

# Exhibitor Application



**WBAY Pet Expo – April 12-14, 2019**

Company Name: \_\_\_\_\_ D/B/A Name: \_\_\_\_\_  
 Company Representative: \_\_\_\_\_ Title: \_\_\_\_\_  
 Email: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
 Website: \_\_\_\_\_

### IMPORTANT DATES TO REMEMBER

- **50% Deposit required at time of registration**
- **7/10/18 - Deadline to reserve space from previous year**
- 3/1/19 - Exhibitor final details to arrive via mail & email
- 3/22/19- Final payment due
- 3/22/19- Advance equipment order deadline. Select standard after this date.

### EQUIPMENT ORDER

\*All indoor space includes WiFi & back and side pipe & drape.  
**Electric is not included in booth rental.**

Please indicate all items you will be renting:

Item	Advanced (Before 3/22/19)	Standard (After 3/22/19)	Quantity	Total
Carpet 9' x 10' (Black or Gray)	\$47.48	\$73.85		
Plain 3' x 8' Table	\$15.83	\$21.10		
Skirted 3' x 8' Table (Black or White)	\$42.20	\$63.30		
Chair	\$5.28	\$10.55		
110 v Power	\$42.20	\$63.30		
220 v Power	\$63.30	\$110.78		
Booth Vacuuming (up to 300 sq. ft.)	\$21.10	\$21.10		
Forklift (per hour)	\$52.75	\$52.75		
High Reach (per hour)	\$52.75	\$52.75		
Hardwire Internet	\$158.25	\$263.75		
Phone Line	\$131.86	\$211.00		
Pipe & Drape (per ft.)	\$2.63	\$3.17		
Attendee Tickets	\$6.00	\$6.00		
Exhibitor Passes	\$5.00	\$5.00		

### DIRECTORY CATEGORIES

\*One directory category listing is included with registration. Additional category listings can be requested at \$25 per category.

- Animals Rescues & Organizations
- Cash & Carry Items (Not Pet Related)
- Cleaning & Purification Products
- Pet Products
- Pet Services
- Non-Pet Related Vendor

### DIRECTORY ADVERTISING

___ Inside Full Page**5" x 8"	\$195.18
___ Inside ½ Page** 5" x 3 7/8"	\$142.43
___ Inside ¼ Page** 2 3/8" x 3 7/8"	105.50
___ Additional Directory Categories	\$25.00/category
<b>TOTAL DIRECTORY ADVERTISING COST</b>	<b>\$ _____</b>

### EXHIBIT SPACE

Please indicate the number of booth spaces below:

**Choose your booth option below:**

_____ 10'x10' Booth <i>Pet Related</i>	<b>\$400</b> (\$200 per additional booth)
_____ 10'x10' Booth <i>Non-Pet Related</i>	<b>\$500</b> (\$250 per additional booth)
_____ 10'x10' Booth <i>Non-Profit</i>	<b>\$150</b> (\$150 per additional booth)

**TOTAL BOOTH COST:** \$ \_\_\_\_\_

### PAYMENT INFORMATION

<b>Total Equipment Order Cost</b>	\$ _____
<b>Total Passes &amp; Tickets</b>	\$ _____
<b>Total Advanced Ticket Cost</b>	\$ _____
<b>Total Directory Advertising Cost</b>	\$ _____
<b>Total Booth Cost OR 50% Deposit</b>	\$ _____
<b>*Full payment required after 3-22-19</b>	
<b>TOTAL Included with Contract</b>	\$ _____
<b>TOTAL DUE in Future</b>	\$ _____

Payment Type: Credit Card      Check

\* Credit Card Form on Page 3

Print Name: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

**I have read, understand and agree to all of the exhibitor rules and regulations within the contract.**

Please see RULES AND REGULATIONS for details regarding the cancellation policy

**Mail or Fax to: PMI Entertainment Group  
 Expo & Event Production**

ATTN: Katie Loomis  
 1901 S. Oneida St.  
 Green Bay WI 54304  
 Fax: 920.494.6868



# PMI Entertainment Group 2018- 2019



## Payment Authorization Form

I hereby authorize PMI Entertainment Group to make payment toward the cost of my 2018/2019 exhibit space and other incidentals (admission passes, parking access, etc...).

