

# MIDWEST FOOD PROCESSORS ASSOCIATION, INC.



## EXHIBITOR PROSPECTUS

### *“HEALTHY FOOD THROUGH ASSOCIATION”*

the 107<sup>th</sup> Midwest Food Processors Association Convention  
and the 84<sup>th</sup> Annual Processing Crops Conference

**November 29-December 1, 2011**

**Kalahari Resort & Convention Center, Wisconsin Dells, WI**



Midwest Food Processors Association, Inc.  
4600 American Pkwy, Suite 110, Madison, WI 53718-8334  
Phone: 608-255-9946 • Fax: 608-255-9838 • [www.mwfpa.org](http://www.mwfpa.org)

# THE MWFPA IS PROUD TO PRESENT ITS 107<sup>TH</sup> ANNUAL CONVENTION

**November 29-December 1, 2011**

Kalahari Resort & Convention Center, Wisconsin Dells, WI

**★NEW VENUE**

The Kalahari Resort & Convention Center, located in the beautiful dells of central Wisconsin, is large enough to fit all attendees under one roof.

**★SAME BOOTH PRICES AS 2010**

We recognize that budgets are tight so we have held the line on exhibit space and maintained a sizable discount for end caps.

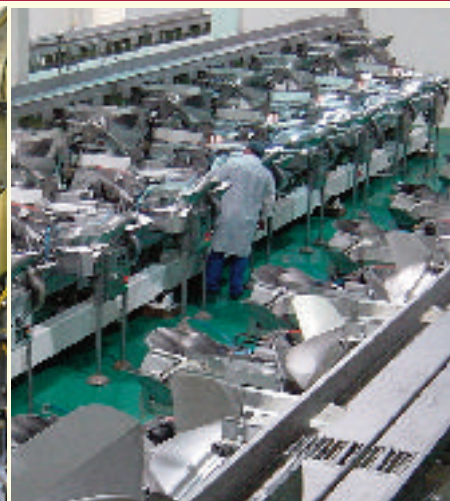
**★WHO EXHIBITS**

Leaders in machinery, food equipment, goods and services to the food processing industry exhibit at this convention. Professionals in processing equipment, harvesting machinery, canning, freezing, cleaning, safety, seeds, packaging, chemicals, and consultants to the industry have found the convention to be highly effective for securing their success.

**★WHY EXHIBIT HERE**

You will have access to a wide range of food processing professionals, from presidents of companies, upper management, safety and human resources professionals, environmental managers to front line supervisors. We have an economical show in a great location with plenty of attendees. Last year we had over 800 participants and we are expecting a bigger turnout this year!

***Our attendees have over ONE BILLION DOLLARS in  
purchasing power  
that they could spend with your company!***



# MWFPA BOOTH SPECIFICATIONS & REGISTRATION INFO

*Become a member of the MWFPA! To exhibit you must be a member. Annual membership is \$360.00. Joining now will extend your membership thru Dec. 2012. Your payment and Membership Application must accompany this form. Download the application at [www.mwfpa.org](http://www.mwfpa.org).*

## BOOTH FEE INCLUDES:

Each exhibiting company receives TWO FREE full convention registrations. There is a \$100 charge for every exhibit company attendee over the two free per booth space. All attendee passes include breakfasts, lunches, refreshment breaks, and admittance to all breakout sessions and receptions.

## BOOTH OPTIONS:

### OPTION 1= \$675 per booth space

10' wide x 8' deep space  
Pipe and Drape back and sides\*  
1 skirted table and 2 chairs

### OPTION 2= \$975 per booth space

16' wide x 8' deep space  
Pipe and Drape back and sides\*  
1 skirted table and 2 chairs

**Standard Booth:** A standard booth is 10 ft. by 8 ft. with 8' high backwall drape and 3' high sidewall drape.

**Perimeter Booth:** A 10 ft. by 8 ft. space positioned against a wall and allows for a 10 ft. backdrop height. The standard booth side guidelines will apply.

**End Cap Booth:** A 16 ft. by 8 ft. space positioned on the end of the center rows. The standard booth side guidelines will apply.

**Intent:** The guidelines are intended to not distract from the other exhibitors' displays. If you have special needs for your display, please let us know and we will work to accommodate your request.

**\*Note: Drape colors are black and white.**

The exhibit area is carpeted. Electricity can be purchased through Valley Expo. Internet, phone, and water services can be purchased through the Kalahari. A service kit will be emailed to you after receipt of your application. The service kit will also be posted on our website for easy access.

