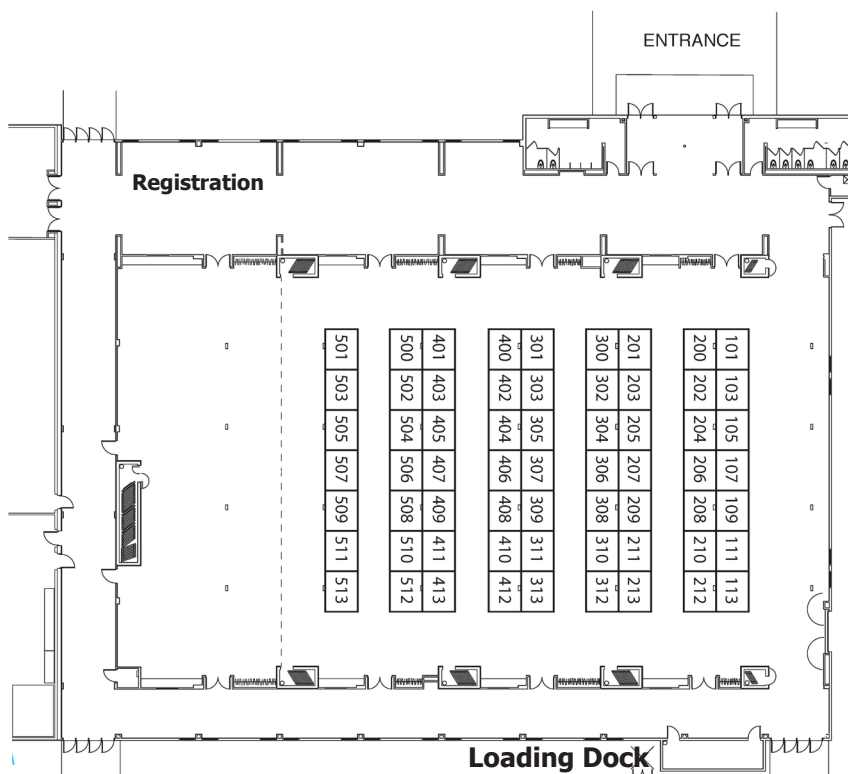
2011 Statistics

- 90+ retail attendees
- 46 retail companies
- Over 220 total attendees!

Wisconsin Lumber Dealers Convention

For even more value, make sure to check out the **Maximum Exposure Package** information in this brochure!

Please fill out the enclosed registration form to sign up for a Wisconsin Convention booth.





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Exhibit Terms & Regulations

This exhibition is produced by and subject to the terms and conditions imposed by the Northwestern Lumber Association, hereafter referred to as the Association. The Association provides exhibition management and attendance promotion.

Contract for Space

This completed exhibitor application form constitutes a contract for the assignment of space pending acceptance by the Association. Any exhibitor failing to occupy space is not relieved of the obligation to pay the full rental price.

The Association reserves the right to make changes in the location, size and display limits of any display booth if this is in the best overall interest of the convention. The Association reserves the right to reject any applicant for space, to restrict exhibits which may be objectionable and to prohibit any which may detract from the general character of the convention.

Exhibitor agrees not to make any sales or gather leads from any contractor during the convention.

Terms of Payment

A non-refundable deposit in the amount of \$200, is to be submitted with the application for exhibit space. **All booth fees must be paid in full before you can set up your booth.**

Cancellation Policy

The exhibitor signing this form becomes responsible and obligated for the normal rental charge in the event of default or cancellation not the fault of the Association. Upon receiving notice of cancellation, the Association will attempt to reassign the space, and if successful, will return the rental less the non-refundable deposit.

Subletting

The exhibitor may not sublet, assign or apportion any part of the assigned exhibit space allotted without agreement by the Association.

Exhibitor Representation

Exhibitor agrees to have exhibit space staffed during all hours the exhibit hall is open. No one is allowed into the exhibit hall without an official convention badge (*Absolutely no business cards will be allowed in the badge holder*). If a person is working in more than one exhibitor's booth, additional name badges may be made at no charge.

Display Arrangements/Booth Apparatus

The Association will install the exhibit booth(s) in the agreed upon location with a 6' draped table, a waste basket and an overhead sign (7" x 44") showing the official exhibitor name and booth number.

The exhibitor will make arrangements with the convention decorator for furniture, special signs, carpentry, labor and decorating services and with the hotel property for electrical services. Electrical order forms can be found at www.nlassn.org.

Exhibits must conform to booth dimensions to ensure attendees will have unobstructed view of booths up and down the aisle. Normal back height is 8 feet. A maximum height of 8 feet may extend toward the aisle from the back

for no more than 3 feet. From this point toward the aisle, the height of your display may be no more than 3 feet. If your booth is an end cap or a peninsula, the back of your booth may be 8 feet high and 6 feet across centered, then must drop to 3 feet high to each edge of the booth.

Operation of sound devices is allowed if the exhibitor complies with exhibit management discretion on volume and content.

Fire Regulations

Local fire department regulations will be strictly enforced. For this reason, exhibitors may not in any way impede aisles or service corridors with personal property. Exit doors must never be blocked in any way.

All materials used must be flame retardant. All landscaping and construction materials including plants, foundations, sand, dirt, etc. must have waterproof plastic material underneath.

Invoices

Work or services done at the convention where bills were rendered to you by the decorator or the Hotel must be verified and approved on the premises, be paid or have credit established. Please note all orders are subject to sales tax.

Liability and Insurance

The exhibitor will not permit the exhibit area or facility to be damaged by any act of negligence by the exhibitor, its employees, contractors, or guests.

The Association will not be held responsible for any loss, damage or injury to anyone (including the exhibitor and its employees), or for any property damage, theft or general safeguarding of materials, prior to, during and after the period covered by this contract.

Further, the exhibitor agrees to hold the Association harmless and indemnify the Association for same and all costs of defense that may arise because of any negligence, malfeasance, misfeasance, or nonfeasance by the exhibitor, its employees, agents, officers, contractors or guests. The Association agrees to same stipulation with exhibitor.

The exhibitor must carry full insurance for the duration of the convention including move-in and move-out. In the event the exhibitor hires contractor(s) to install exhibits, move equipment, etc. on the premises, the exhibitor or the contractor(s) must provide the Association with a certificate of insurance showing that it carries workers compensation and general liability insurance (with a liability limit of at least \$500,000).

Signing of the application for space on the other side of this document constitutes your acceptance of the Exhibit Terms & Regulations.