

2024 REALTORS® Home & Garden Show – March 22-30, 2024 Exposition Center at Wisconsin State Fair Park, West Allis

APPLICATION AND CONTRACT FOR EXHIBIT SPACE RULES AND REGULATIONS

1. APPLICATION & CONTRACT

- a. This application form merely constitutes an offer to enter into a contract with the Greater Milwaukee Association of REALTORS (GMAR) for use of designated space at the REALTORS Home & Garden Show (HGS). The completion and tendering of this form and/or the payment of all or any part of the application cost shall not create a contract until such time as the application has been formally accepted and approved via the exhibitor portal by GMAR Show Management.
- b. GMAR Show Management expressly reserves the right to reject any application and return any payment accompanying said application for any reason or for no reason whatsoever.
- c. Any application which is accepted by GMAR Show Management shall upon acceptance become a binding agreement between the Greater Milwaukee Association of REALTORS and the Applicant/Exhibitor.
- d. A 50% deposit is due within ten (10) business days of application submission. Final payment on all booth space is due February 1, 2024. All booth applications received after February 1, 2024, require a 100% payment on exhibit space. Failure to pay deposit for applications submitted on or before February 1, 2024 OR payment in full for applications submitted after February 1, 2024, will result in your application being voided.

2. CANCELLATION POLICY

- a. In consideration for the use of such space, the exhibitor shall pay to the GMAR those sums shown in the 2024 HGS Booth Pricing Chart. In the event the applicant/exhibitor wishes to cancel the contract, said cancellation must be received in writing at the GMAR, 11430 West North Avenue, Wauwatosa, WI 53226, on or before January 2, 2024, at 5:00 PM CST.
- b. Any cancellation notices received prior to January 2, 2024, at 5:00 PM CST will be assessed a \$250 administration processing fee. Said fee shall be withheld from funds on deposit, per the terms and conditions of the contract. Any remaining funds will be returned to exhibitor within a reasonable period of time.
- c. No refunds will be made on any cancellations submitted to the GMAR after January 2, 2024, at 5:00 PM CST. Applicant/exhibitor will be liable for the full amount of the contract.

3. PAYMENT OF SPACE

- a. All monies paid by the applicant/exhibitor to the GMAR shall be retained by the GMAR in the event applicant/exhibitor fails to fulfill or violates this contract, the Show Rules and Regulations, or withdraws from participating.
- b. Booth space must be paid for in full before exhibitor move-in or exhibitor will not be permitted to set-up his/her/their booth.
- c. No exhibitor wristbands or other passes for entry to the Show will be issued to exhibitor until booth space is paid in full. Please Note: Booth fee invoice balances are to be paid in full by February 1, 2024.

4. INSUFFICIENT FUNDS

Checks returned for insufficient funds or closed accounts shall be charged a \$25 returned check charge by the GMAR. If debtor fails to act within 10 days the returned check and returned check charge shall be turned over to legal counsel for collection and debtor shall be responsible for all court and attorney fees.

5. IRREGULAR ADVERTISING

The exposition is limited to those persons, firms, corporations and other entities that have contracted and paid for exhibit space in exposition facility. No other persons, firms, corporations, or other entities will be permitted to demonstrate products, solicit orders, or distribute advertising matter on the floor of the show or in exposition facility. Any person violating this rule will be promptly ejected from the exhibit hall.

6. LIABILITY & INSURANCE

- a. Each exhibitor must make provision for the safe-guarding of his/her/its goods from the time they are placed in his/her/its booth until they are removed by the exhibitor. Special security personnel will be employed for the show, but the Greater Milwaukee Association of REALTORS will not be responsible for, or guarantee to exhibitor, the safety of exhibit material against fire, accident, theft, or any loss or injury whatsoever.
- b. It is agreed that exhibitor shall assume all liability for damage to exposition facility caused by his/her/their exhibit, and shall indemnify Greater Milwaukee Association of REALTORS® and the Exposition Center at Wisconsin State Fair Park against any liability that might ensue by reason of his/her/their exhibit or presence at the show.
- c. Each exhibitor shall carry comprehensive general liability coverage including, but not limited to, premises, operations, and contractual liability of no less than \$500,000 for each occurrence, together with statutory worker's compensation insurance with a limit of no less than \$100,000. Certificates of insurance shall be furnished to show management no later than March 1, 2024.

7. UNION REGULATIONS

Exhibitor must observe all union regulations in force in the exhibit hall (details are provided in exhibitor kit documents).

8. FIRE REGULATIONS

All decoration must be flame proof and must stand a fire test as prescribed by the fire ordinance of the City. (More regulations in Exhibitor Kit)

9. DRAYAGE & DECORATIONS

In order to simplify the in and out movement of all shipments as well as to provide the lowest possible costs consistent with quality performance needed in exhibit programs, official service contractors have been appointed. Direct shipments to the Exposition Center at Wisconsin State Fair Park are prohibited unless you are using the appointed decorator's services. Complete details of their services are provided in the Exhibitor Kit.

10. STORAGE

Storage and handling of crated material may be available on a limited basis with a feeper CWT charge by the show decorator, details provided in the Exhibitor Kit.