Company Name: \_\_\_\_\_

D/B/A Name: \_\_\_\_\_ Booth/Space No.: \_\_\_\_\_

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Country: \_\_\_\_\_ Zip: \_\_\_\_\_

Please make this payment using the following:

Visa  MasterCard  Discover  American Express

Card Number:

Expiration:   /   Security Code:

Amount to Charge: \$ \_\_\_\_\_

Name on card and authorized signor: \_\_\_\_\_

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

I agree to pay the above total amount according to the card issuer agreement. I hereby authorize recurring charges, if necessary, to initiate adjustments or correct errors. I certify that I am the authorized holder and signor of the credit card reference above. I certify that all information and statements above are accurate to the best of my knowledge.

Please complete this form and mail or fax to:

PMI Entertainment Group  
1901 S. Oneida Steet  
Green Bay WI 54304

Fax: 920-494-6868  
Intl Fax: +1 920-494-6868

**PLEASE DO NOT EMAIL CREDIT CARD INFORMATION.**

**Email is not secure and places your card information at risk.**

**Thank you.**

**You may fax to 920-494-6868 or call the event coordinator to process the payment over the phone.**

**PMI Entertainment Group Expo & Event Production**  
**RULES AND REGULATIONS**

**CONTRACT:** This contract for space constitutes a contract between the Exhibitor and PMI Entertainment Group and in addition to its terms, shall include and incorporate the Exhibitor's Rules and Regulations printed below.

**LICENSE AND TERM:** This license given hereunder shall be solely for the use and occupation of the space allocated to the Exhibitor. This shall be for the period commencing at the move in start time and ending at the conclusions of the move out, including the installation and removal of exhibits.

**ADA Compliance:** The Americans with Disabilities Act (ADA) applies to all PMI events and requires that the exhibition facility and services are accessible to those with disabilities. All exhibitors must comply with ADA requirements and may be subject to penalties for failure to do so.

**RULES OF BEHAVIOR:**

- Exhibitors are not allowed to distribute any food or beverage unless prior written consent has been given by PMI Entertainment Group.
- All exhibitors must refrain from creating obnoxious odors or operating any machine to project sound at a level which might be objectionable and might interfere with the overall success and enjoyment of the event by those in attendance or neighboring exhibitors.
- PMI Entertainment Group reserves the right to decline or prohibit any exhibits or parts of an exhibit, which in its opinion is not suitable to or in keeping with the character of the event.
- Exhibitor must provide any safety guards, shields or precautions to prevent possible injury to spectators.
- Exhibitors must comply with State, County, Town and City Ordinances, which govern operation of public events and to refrain from consuming or dispensing beer, liquor or other intoxicating beverages in the facility.
- Exhibitors are only permitted to advertise the business listed on the event application. The exhibitor shall not sublet, transfer or share any part of the allotted space. They shall not exhibit nor permit to be exhibited in the space any merchandise NOT part of its own regular products and shall not exhibit any advertising material not directly pertaining to the products exhibited except as specifically approved by PMI Entertainment Group. BOOTH SHARING IS NOT ALLOWED.
- Solicitation can only occur within exhibit booth; solicitation in the aisles or outside of the facility is prohibited. Solicitation and distribution of literature is permitted for exhibitors only.
- Smoking (including electronic cigarettes) inside the Veterans Memorial Complex is prohibited.
- Exhibitors and all associated persons must conduct appropriate and professional behavior in all interactions with any person or persons. PMI Entertainment Group reserved the right, with sole discretion, to remove or exclude any person or persons if it is determined that this provision has been violated.

**Assignment of Booth Space:**

- Location of booth space will be determined by the following: Delivery of signed contract, payment for reserved space, previous participation, sponsorship and diversification of similar exhibits.
- PMI Entertainment Group reserves the right to relocate an exhibitor, as it shall deem necessary to the proper conduct of the exhibition. Booth location is not guaranteed.