## BOOTH ASSIGNMENT/LOTTERY:

You must choose 5 booth locations. **Those submitting booth registrations by August 26, 2011 will be entered into the 1<sup>st</sup> Round Booth Lottery and will be given top priority in booth location.** Lottery points are accumulated by total years of membership plus total years exhibited since 1985. ***See Exhibitor Contract Terms and Conditions for lottery details (page 9).*** Those submitting booth applications ***after August 26, 2011*** will be assigned booth location on a first come/first served basis and on availability.

## EXHIBIT MOVE-IN:

### **Tuesday, November 29<sup>th</sup>**

9:00 am – 5:00 pm: Move-In and Badge Pickup

*Note: Large equipment must be moved in on this date. Onsite registration/badge pick-up for exhibitors.*

### **Wednesday, November 30<sup>th</sup>**

6:30 am – 9:30 am: Move-In

***NO move-in allowed after 9:30 am!***

It is highly recommended that you be set up and ready by 7:30 am each day to be able to visit with attendees coming thru the exhibit hall to attend the 8 am-10 am keynote breakfast buffet. The breakfast buffet is included in the cost for exhibitors this year.

## EXHIBIT HOURS:

### **Wednesday, November 30<sup>th</sup>**

9:30 am – 4:00 pm: Exhibits Open

Exclusive Exhibit time: 1/2 hour before and after lunch

### **Thursday, December 1<sup>st</sup>**

9:30 am – 3:00 pm: Exhibits Open

Exclusive Exhibit time: 1/2 hour before and after lunch

## EXHIBIT MOVE-OUT:

### **Thursday, December 1<sup>st</sup>**

3:00 pm – 9:00 pm: Tear Down

# CONVENTION CONTACTS / HOTEL & LODGING INFORMATION

## CONTACT INFORMATION

### QUESTIONS?

Robin Fanshaw, Office Manager/Event Planner  
Midwest Food Processors Association  
4600 American Parkway Suite 110  
Madison WI 53718  
608.255.9946  
608.255.9838 (fax)  
robin.fanshaw@mwfpa.org

Please contact Robin with all questions pertaining to registration, exhibiting and/or attending the show. All registrations and payments for exhibiting and attending must be submitted to the MWFPA.

### EXHIBITOR LOTTERY:

Ann Barrett, Conners/Barrett & Co  
715.366.4500  
715.366.4501 (fax)  
abarrett@uniontel.net

Ann will be assisting with onsite exhibits and assigning the booth locations for the First Round Lottery. She will contact those of you in the first round booth lottery if there are questions on your 5 booth choices.

### EXHIBITOR SERVICE CONTRACTOR:

Valley Expo  
877.332.4292 or 815.873.1500  
events@valleyexpodisplays.com

A service kit will be sent with your confirmation. The service kit will also be available on our website for easy access.

## HOTEL /LODGING INFORMATION:

### Kalahari Resort & Convention Center

**Rate: \$110 single or double**

**Parking: free**

To make hotel reservations, please contact the Kalahari directly at the number listed below. Make sure to mention you are booking for the MWFPA Convention. The Kalahari Resort & Convention Center is our host hotel and can accommodate all attendees. All convention activities will be held at the resort, including both evening receptions.

### RESERVATIONS:

Contact the hotel directly by calling 877-253-5466.

**To receive the group rate of \$110.00 per night ask for the Midwest Food Processors Association Room Block.**

### CUT OFF DATE:

Reservations must be made on or before **Saturday, October 29, 2011**. After the cut off the hotel will still accept reservations if rooms are available.



