



101 King Street  
 Madison, WI 53703  
 Phone: 608-251-5627  
 Fax: 608-251-2165  
 E-mail: cmajchrzak@isthmus.com

**Booth and Sponsorship Information**

**Sponsorship Level** (See advertising representative for benefits;  
 Only applicable to sponsors): \_\_\_\_\_

**Booth Quantity** (10' X 10'): \_\_\_\_\_

**End cap Booth:** \_\_\_\_\_ **Corner Booth:** \_\_\_\_\_  
 Please check if you want either. Non-profits are exempt.

**Please check here if you are a Non-Profit:** \_\_\_\_\_

**Booth Product Description:** \_\_\_\_\_

**Print Ad Size(s):** \_\_\_\_\_

**Web Ad Size(s):** \_\_\_\_\_

**Total Charge:** \_\_\_\_\_

**Preferred Move-in Date:** \_\_\_ Friday, April 15 (2 pm – 6 pm)  
 \_\_\_ Saturday, April 16 (6 am – 9 am)

*25% non-refundable deposit due with signed contract. Balance due March 18, 2011. Make checks payable to Isthmus Publishing*

**Billing Information**

We hereby apply and authorize Isthmus Publishing to reserve exhibit space for the business listed below.

**Organization Name:** \_\_\_\_\_

**Booth Name** (Signage will appear this way): \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Contact Information** (Where event materials will be sent)

**Contact's Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

**Phone** (inc. area code): \_\_\_\_\_

**Fax** (inc. area code): \_\_\_\_\_

**Web Address:** \_\_\_\_\_

**Isthmus Green Day Expo**  
[www.thedailypage.com/green](http://www.thedailypage.com/green)  
 April 16, 2011  
 Monona Terrace and Convention Center  
**Exhibitor Contract**

**Name Badges for Event Staff**

**Quantity:** \_\_\_\_\_

**Names:**  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Green Resource Directory Listing**

This is how your listing will appear in the Event Program.

\_\_\_ Check here if you want the same listing as it appeared in the 2010 Guide.

**Organization Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Business Description**

(In one or two sentences, describe your organization. If you were in the 2010 Green Day event and want to use the same description from the 2011 program, please indicate that below.)

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

*My signature indicates that I am authorized by my company to enter into this contract. Upon acceptance of this application by the show producers, we agree to abide by the terms and conditions attached to this contract.*

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Isthmus Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

## Contract Terms and Conditions

**Space Reservations:** Reservations will be accepted upon receipt of a signed contract and 25% non-refundable deposit. Payment must be made in full by **March 18, 2011**. Isthmus Publishing shall endeavor to assign booth space consistent to Exhibitor's wishes, subject to availability. However, Isthmus Publishing reserves the right, in its sole discretion, to assign or therefore reassign booth spaces in accordance with the effectiveness of the show as a whole. Exhibitor may not assign or sub-lease their booth space to any person or entity.

**Cancellations:** A refund, excluding the 25% non-refundable deposit, will be returned if Isthmus Publishing receives written notice before March 21, 2011. Exhibitors who cancel after March 21, 2011 will be charged 50% of the exhibit fees.

**Care of Exhibits:** Exhibitors are responsible for the orderly presentation of their booth and for cleaning within their booth space, which may require purchasing housekeeping (e.g. vacuuming, etc.) from the Monona Terrace. All tables must be skirted with floor-length, flame proofed material.

**Staffing/Attendance:** DEPENDING ON YOUR BOOTH LOCATION, set up starts on Friday, April 15 from 2 pm to 6 pm and on Saturday, April 16 from 6 am to 8:30 am. Exhibitors must have their displays set up by 9 a.m. on Saturday, April 16. Booths must be staffed during all show hours; in no instance can a booth be left unattended. No booth will be dismantled before the official close of the show at 5:00 p.m., Saturday, April 16, 2011. **If a booth is vacated prior to the show's closing, exhibitor will be charged an additional \$400.** All booths must be moved out no later than 10 p.m. on April 16, 2011. NO EXCEPTIONS.

**Signage/Demonstrations:** No mechanical devices or other apparatuses can be noisy or interfere with other exhibitors. Mechanically-amplified demonstrations or music must be approved by the show's producers.

**Booth Provisions:** Isthmus Publishing will supply eight-foot high back drapes; three-foot side drapes and rail; booth identification sign; one table with skirt and two chairs. Exhibitors are responsible for the cost of any additional material, equipment or labor needed in their areas, including any additional tables and chairs, electrical outlets and garbage cans. Remaining services and equipment may be ordered through the Monona Terrace and Convention Center at (608) 261-4000.

**Decorations:** All decorations must be of fireproof material, or be made fireproof by treatment with fireproofing liquid. No decorations may extend beyond the booth's 3' sidewall. Exhibitors may not place any booth furnishings, etc. outside of assigned area.

**Insurance:** Exhibitor acknowledges that neither Isthmus Publishing nor the Monona Terrace Convention Center maintain insurance covering Exhibitor's property or Exhibitor's agents or employees. Exhibitor shall, at its own expense, obtain and maintain during the period of the Event including set-up and removal of Exhibitor's booth, comprehensive general liability insurance with a minimum per occurrence coverage limit of \$1 million for bodily injury and property damage. Exhibitors shall provide Isthmus Publishing with a certificate of such insurance coverage prior to the Event. Failure to provide such certificate of insurance shall not relieve Exhibitor of the responsibility to obtain such coverage.

**Liquor Liability:** If Exhibitor intends to serve alcohol, he/she must provide a liquor liability certificate. Additionally, Exhibitor must include Monona Terrace and Isthmus Publishing as additional insured on liability insurance specifically for this.