**Cleaning:** Cleaning of aisles is provided by PMI Entertainment Group. Exhibitors must, at their own expense, keep their spaces clean and in good order.

**Exhibitor Move In/Out:**

- Exhibitors must install and dismantle their own booths or make arrangements with an outside service. Any outside services must be approved by PMI Entertainment Group Event Management and should be prepared to provide a copy of their insurance coverage.
- Dismantling any part of your booth, packing up event materials or transporting any booth items out of the facility prior to the official close of the show is strictly prohibited.
- Move in and move out will occur in the BACK of either building – using the front doors of any building is strictly prohibited and may result in your application being denied for future events.
- At no time will vehicles be allowed to load or unload in any area marked as a "Fire Lane". Exhibitors will be responsible for payment of fines received while parked in such marked area.
- Exhibitors participating in an event with pre-event staging will be issued a staging map for vehicle and trailer parking. Vehicles and trailers must remain in the designated areas at all times.
- Exhibitor is liable for any damage to booth materials, walls, floor or any other part of the building.
- Non-compliance is subject to forfeit of booth space and payment plus possible exclusion from future events

**Equipment Rental:** Orders cancelled after delivery to booth are subject to a 50% restocking fee. Equipment, Power or WiFi passwords will not be provided to exhibitors until payment is received for ordered services.

**Exhibit Standards and Regulations:**

- Professional and carpeted exhibits are encouraged, but not required.
- Any exhibit deemed unsafe will not be permitted.
- All exhibit materials must be fireproof and/or resistant.
- Booth display cannot exceed 10' high and side displays should not come out further than 5' as to not block neighboring exhibits.

**Failure to Occupy Space:** Any exhibitors not checked in by the conclusion of the published move in time, voluntarily forfeits their space for said event and PMI Entertainment Group reserves the right to resell or reassign the space unless arrangements have been made and agreed upon for delayed occupancy.

**Liability and Insurance:**

- Exhibitors shall defend, indemnify and hold harmless PMI Entertainment Group and their respective directors, employees, volunteers, agents and affiliates from and against any liability, claims, demands, expenses, fees, fines, penalties, suites, proceedings, actions and causes of action arising from exhibitor activities. In the event that an exhibitor is obligated to defend an Indemnified Party, Exhibitor must notify, in writing, the Indemnified Party immediately that the Exhibitor is reserving rights against such Indemnified Party as to indemnification, in which case the Indemnified Party may retain its own independent legal counsel, with the cost of such legal fees and expenses to be borne by the Exhibitor pursuant to its duty to defend herein, to defend against the claims and to protect the Indemnified Party's rights under this agreement.
- Full insurance coverage during the entire duration of the Exhibition including move in and move out must be obtained by the Exhibitor. A \$1 million general liability certificate of insurance (COI) must be procured by the exhibiting company and their contractors no later than 30 days prior to the opening of the event. The COI should list PMI Entertainment Group as an additional insured. A copy of such policy should be forwarded to PMI Entertainment Group prior to move in.

- Bakeries and Caterers are required to provide both a copy of their Food License and COI if food or samples are served.

**Manning of Booth:**

- Registered representatives of exhibiting firms must staff their exhibits during all open event hours.
- Children under the age of 18 must be accompanied by an adult, and may not freely roam the event floor or grounds.
- Exhibitor wristbands will be provided at check in and must be worn at all times during open event hours.

**Motorized Vehicles/All Gas Powered Equipment for Display:**

- Fuel tanks must have less than ¼ tank of gasoline.
- Fuel tanks must be taped shut or have locking fuel caps.
- Negative lead battery cables must be disconnected.
- Fueling and defueling must be done off the show premises.
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- Vehicles must remain stationary.

**Payment of Space:**

- Payment for booth space is due in full, along with a signed contract, no later than three months prior to the opening of the event. Please see the vendor application checklist for the specific dates pertaining to this show.
- Bulk space exhibitors may pay in pre determined installments, but complete payment amount must be made 30 days prior to the opening of the event.
- **In the event you need to cancel, a refund equal to 50% of your booth space amount will be granted prior to 90 days of the event start. Cancellations inside the 90 day window will not be granted, nor a refund given.** PMI Entertainment Group shall be granted the right of offset and may use your booth payment to offset any outstanding invoices due, interest rate, recover collections and attorney fees.

