

Booth Reservation Request

Please complete this application in its entirety. Please print or type all information.

Company name:

Address:

City:

State:

Zip:

Phone (include area code):

Fax:

Company Contact:

Phone:

Fax:

Email:

Exhibitor will exhibit, display and promote the following products or services; limit 75 words: (please list this description as you would like it to appear in Meeting material)

Booth Fees and Selection

Corporate Booth: \$ 700.00 per 10' x 10' booth*

Government/non profit \$ 350.00 per 10' x 10' booth

* - a donation of 1 item with a minimum value of \$200.00 or more to the raffle will result in a \$200.00 maximum reduction in booth price to \$500.00

Please indicate your preference for booth location:

Booth Number: (booths are on a first ordered, first served basis)

1)_____ 2)_____ 3)_____ 4)_____ Total Cost \$ _____

I would like to make a contribution toward hosting coffee breaks in the Trade Show area. My contribution of \$_____ is included with my booth fee deposit/payment.

We agree to abide by the Midwest 2007 Annual Meeting Booth Reservation Terms and conditions specified on this booth reservation form, which are made hereof by reference.

Signature

Date

Payment: Send request with your 50% deposit of the full exhibit fee for Space requested. Make checks payable to: WIAFS-Midwest 07. The balance will be due by July 20, 2007. Applications submitted after July 20, 2007 must be accompanied by full payment. Cancellations received before July 20, 2007 will be assessed a cancellation fee equal to 50% of the total exhibit space rental fee. Cancellations received after July 20, 2007 will be assessed a cancellation fee equal to 90% of the total exhibit space rental fee.

Send completed form with deposit to:

WIAFS – Midwest 2007

P.O. Box 1846

Madison, WI 53701

68th Midwest 2007 Annual Meeting Booth Reservation Terms and Conditions

This application represents a request for space only and does not entitle the applicant to exhibit space until authorized and/or approved by the 68th Midwest Conference (hereby referred to as "Midwest Conf.") Midwest Conf. reserves the right to refuse any and/or all applicants. Applicant/Exhibitor warrants that all information provided herein is true and accurate. Cancellations received on or after July 20, 2007 will be assessed a cancellation fee equal to 50% of the total exhibit space rental fee. Cancellations after July 20, 2007 will be assessed a cancellation fee equal to 90% of the total exhibit space rental fee. Cancellation fees will be imposed uniformly and will apply whether or not the space is resold.

If an applicant is approved and a booth assignment is made, a confirmation letter and notice of balance due will be sent to the Applicant (hereto referred to as Exhibitor) and this application contract will serve as a binding agreement. Floor plans and booth assignments are solely at Midwest Conf. discretion and are subject to change at any time. Exhibitor requests for booth assignment and/or relocation are subject to Midwest Conf. approval and availability.

By execution of this application, Exhibitor and its agents, employees and invitees agree to abide by and comply fully with all Terms and Conditions set forth herein as well as any additional rules regulations that may be set out by Midwest Conf. Failure to comply with same shall constitute default by Exhibitor. Upon occurrence of any default by Exhibitor, Midwest Conf. may terminate this Agreement whereupon Midwest Conf. may retain any deposits and amounts of space rental fees theretofore paid by Exhibitor.

Exhibitor shall use the Monona Terrace Convention Center premises solely for the purpose(s) of exhibiting merchandise, goods, wares and personal property fully described on this Agreement and for no other purpose. No exhibitor shall display any product or distribute advertisements for a product that is not normally sold and or promoted by the Exhibitor. Subletting of exhibit space is prohibited.

Exhibitor s will assume all costs arising from the use of patented, trademarked, franchised or copyrighted music, material devices or dramatic rights used in or incorporated in their booths. Exhibitor agrees to indemnify, defend and hold the Midwest Conf., Convention Center and their affiliated companies, employees and agents harmless from any claims, damages or costs, including legal fees, which may arise from the use of such material.

The Exhibitor agrees to comply with ADA guidelines in ensuring their booth is safe and accessible to persons with disabilities. Midwest Conf. reserves the right to require ADA non compliant exhibitors to modify their booth where readily achievable and technically feasible.

Exhibitor agrees to indemnify and hold harmless the Midwest Conf., its partners, its affiliated companies, their officers, directors, employees and agents from and against all claims, damages, liens, causes of action, suits, specifically personal injury or death, judgments and expenses, including attorney fees which may arise out of or in any way relate to 68th Midwest Conference to be held at the Monona Terrace Convention Center, and its partners, its affiliated companies, their officers, directors, employees and agents. All personal property belonging to an Exhibitor that is in or on any part of the premises at the Convention Center shall be there at the risk of the Applicant only and Midwest Conf., Conf. partners, its affiliated companies, their officers, directors, employees and agents shall not be liable for any damage thereto or for the theft or misappropriation thereof. Exhibitor shall be fully responsible to pay for any and all damages to the property owned by the Convention Center, its owners or managers that results from any act or omission of Applicant.

Exhibitor s must remain completely intact and the booth premises staffed during all scheduled show hours. Exhibitor s arriving late and/or leaving early are subject to expulsion and/or fine.

Delivery of merchandise is not permitted during the show hours. Exhibit space not claimed by 10:00 am on the opening day of the tradeshow shall revert to Midwest Conf. to be utilized at its sole discretion. In such an event, Exhibitor forfeits all deposits, rental or other moneys theretofore paid to Midwest Conf.

All Exhibitors and its officers, agents, employees or their representatives shall obtain Midwest Conf. registration badges and wear such badges during exhibit hall hours of the Midwest Conf.

Midwest Conf. reserves the right to stop or remove from the show any Exhibitor and/or its representative performing any actions or practices that in the sole opinion of Midwest Conf. are objectionable or detract from the integrity of the conference.

**WIAFS – Midwest 2007
P.O. Box 1846
Madison, WI 53701**