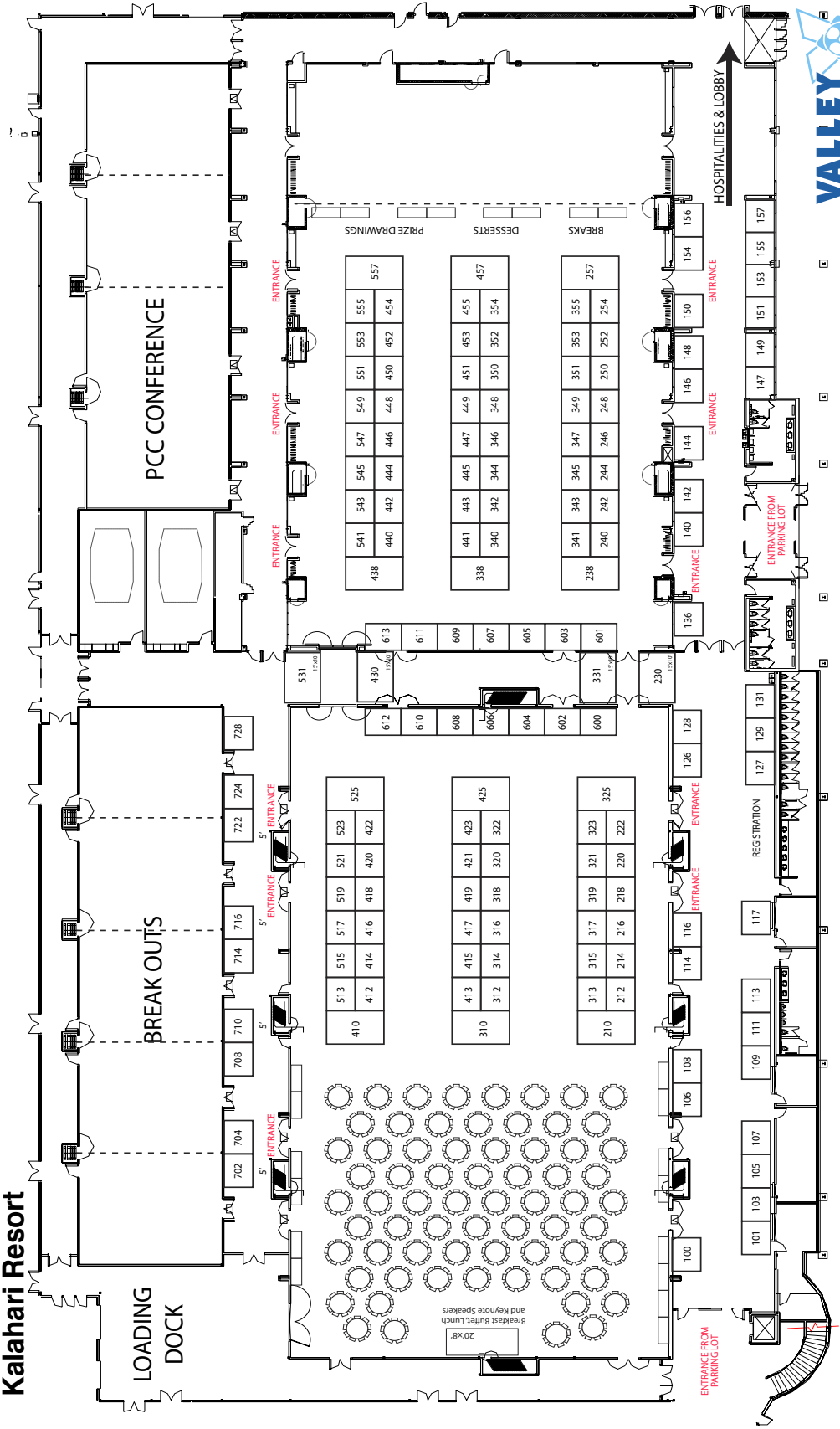
# PAST EXHIBITORS

Join the list of past exhibitors who have already benefitted from exhibiting at the MWFPFA Annual Convention!