**Sales Tax:** Payment of Wisconsin State Sales Tax on Exhibitor transactions is the exclusive responsibility of the Exhibitor; additional information is available by visiting [www.revenue.wi.gov](http://www.revenue.wi.gov)

**Security:** Each exhibitor must make provisions for the safeguarding of his/her goods, materials, equipment and displays at all times. Security will be provided by PMI Entertainment Group during all open event hours; but PMI Entertainment Group will not be responsible for property damage or loss by or for any cause and the Exhibitor hereby waives any right to claim liability against PMI Entertainment Group for the same.

**Sampling/Concession Sales:**

- PMI Entertainment Group holds all rights to food and beverage sales. Items currently being sold by PMI Entertainment Group in the show concession stands cannot be sold by an exhibitor, and include but are not limited to: Water, soda, popcorn, chips etc. If permission is granted from event management to sell or sample food and/or beverage during show hours, the Exhibitor is responsible for contacting the Brown County Health Department to secure any and all necessary permits, licenses and other approvals.
- Sampling guidelines are as follows: Any food sales or sampling must be approved by PMI Entertainment Group. Solid foods will be limited to bite size, liquids will be limited to a 4 ounce cup (this includes ice cream and frozen dessert).

**Shipping:**

- Materials should be clearly marked with your business name and booth number; and should not arrive prior to one week before the opening day of said event.
- Freight and express shipments bills of lading must be pre-paid.
- Shipping address is: Resch Center, C/O "Event Name", 820 Armed Forces Drive, Security 1 Green Bay, WI 54304

**Who may Exhibit:** Only registered companies and their associates may exhibit. PMI Entertainment Group reserves the right to refuse or deny space to any applicant whose products which they deem are not a fit for the event.

**Damages:** PMI Entertainment Group will not be liable for any theft or damages, loss or injury; whether direct, indirect, general, special, consequential or otherwise to the Exhibitor, its agents and employees or visitors to its exhibit whether occasioned by PMI Entertainment Group, its officers, agents or employees, or by another Exhibitor.

**Non-Delivery of the Building:** PMI Entertainment Group will not be liable for failure to provide space in the event of the building becoming unavailable through fire, act of God, public enemy, strikes, the authority of law, or any other cause beyond its control.

**Cancellation of Contract:** Payment of event fees must be paid by due date shown on invoice. All invoices will accrue interest at the rate of 1.5% per month. In the event of non-payment, PMI Entertainment Group will be entitled to recover all costs of collection, including reasonable attorney fees.

**Cancellation by Sponsor:** In the case the Exhibition shall not be held for any reasons whatsoever, then and thereupon the license of the space to the Exhibitor shall be terminated. In such case, the limit of the claim for damage and/or compensation by the Exhibitor shall be returned to the Exhibitor of the amount received by PMI Entertainment Group from the Exhibitor for license of the space. Exhibitor will not be entitled to a refund if event promoter needs to alter hours of the event due to an NFL playoff game.

**Exhibitor Packet:** PMI Entertainment Group will publish an Exhibitor Packet electronically and at check in to all vendors.

**Equipment Rental:** Equipment, labor and electrical service will be furnished according to rates established by the Brown County Veterans Memorial Complex. It shall be understood that the liability of PMI Entertainment Group shall be limited to refunding of rental fees paid should cancellation of the above named exhibition be necessary. Payments of rental fees paid are not refundable in the event of Exhibitor cancellation (or exhibit size reduction) less than sixty days before the event. Exhibitor cancellation must be given to Event Management in writing. A service fee of 50% of the total amount due will be assessed when refunds are made.

*The Exhibitor further agrees to abide by any other rules that are deemed necessary to the successful conduct of the above event. Any other matters not expressly provided herein shall come under the jurisdiction of the Chief Operating Officer.*