**All Food Vendors:** Every vendor must comply with health department regulations concerning the storage, preparation and distribution of food items. Additionally, such exhibitors must provide a hand-washing station or supply booth workers with rubber gloves unless sample-size food is pre-packaged. All food shall arrive at Monona Terrace fully cooked and must not exceed 2 ounces of food or 3 ounces of beverage. Exhibitors may only distribute free samples of a food or non-alcoholic beverage that is made or sold in the ordinary course of business of the exhibitor. Exhibitors authorized to distribute free samples must sign a hold harmless agreement, indemnifying both the City of Madison and Monona Catering from any claims for injury or illness that may arise from said activity. The request to distribute free samples must be submitted in writing to Monona Catering at least 14 days prior to the opening of the event with precise product descriptions, along with the executed hold harmless agreement. Monona Catering reserves the right to terminate the distribution of any samples should it be in violation of Federal, State, County, or City laws relating to food and beverage handling or if deemed necessary for public safety reasons.

**Non-Profits.** Non-profit Exhibitors must prove their tax-exempt charitable, educational or scientific status by providing Isthmus Publishing with a copy of their IRS determination letter of 501(c)(3) status.

**Selling Items from Booth:** While you are able to sell items from your booth, you must first obtain a State sales permit from the Department of Revenue.

**Cancellation of show:** If the show as presently scheduled is cancelled or rescheduled due in whole or part to any causes beyond the control of Isthmus Publishing, Isthmus Publishing shall be entitled to 50% of all fees owed by Exhibitor, in order to cover Isthmus Publishing costs incurred in planning and staging the show. If show is cancelled or rescheduled due solely to any cause within the control of Isthmus Publishing, Isthmus Publishing shall refund all monies paid by Exhibitor. However, under no circumstances shall Isthmus Publishing be liable for any other costs or damages incurred by Exhibitor as a result of such cancellation or rescheduling, regardless of whether due to cause(s) beyond or within Isthmus Publishing control.

**Photography/Video:** By signing this contract, Exhibitor grants to Isthmus Publishing a nonexclusive license to photograph and videotape Exhibitor's booth and staff at the Event, both inside and outside of Exhibitor's booth, and to interview Exhibitor's staff about the Event, and to use this content containing Exhibitor's likenesses and/or statements in Isthmus Publishing's newspapers and magazines, in promotional materials, in radio and television ads, and on the website: TheDailyape.com.

**Indemnify:** Exhibitor agrees to indemnify, defend and hold harmless Isthmus Publishing and the Monona Terrace Convention Center, their respective officers, managers, agents and employees against any and all claims arising out of the actions of Exhibitor, its employees, agents, representatives or guests at the Event or related to or caused by Exhibitor's use or occupancy of the exhibition area or participation in the Event.

### For Office Use Only

Date Received: \_\_\_\_\_

Amount Received: \$ \_\_\_\_\_

Balance Due: \$ \_\_\_\_\_

Approved By: \_\_\_\_\_

Date: \_\_\_\_\_

Booth Number(s) Assigned: \_\_\_\_\_

**GENERAL RELEASE OF  
ISTHMUS PUBLISHING, INC. FOR GREEN DAY EVENT**

Exhibitor (identified below) acknowledges there are certain risks associated with participating in Isthmus Publishing's Green Day Event as an Exhibitor, including potential damage to property or personal injury from moving in and setting up a booth, providing displays and demonstrations, meeting and greeting the public, and dismantling and removing booths at the end of the Event. Exhibitor also recognizes it is possible for Exhibitor to experience negative public opinion or publicity from information it presents at the Event.

Exhibitor acknowledges that while Isthmus Publishing and the Monona Terrace Convention Center have taken steps to safeguard participants in the Green Day Event from personal injury and harm to property or reputation, they cannot control all of the conduct or representations of Exhibitor, other Exhibitors or attendees at the Event and other conditions.

IN CONSIDERATION OF BEING ALLOWED TO PARTICIPATE IN THE ISTHMUS GREEN DAY EVENT, EXHIBITOR HEREBY WAIVES AND RELEASES ALL CLAIMS OF ANY NATURE AGAINST ISTHMUS PUBLISHING, INC. AND THE MONONA TERRACE CONVENTION CENTER RESULTING FROM EXHIBITOR'S PARTICIPATION IN THE ISTHMUS GREEN DAY EVENT INCLUDING ANY CLAIMS FOR PROPERTY DAMAGE, PERSONAL INJURY OR INFRINGEMENT INCLUDING DUE TO ISTHMUS PUBLISHING, INC.'S OR THE MONONA TERRACE CONVENTION CENTER'S NEGLIGENCE, OTHER THAN CLAIMS FOR ISTHMUS PUBLISHING INC.'S OR THE MONONA TERRACE CONVENTION CENTER'S WILLFUL AND GROSS NEGLIGENCE.

EXHIBITOR ASSUMES AND ACCEPTS FULL RESPONSIBILITY FOR ANY LOSS, DAMAGE OR EXPENSES IT MAY SUSTAIN OR INCUR FROM ITS PARTICIPATION IN THE ISTHMUS GREEN DAY EVENT.

Exhibitor acknowledges it gives up substantial rights by signing this Release. Exhibitor acknowledges that by signing this Release and accepting responsibility, it will pay less for participation in the Green Day Event than if it did not sign this Release.

EXHIBITOR: \_\_\_\_\_ Date: \_\_\_\_\_  
(please print)

**By:** \_\_\_\_\_ **(signature) Print name:** \_\_\_\_\_