A&K Development Co Inc  
Abbott & Cobb Inc  
Abbott Company  
AbeTech  
Adapt Plastics Inc  
ADI Systems Inc  
Advan LLC  
Advanced Detection Systems  
Aeration Industries Intl  
American Holt Corp  
Aerie Technologies  
Aerospace Lubricants Inc  
Ag World Support Systems  
AgraQuest Inc  
Agrian  
Agrilance  
AgSource Food & Environmental Labs  
AIB International  
Alliant Energy  
American Holt Corporation  
American International Tooling  
American Mechanical Services  
Ampac Flexibles  
AMVAC Chemical Corp  
Anderson Instrument Co  
APN Wisconsin Inc  
Applied Science  
Applied Technologies Inc  
Arbon Equipment/Rite-Hite Corporation  
Armstrong International Inc  
ARPAC Group  
ATL  
Atlas Cold Storage - Midwest  
Atlas Pacific Engineering Co  
AWI Manufacturing  
BASF  
Bassett Mechanical  
Bayer Crop Science  
BDI  
Becker Boiler Co Inc  
Bel Art/Ricca Chemical  
Best USA Inc  
BFM Equipment Sales  
BIOFerm Energy Systems  
Biothane/Veolia Water Solutions & Technologies  
BIRKO Corporation  
Biwer and Associates Inc  
Boldt Construction  
Bolton & Menk Inc  
Bonestroo  
Bradley Systems  
Buhler Sortex Inc  
Burns Engineering  
Bytec Resource Management  
Cablevey Conveyors  
Care Controls Inc  
Cascade Earth Sciences  
CavCom  
CES/Foodlogistik USA  
Channel One Feeding America Food Bank  
Chaska Chemical Co Inc  
ChemTreat Inc  
CK Safety  
Clarion Lubricants  
Clean Water Technology  
CMC-KUHNKE Inc  
CMI Equipment & Engineering Company  
Concepts and Designs Inc  
Crane Engineering Sales  
Crites Seed Inc  
DCI Inc  
Deibel Laboratories  
Donohue & Associates Inc  
Drives LLC  
Ecolab Food & Beverage  
Elmar Industries Inc  
EMS-USA Isulated Doors  
Energenex Inc  
Engineered Process Systems  
ESC Inc  
ESI Group USA  
EverView LLC  
Extrutech Plastics Inc  
Faith Technologies Inc  
Faithful & Gould  
FMC Agricultural Products  
FMC FoodTech  
Focus on Energy/SAIC  
Form Automation Solutions  
Fortress Technology  
Forward Wisconsin Inc  
FOSS North America  
Foth Infrastructure & Environment LLC  
G J Olney Inc  
GE Water & Process Technologies  
GEA Process Engineering Inc  
Gem Equipment of Oregon Inc  
Global Metal Solutions  
Global Water & Energy  
Great Lakes Food Machinery  
Guardian Pest Solutions Inc  
Harris Moran Seed Company  
HB Specialty Food  
HCR Inc  
Helena Chemical Co  
Hellenbrand Industrial  
Heritage Manufacturing  
HGS Protective Coatings LLC  
High-Mark Systems  
Honeywell Analytics  
Hose/Conveyors Inc  
Hughes Company Inc  
Hydrite Chemical Co  
Hydro Designs Inc  
Hydro-Klean Inc  
Hydro-Thermal Corp  
Hydroxyl Systems Inc  
I&S Group  
Industrial Brush Corporation  
Industrial Floor Care Products  
Industrial Network Systems  
Industrial Protective Coatings Inc  
Infor  
Interstate Bearing Systems  
J F Ahern Co  
J&W Instruments  
Janus Equipment Sales LLC  
JAX INC  
JBT FoodTech  
JetAir Technologies  
John Deere Agri Services  
Kagetec Industrial Flooring  
Kaman Industrial Technologies  
Kestrel Management Services  
Key Technology Inc  
Kraft Chemical Co  
KVP Inc  
Lakeshore Technical College  
Lee Industries Inc  
Lemna Technologies Inc  
Leviton Manufacturing Co  
Liberty Systems  
Lindquist Machine Corp  
Loffredo Fresh Produce Inc  
Loma Systems  
Lubrication Technologies  
Lubriplate Lubricants Co  
Lyco Manufacturing Inc  
M&M Supply Inc  
Macro Plastics Inc  
Magid Glove & Safety  
Magnuson + CCM Industries  
Markem-Imaje  
Market & Johnson Inc  
Marnap Industries Inc  
Marshfield Clinic Food Safety Services  
Materials Transportation Co  
Meg-Alert Inc  
Meltric Corp  
Mennekes Electrical Products  
Meritech Inc  
Mettler-Toledo Safeline  
Meyer Industries  
Michael Best & Friedrich  
Midland Plastics Inc  
Midwest Mechanical Solutions  
Midwest Organic Services Association  
Midwest Rubber Service and Supply  
Minnesota Crop Improvement Assoc  
Miron Construction Co Inc  
Monsanto  
Motion Industries  
Munters Corp  
MVTL Laboratories Inc  
Nalco Company  
NASCO  
Neil Dornbusch & Associates  
Nelson Environmental Inc  
Nelson-Jameson Inc  
Nelson Metal Technology  
New Way Packaging Machinery Inc  
Niro Inc  
Noren Products Inc  
North Central Insulation  
Northwestern Power Equipment Co  
NTN Bearing Corporation  
Odenberg  
Oliver Products Co  
OMIC USA Inc  
OneVision Corp  
optek-Danulat Inc  
Orkin Commercial Services  
Ovivo/GWE  
Oxbo International Corp  
Packaging Automation Corporation  
Packaging Technologies  
Parkson Corporation  
Par-Way Tryson Co  
Pearl Engineering Corp  
Plex Systems  
Plumbing Creations Company  
POWER Engineers Inc  
Power Specialties Corp  
PPM Technologies  
Precision Iceblast Corp  
Pretium Packaging  
Produce For Better Health Foundation  
ProSonix  
Protective Coating Specialists Inc  
PS Doors  
Pugleasa Company  
Pure Line Seeds Inc  
Quality Assurance International  
Quality by Vision Inc  
Quick Label Systems  
Quickdraft  
Rasco Industries Inc  
Red Bird Service  
Rexnord Industries Inc  
Roux Associates  
Rubber Fab Technologies  
Russell Associates  
SAFE-STRIDE of the OZARKS  
Safety Connections Inc  
Scott Equipment  
Second Harvest Food Bank  
Seedway LLC  
Select Technologies  
Seminis Vegetable Seeds  
Sentry Insurance  
S-F Analytical Laboratories Inc  
SKF Technology Inc  
Siemens Security Systems  
Sika Corp  
SlipNot Metal Safety Flooring  
SMT Food & Beverage  
Solar Bee Inc  
Southshore Companies  
Spray Dynamics LTD  
SSI Technology Inc  
Steel Pressure Vessel Group  
Stoel Rives LLP  
Storeroom Solutions Inc  
Structural Preservation Systems  
Summit Refrigeration Group  
Sussman Electric Boilers  
Syngenta Crop Protection  
Syngenta Seeds Inc - Rogers Brand  
T H Agri-Chemicals Inc  
Tanis Inc  
Temp-Air  
The Boldt Company  
The Fitzpatrick Co  
The Food Institute  
TMI Coatings Inc  
TNEMEC/Coating Resources  
Topsyn Flexible Packaging  
Total Lubricants USA Inc  
Tweet-Garot Mechanical Inc  
U.S. Water Services/Utility Chemicals  
UAP Distribution  
United Phosphorus Inc  
UPI  
Urschel Laboratories Inc  
US Water Services  
USA Tank Storage Systems  
Valspar Flooring  
Vanderloop Shoes Inc  
Vanmark Corporation  
Ventura Foods LLC  
VersaCold Logistics Services  
Videojet Technologies Inc  
Vyron Corporation  
Wenck Associates Inc  
Warehouse Equipment Inc  
Watertech of America Inc  
Wells Concrete Products  
Wenger Manufacturing  
Western Waterproofing Co  
Whallon Machinery  
WI Crop Production Association  
Wilbur-Ellis Co  
Wil-Kil/Copesan  
Winnebago Sales LLC  
Wisconsin Lift Truck  
World Water Works Inc  
WOW Logistics  
Xact Fluid Solutions  
Zoneworks  
Zorn Compressor & Equipment Inc

