Wisconsin State Music Conference

October 27-30, 2021

Installation & Exhibition
Exhibit areas will be open for **set-up** on Wednesday, October 27, 2021 from 3:00 to 9:00 p.m. Exhibitors will be assigned a loading dock based on their location on the show floor. All exhibits must be ready to **show** during these hours:

Thursday, Oct. 28 8:30 a.m. – 5:00 p.m.
Friday, Oct. 29 8:30 a.m. – 3:00 p.m.
Take Down : Friday, Oct. 29 3:00 p.m. – 7:30 p.m.

No display, or portion thereof, shall be dismantled or removed from any exhibit area before 3:00 p.m. on Friday. **As a condition of exhibiting, Exhibitors agree to pay a $100 fine for booth dismantlement or departure before 3:00 p.m. on Friday.** All exhibit material must be removed from the Exhibit Hall by 7:30 p.m., Friday, October 29. The Exhibit Hall will be locked promptly at 9:00 p.m. on Wednesday. The Main Exhibit Hall will open to exhibitors at 7:00 a.m. on Thursday. Doors will be locked promptly at 5:00 p.m. on Thursday and reopen at 8:00 a.m. on Friday.

Payment & Booth Assignment
Space will be assigned based on availability, the order in which applications are received, previous participation, space required, and mutually requested proximity to and from other exhibitors. Payment in full must be received with the contract before a booth will be assigned. Booth numbers will be communicated via email when the preliminary floor plan will be made, and on an ongoing basis after that. Updated floor plans are available at https://wmeamusic.org/reserve-exhibit-space/.

Refunds & Cancellations
Cancellations received on or before September 1, 2021, entitle the exhibitor to a full refund minus a $75 cancellation fee. No refunds will be made after September 1, 2021. WMEA may cancel any exhibit contract in any case involving non-compliance with the terms, conditions and regulations of this contract, or for non-payment of the contract sum.

Booth Specifications
In the Exhibit Hall, both standard and premium booths measure 10’ x 10’. Booths consist of 8’ high draped backdrop and 3’ high side rails. Booth displays cannot extend above the 8’ backdrop or beyond the 10’ x 10’ booth without prior written WMEA approval. Booth rental includes one 2’ x 8’, 30” tall table with vinyl top and skirt, two chairs, and one identification sign (7” x 44”). Show Services are not included in the booth rental fee. All arrangements and charges for these are the obligation of the exhibitor. When booth assignment is confirmed, forms for ordering additional tables, carpeting, etc. from Valley Expo & Displays, and for ordering electricity from Monona Terrace will be made available at https://wmeamusic.org/exhibitor-resources/. Exhibitors will also be emailed directly from Valley Expo & Displays to register online for their services.

Use of Space
Exhibitor shall not sublet, divide or share his space with any other exhibitor other than those identified in the exhibit contract without expressed permission of WMEA. Distribution of advertising materials is limited to the area of each exhibit space. Entrance to the Exhibit Hall is guaranteed by WMEA with proper registration identification only. This is not an "open to the public" event. Disturbing noises or other objectionable forms of attracting attention will not be permitted. WMEA reserves the right to restrict exhibits that may detract from the general character of the display. This includes persons, things, conduct, printed matter or anything of a character, which may not be keeping with the exhibit show as a whole. The exhibitor agrees not to interfere in any way with the ordinary use by others of any portion of the building or grounds. Exhibitors shall not obstruct the aisles adjacent to the exhibit space. Booths oriented as end-cap displays (that is: multiple booths from different rows, decorated so as to face a horizontal aisle as depicted on the show floor map) shall be back-draped only in the center-most 10 feet of their 20-foot wide display. All display fixtures over 4’ in height and placed within 10 lineal feet of an adjoining exhibit must be confined to that area of the booth that is at least 5’ from the aisle line to avoid blocking the sightline from the aisle to the adjoining booth, unless the adjoining booth is surrounded by aisle on at least two sides.

Sales Permitted
Sales are permitted at exhibit booths. All taxes are the sole responsibility of the exhibitor. It is the exhibitor’s responsibility to obtain a Wisconsin Seller’s Permit, by contacting the WI Dept. of Revenue at (608) 266-2772 or at https://tap.revenue.wi.gov/services/.

Care & Surrender of Exhibit Space
Exhibitor agrees it will not to in any way injure, damage, mar or deface the building premises, furniture, fixtures or equipment on or about the Monona Terrace Community & Convention Center and shall be liable for any such damage or injury caused by it, its employees, agents, or other persons admitted to the premises by the exhibitor, its agents or employees. Exhibitor agrees to quit and surrender the exhibit space at the time set forth herein.

Exhibitor Name Badges
Exhibitor Name Badges will be provided by WMEA and are required for everyone staffing your booth. Request yours at wmeamusic.org/conference/exhibitors. Your name badge is for admittance to the exhibit hall only. Persons wishing to attend sessions (other than those being sponsored by the exhibitor) must also register as a conference attendee.

Liability
The exhibitor agrees to indemnify and hold harmless WMEA, its officers, agents and employees from and against all claims, demands or suits alleging liability for losses, damages, expenses, costs and disbursements, including reasonable attorneys fees, and any other relief, for any actual or claimed injury or death to any person or damage to any property sustained as a result of the exhibitor's use of or presence on the premises described in this exhibit contract, regardless of whether proximately caused by the negligence of WMEA, its officers, agents or employees. If the conference is cancelled due to circumstances substantially beyond control of WMEA, WMEA's sole liability to exhibitor due to cancellation shall be to refund the rental fees paid, or if cancellation occurs during the conference period, a prorated portion thereof.

Official Regulations
Exhibitor will comply with all laws of the U.S. and the state of Wisconsin, Dane County and all ordinances of the City of Madison and all rules and requirements of the police and fire departments or other municipal

authorities of the City of Madison and Dane County and will not permit anything to be done in its exhibit space in violation of any such law, ordinance, rule or regulation.

Fire Safety
No open flame candles or other open flame fixture, whether equipped with a guard or not shall be used in any place of assembly. If inspection indicates that any exhibitor has neglected to comply with these regulations or otherwise incurs fire hazards, WMEA reserves the right to cancel all or such part of the exhibit as may be irregular without reimbursement. Smoking is not allowed at Monona Terrace.

Food Products
An exhibitor may dispense or serve a free sample of a food product, non-alcoholic beverage, or other type of product at an Event in the Convention Center provided the product is one that is made or sold in the regular course of business by the exhibitor. **Exhibitors authorized to offer sample food and beverage product 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. Any exhibitors not signing and returning this waiver to Monona Terrace before October 1, 2021, may not distribute food samples. Hold-harmless agreement available at wmeamusic.org/conference/exhibitors.

WISCONSIN MUSIC EDUCATORS ASSOCIATION
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