11. ELECTRICAL SERVICE

Electrical wiring and equipment must meet electrical codes of the City/Facility. Exhibitor must submit a service order form (included in exhibitor kit) and payment directly to the Exposition Center at Wisconsin State Fair Park (not GMAR) prior to move-in and deadline date listed.

13. ASSIGNMENT AND USE BY OTHERS

No exhibitor may assign his/her/its agreement for exhibit space or permit any other person to use any part of such space.

14. FORCE MAJEURE

In the event the Wisconsin Exposition Center at State Fair Park or any part of the exhibit areas thereof are unavailable whether for the entire event or a portion of the event as a result of fire, flood, tempest or any other such cause or as a result of governmental intervention, malicious damage, acts of war, strike, lock-out, labor dispute, riot or any other cause or agency over which the Show has no control, or should the Show decide that because of any such cause it is necessary to cancel, postpone or re-schedule the Show, or reduce the installation time, Show time, or move-out time, the Show shall not be liable to indemnify or reimburse the Exhibitor in respect of any damage or loss, direct or indirect as a result thereof.

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RULES AND REGULATIONS continued**

15. COMPETITIVE EXHIBITS

In order to create a harmonious and attractive atmosphere for patrons of the show, Exhibitors shall not distribute anywhere within the Show premises or display materials at their Exhibit that mentions by name any competitor who is also an Exhibitor at the Show. The Greater Milwaukee Association of REALTORS® shall have the right to enforce this rule by physically removing any materials or displays that violate this rule from the show grounds. The Greater Milwaukee Association of REALTORS® shall have no liability to any Exhibitor or to any other party for any lost or damaged materials so removed.

16. BOOTH FLOORING

ALL BOOTHS MUST HAVE SOME TYPE OF FLOORING IN THEIR SPACE (i.e., carpet, landscaping, tile, etc.); this flooring must cover the entire space. If you don't have flooring in your space by 9am of the Show's opening day, the decorator will be instructed by show management to place carpeting in your booth and you will be billed accordingly at the floor rate set by the decorator (for appropriate carpet size as well as for labor costs if your display needs to be moved in order to place the carpeting).

17. BOOTH DESIGN

Exhibitor cannot exceed dimensions in the space they have contracted and paid for. For side wall height, the first 3 feet into your exhibit space from the aisle, the display cannot exceed the 3 foot height limitation. Structural and/or sign height must not exceed 8 feet high or it must be finished off and have Show Management's approval through a request for height variance. Any/all height variance approvals will result in a fee of \$75 per company booth (entire booth not each 10'x10' occupied). All unfinished sides of display must be covered. If you need a variance on the height restrictions, please request where noted on your booth application and contract. If your request has been granted, Show management will notify you. Booths found to be in violation of this height restriction rule on-site, where a request has not been made prior to move-in, will be fined \$150 by Show Management.

18. SIGNS & BANNERS

All banners and signs displayed outside the boundaries of your booth space must be pre-approved by Show Management prior to move-in. It is preferred that signs and/or banners are not rigged from the ceiling unless your booth space is 20'x20' or larger and allows for rigging above your contracted space and without protrusion or overlap of overhead space over other exhibiting companies' booth space(s). Attachments of materials to walls, posts or building surfaces are strictly prohibited.

19. AMPLIFICATION/OBSTRUCTION OF AISLES

Any demonstration, live performance, or other activity which results in obstruction of aisles to a neighboring booth shall be suspended, as the Show Management in its discretion may specify. USE OF MICROPHONES, SPEAKERS, BACKGROUND MUSIC, GENERATORS ARE STRICTLY PROHIBITED. Any exhibitor planning on incorporating one or more of these items in their display area MUST REQUEST A VARIANCE APPROVAL FROM HGS SHOW MANAGEMENT. HGS Show Management reserves the right to refuse any and all such requests.

20. STAFFING BOOTHS

ALL BOOTHS MUST BE STAFFED AT ALL TIMES DURING SHOW HOURS. Each company is responsible for staffing their booth 15 minutes prior to show opening and during show hours. If booths are not staffed, your company will not be invited back to exhibit the following year and/or may not be able to participate in early reservations for past exhibitors at the discretion of Show Management.

21. EXHIBITOR KIT

By signing this contract, you also agree to the following rules, guidelines and regulations which are included in the exhibitor kit: Exhibitor Bulletin; Important Guidelines; Electrical Connection; Wisconsin Exposition Center at State Fair Park Requirements; West

Allis Fire Department Regulations; Height Regulations; Exhibitor Move-In Bulletin and Exhibitor Pass Information.

22. AISLE SOLICITATION

All aisle solicitation, including calling out from your display into the aisle, is absolutely forbidden. Booth attendants must confine their solicitation within the exhibitor booth. If you are caught soliciting in the aisle, you will be asked to leave the show and will not be invited back to exhibit in future shows. THIS RULE WILL BE STRICTLY ENFORCED.

23. BALLOONS

Balloons may be used in your display for visual impact. However, balloons may not be distributed to show visitors or used in any manner that allows for the balloon to break or pop.

24. AMENDMENTS

Show Management shall have the full power in the interpretation and enforcement of all contract regulation contained herein and the power to make such amendments thereto, and such further rules and regulation as shall be considered necessary for the proper conduct of the event.