# FLOOR PLAN

**107th MWFPFA CONVENTION &  
84th ANNUAL PROCESSING CROPS CONFERENCE  
November 30 - December 1, 2011  
Kalahari Resort**



# BOOTH/SPONSOR

## BOOTH CHOICE

Please indicate your booth choices below.

### Booth Space:

- 1<sup>st</sup> choice \_\_\_\_\_
- 2<sup>nd</sup> choice \_\_\_\_\_
- 3<sup>rd</sup> choice \_\_\_\_\_
- 4<sup>th</sup> choice \_\_\_\_\_
- 5<sup>th</sup> choice \_\_\_\_\_

OPTION 1 = \$675  
for 10' wide x 8' deep space.  
We request \_\_\_ booth(s) = \$\_\_\_\_\_

OPTION 2 = \$975  
for 16' wide x 8' deep space. We request \_\_\_ booth(s) = \$\_\_\_\_\_

We prefer not to be located next to the following companies:

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## BOOTH CONTACT

This person must be available onsite at the show

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Cell Phone \_\_\_\_\_

Email \_\_\_\_\_

## SPONSOR AND RAFFLE OPPORTUNITIES

Gain more exposure at the MWFPFA Annual Convention by sponsoring an event or activity. MWFPFA will acknowledge your support in the convention program, display signage at sponsored events, on the sponsor banner, and in the registration area. In addition we will post your sponsorship on our website.

**Platinum = \$8000, Gold = \$5000, Silver = \$3000, Bronze = \$1000**

Events to Sponsor <small>Pick specific events, 1st come - 1st served</small>	Total Event Cost	Sponsor Amount (Minimum \$1,000)
All Industry Reception, Tuesday, Nov. 29th	\$8,000	
Chairman's Reception, Wednesday, Nov. 30th	\$8,000	
Morning Coffee Stations (2 total)	\$1,500	
Afternoon Refreshment Breaks (2 total)	\$1,500	
Kickoff Breakfast w/ Keynote Speaker	\$10,000	
Safety Breakfast w/ Keynote Speaker	\$10,000	
Wednesday Luncheon w/ Keynote Speaker	\$12,000	
Thursday Luncheon w/ Keynote Speaker	\$12,000	
Beer Break at the end of the day (Circle W or Th)	\$1,000	
Wine at the end of the day (Circle W or Th)	\$1,000	
Expo Cash Prize Drawings/Gift Cards	\$3,000	
Program Printing	\$4,000	
General Sponsorship	No Minimum	
<b>Big Prize Raffle* (for Exhibitors Only)</b>	\$300 per Exhibitor	

**\*Big Prize Raffle:** Guarantee traffic to your booth! Processors can win a **Big Screen TV** or an **iPad** by collecting all the sponsor stamps. You will receive a large Raffle Sponsor sign and a stamp for your booth. One TV and 3 iPads will be raffled each afternoon (must be present to win).

# REGISTRATION

## MWFPA EXHIBITOR REGISTRATION FORM

**MWFPA 2011 Annual Convention**  
**November 29-December 1, 2011**  
**Kalahari Convention Center, Wisconsin Dells, WI**

*Exhibit space is available to MWFPA Associate Members only.*

Company \_\_\_\_\_

Contact \_\_\_\_\_

Email \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

### Attendee Information *(Please Print)*

This information will be listed in our convention program.

1.

Name (First Last) \_\_\_\_\_ First for Badge \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Full Show \_\_\_ Wed Only \_\_\_ Thurs Only \_\_\_ Breakfast Buffet (included): W Th (circle days attending)

2.

Name (First Last) \_\_\_\_\_ First for Badge \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Full Show \_\_\_ Wed Only \_\_\_ Thurs Only \_\_\_ Breakfast Buffet (included): Wed **Y N** Thur **Y N** (circle)

### Additional Booth Staff

Two booth personnel are included in fee, additional staff \$100.00 for full show, \$50 for one day.

3.

Name (First Last) \_\_\_\_\_ First for Badge \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Full Show \_\_\_ Wed Only \_\_\_ Thurs Only \_\_\_ Breakfast Buffet (included): Wed **Y N** Thur **Y N** (circle)

4.

Name (First Last) \_\_\_\_\_ First for Badge \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Full Show \_\_\_ Wed Only \_\_\_ Thurs Only \_\_\_ Breakfast Buffet (included): Wed **Y N** Thur **Y N** (circle)

5.

Name (First Last) \_\_\_\_\_ First for Badge \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Full Show \_\_\_ Wed Only \_\_\_ Thurs Only \_\_\_ Breakfast Buffet (included): Wed **Y N** Thur **Y N** (circle)

**ALL CONTRACTS RECEIVED BY AUGUST 26, 2011**  
**WILL BE ELIGIBLE FOR THE 1<sup>ST</sup> ROUND BOOTH LOTTERY**

### THREE EASY WAYS TO REGISTER:

- 1) **MAIL** Completed Form
- 2) **FAX** Completed Form
- 3) **ONLINE** Registration at [www.mwfpa.org](http://www.mwfpa.org)

### Questions?

Call us at (608) 255-9946

# Exhibitor Registration Form

## Event Registration: Paid Activities

	<u>Cost</u>	<u>Quantity</u>	<u>Total</u>
<b>Wednesday, November 30</b>			
Wednesday Only Pass*	\$50	_____	\$ _____
Spouse/guest Buffet Lunch	\$25	_____	\$ _____
<b>Thursday, December 1</b>			
Thursday Only Pass*	\$50	_____	\$ _____
Spouse/guest Buffet Lunch	\$25	_____	\$ _____
<b>Full 2-Day Pass*</b>	\$100	_____	\$ _____

(\*For any Exhibitor Attendees beyond the two free attendees included with booth, this price also includes breakfasts, lunches, breakouts and receptions.)

**Hot Breakfast Buffet** (Included in booth fee) Please indicate next to your name on this registration form if you will attend for Wednesday and/or Thursday.

**Spouse Tours:** A separate registration form will be available for the tours.

## Method of Payment: Registration and Sponsorships

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

**Check:** Make payment to **Midwest Food Processors Assoc.**

Amount \$ \_\_\_\_\_ Check # \_\_\_\_\_

Mail to:  
 MWFPA  
 4600 American Pkwy, Suite 110  
 Madison WI 53718

**Credit Card:** Fax to MWFPA 608-255-9838

Visa    Master Card    American Express

Name on card \_\_\_\_\_

Card number \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Mo \_\_\_\_\_ Yr

Amount \$ \_\_\_\_\_ Signature \_\_\_\_\_

Booth(s).....	\$ _____
Sponsorship.....	\$ _____
Additional Registrants .....	\$ _____
Paid Events .....	\$ _____
<b>Total Cost .....</b>	<b>\$ _____</b>

# EXHIBITOR CONTRACT

## Terms and Conditions

### 107<sup>th</sup> MWFPA CONVENTION & 84<sup>th</sup> PROCESSING CROPS CONFERENCE

**BOOTH RESERVATIONS:** Contracts and payments received by August 26, 2011 will be included in the first round of booth assignments. Assignments will be based on a priority point system and lottery:

**PRIORITY POINTS ARE ASSIGNED ON THE FOLLOWING BASIS:**

- 1 Point for each calendar year of concurrent MWFPA Associate Membership as of January 1985.
- 1 Point for each year exhibited at MWFPA shows as a member or nonmember.

**PRIORITY POINT SYSTEM FOR BOOTH ASSIGNMENTS EXAMPLES:**

For August 26, 2011 lottery with Associate Membership dues paid for 2011:

1. Associate Member since 1/1/85 = 26 points + exhibited in 1991, 1993, 1995, 1997, 1999, 2001, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010 = 14 pts. Total points = 40 lottery points. (26 years as member + 14 years exhibited).
2. Associate Member since 1/1/2003 = 8 points + exhibited as non-member 1991, 1993, 1995, 1997, 1999, 2001 and exhibited as a member in 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010 = 14 points. Total lottery points = 22. (8 years as member + 14 years exhibited)

**AUGUST LOTTERY:**

Applications will be segregated by priority points. Each group of applicants with the same number of points will then participate in a lottery drawing.

**BOOTH ASSIGNMENTS AFTER AUGUST 26, 2011:**

Applications received after August 26, 2011 will be assigned on a first-in basis, and availability. If more than one application is received on a given day, priority points will be used for booth assignments.

**APPLY NOW!** Apply online or complete and email, fax, or mail the registration page of this contract with full payment to: MWFPA, 4600 American Pkwy, Suite 110, Madison, WI 53718, FAX: 608.255.9838.

**REFUND POLICY:** There will be no refunds for cancellations or reduction of exhibit space after August 26, 2011.

**BOOTH INCLUDES:** Booth space available is 10' wide by 8' deep or 16' wide by 8' deep end cap space. Each booth space will include back and side draping, skirted table and two chairs, identification signage and two free exhibit company attendees. The exhibit hall is carpeted.

**SET UP/TEAR DOWN:** Exhibitors move-in/set-up is Tuesday, November 29th from 9:00am – 5:00pm. Large equipment must move in on this date. Set up is also allowed on November 30th from 6:30am – 9:30am. NO large equipment can be moved in on this date. Please see exhibitor prospectus for additional information on set-up on this date.

**SHOW DATES/TIMES:** The exhibit show hours are Wednesday, November 30th from 9:30am – 4:00pm and Thursday, December 1st from 9:30am – 3:00pm. There will be exclusive Exhibit Only times 1/2 hour before lunch and 1/2 hour after lunch each day.

**EXHIBITOR SERVICE KIT/DECORATORS:** Valley Expo is the provider of exhibit decorations and services for the 2011 convention. You will be emailed an Exhibitor Service Kit when you reserve a booth. Please refer to the kit for any equipment and/or services you need to order. If any questions, call 877-332-4292 or 815-873-1500.

**UTILITIES:** The exhibit hall is carpeted. Standard electrical service is available for an additional fee through Valley Expo. Water/drainage is available in the exhibit hall for an additional fee. Utilities/services shall be installed at the exhibitor's expense through the Kalahari Convention Center. For more information see the Exhibitor Service Kit.

**ADMISSION TO CONVENTION:** Two free exhibitor attendee passes are included in each booth package purchased. There is a \$100 charge for every exhibit company attendee over the two free per booth space. All attendee passes include the following: breakfasts, lunches, refreshment breaks, admittance to all breakout sessions and receptions. There is an additional pre-registration fee for the spouse tours and spouse lunches. ALL attendees, including those who attend free, MUST pre-register on the Exhibitor Attendee Registration form to obtain a name badge pass to enter all show areas. Full convention details and Exhibitor Attendee Registration forms will be emailed out in July or can be downloaded from the Events page of [www.mwfpa.org](http://www.mwfpa.org).

**CHARACTER OF EXHIBITS:** The MWFPA Convention Committee, and MWFPA staff or agents reserve the right to decline an exhibit, that in its opinion is not suitable to, or not in keeping with the character of the event, and their right to modify the floor plan if required by the Kalahari Convention Center, WI fire marshals or government officials.

**LIABILITY:** It is expressly understood and agreed between exhibitors, MWFPA and the Kalahari Resort & Convention Center (KRCC), Wisconsin Dells, WI that MWFPA and KRCC shall not be liable for any loss, damage, or other claims for the property or goods of exhibitors. Furthermore, exhibitor agrees to indemnify and hold harmless MWFPA, its representatives, agents, contractors and employees against any and all liabilities, claims, demands, costs and expenses of every kind and nature (including attorney fees) arising out of or from any injury or damage to any person (including death), property or business as a result of the negligence or willful act of the exhibitor or the exhibitor's employees, agents, contractors or independent contractors. A Certificate of Insurance, consistent with KRCC requirements and naming MWFPA as an additional insured, must be on file with MWFPA prior to exhibition move-in. Exhibitor is responsible for the exhibit space assigned and shall not injure, mar, or deface the premises, nor apply any substance, nails, or other materials to the floor, walls, or windows of the Kalahari Resort & Convention Center, Wisconsin Dells, WI. Exhibitor agrees to reimburse MWFPA and/or KRCC for any loss, damage, or extraordinary cleaning costs to the exhibit space or the premises. Property or equipment left on the premises after the move-out time may be removed or charged space rental fee by the KRCC or the MWFPA. KRCC and MWFPA shall not be liable for any claim, loss, or damage to property that is removed from the premises under this action. Exhibitor agrees to pay to reimburse KRCC or MWFPA for any costs and expenses incurred as a result of the removal of property or enforcing this provision.

**AGREEMENT TO FOLLOW GUIDELINES OF KRCC:** The Exhibitor and the employees or agents of the Exhibitor agree to follow the guidelines issued by the KRCC and contained in the Exhibitor Service Kit provided by the Kalahari Resort & Convention Center, Wisconsin Dells, WI.

**MANAGEMENT DECISION:** Exhibitor agrees to abide by decisions of MWFPA management concerning all matters pertaining to the administration and success of MWFPA Convention 2011, which are not specifically addressed in this contract or the Exhibit Service Kit.

**CANCELLATION OF EXHIBITION:** Right of MWFPA Management: MWFPA management shall not be liable for any damages or expenses incurred by Exhibitor if the event is delayed, interrupted or not held as scheduled; and, if for any reason the MWFPA Convention 2011 is held on different dates or at different locations than scheduled, MWFPA management may retain as much of the amount paid by exhibitors as is necessary to defray expenses already or expected to be incurred by the MWFPA. It is further agreed that MWFPA is providing exhibit space only and makes no representations and will not be responsible for or guarantee attendance at the event.

**ARBITRATION:** If a dispute arises out of or related to this contract, or the breach hereof, and if said dispute cannot be settled through direct discussions, the parties agree to first endeavor to settle the dispute in an amicable manner by mediation administered by the American Arbitration Association under its Commercial Mediation Rules, before resorting to arbitration. Thereafter, any unresolved controversy or claim arising out of or relating to this contract, or breach thereof, shall be settled by arbitration administered by the American Arbitration Association in accordance with its Commercial Arbitration Rules, and judgment upon the award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof. This contract shall be governed by the laws of the State of Wisconsin. The mediation and arbitration shall be held in Madison, Wisconsin, or at such other place as may be selected by mutual agreement. The prevailing party shall be entitled to an award of reasonable attorney's fees.

*These guidelines apply to all exhibitors at the MWFPA show. By registering for this event you are agreeing to abide by these regulations.*