



SHOW INFORMATION

With 120,000 square feet of fun, there's plenty of room for grand exhibits, interactive spaces and hands-on activities for the entire family to enjoy. For more information, contact Jody Stollendorf at jody@madisonfestivals.com

LOCATION: Alliant Energy Center Exhibition Hall
1919 Alliant Energy Center Way Madison, WI 53713

SHOW DATE: Saturday and Sunday, November 14-15, 2009

SHOW HOURS: Saturday 10:00 a.m.-4:00 p.m.; Sunday 10:00 a.m.-4:00 p.m.

VENDOR MOVE-IN: Friday, November 13 (vendors must be moved in by 6 p.m.)

VENDOR MOVE-OUT: Sunday, November 15; 4:00 p.m.-7:00 p.m.

KEY DATES: Full payment due November 5, 2009

Single Booth

10'x10' booth, (2) chairs & 8' skirted table
(2) Weekend parking passes
Line listing on program exhibitors' list
Booth sign
Listing on Kids Expo website
Price: \$200
\$100 for each additional 8'x10' booth

Floor Space

Vendors may purchase floor space (no pipe/drape) for \$1.00/square foot. Minimum \$200.00

EXTRAS AND UPGRADES:

Premium Position:

Add an additional 10% and choose from available booth positions. (First-come, first-serve basis)

Logo and link on www.kids-expo.com/vendors.html. - \$50.00

To the best of our ability, we will try to give every vendor a free text link (not guaranteed). But you can stand out from the crowd by adding your logo. The logos will appear toward the top of the vendor page.

Live announcements at Kids Expo:

20-second spots to let people know about your participation and where they can find you. You can either supply copy or we will work with you to write unique blurbs.

10/1 day: \$75	5/1 day: \$50	2/1day: \$25
10/2 days: \$150	5/2 days: \$100	2/2 days: \$50

Program ad:

The official Kids Expo program is being published and distributed by Capital Newspapers. The guide will be inserted in the Sunday, November 8, 2009 edition of the Wisconsin State Journal, reaching households in Dane, Sauk, Columbia and Rock Counties. The program will also be available at the event. Total circulation is 128,000.

Confirm your ad size at the time of your vendor registration and MFI will provide a 15% discount off Capital Newspapers' published rates. (Rates available now at kids-expo.com)

Ad sizes available: 1/8 Page, 1/4 Page, 1/2 Page, Full Page

MADISON KIDS EXPO VENDOR CONTRACT

Please Print

Company Name _____

Contact Person _____

Address _____

City/State/ZIP _____

Daytime phone _____ Fax _____

E-mail address _____

Website address _____

Description of booth/activities/products _____

_____ *Please check here if you intend to bring an amusement ride as part of your booth (rides must be certified by the state).

_____ **Please check here if you are interested in having stage/demonstration time during the event.

Item	Unit Price	Total
Single Booth Fee	\$200.00	\$
Additional Booth(s)	\$100.00	\$
Floor Space	\$1.00/sq.ft. (\$200 min.)	\$
Premium Position	10% of total booth fee	\$
Logo/Link	\$50.00	\$
Live Announcements	10 in one day \$75.00	\$
	10 each day \$150.00	\$
	5 on one day \$50.00	\$
	5 on each day \$100.00	\$
	2 in one day \$25.00	\$
	2 on each day \$50.00	\$
Program Ad*		\$
TOTAL FEES DUE		\$

* Capital Newspaper will bill program advertisers directly.

Payment: Final payment due November 5, 2009.

Mail completed form and deposit to:

Kids Expo, Attn: Jody Stollendorf 2981 Cahill Main, Suite 2 Madison, WI 53711

Signature: _____

I signify that I have read and understand the rules and regulations listed below and will abide by all agreed upon terms.

THE PRODUCER AGREES:

It is understood and agreed by the vendor that this entire document and the attached "Event Rules" constitutes a contract between the vendor and Madison Festivals, Inc. with Purple Door Productions acting as their Agent, when and only when, this contract is countersigned by an Agent of Purple Door Productions. Acceptance of monies by Madison Festivals, Inc. under this contract is not binding if said money is returned before execution and acceptance of the contract by Madison Festivals, Inc.

WAIVER

Vendor agrees to indemnify Madison Festivals, Inc., Purple Door Productions, Alliant Energy Center, any and all sponsors of 2009 Kids Expo, and their officers, directors, trustees, employees, agents, representatives, volunteers and servants, and anyone else connected with the management or presentation of 2009 Kids Expo and will hold and save each of them harmless from any and all actions damages, and claims, to persons or property, penalties, obligations, liabilities or attorney's fees that may be asserted or claims by any person, firm, entity, corporation, political subdivision or other organization arising out of any negligent or intentional tortuous acts, errors or omissions of vendor, its agents, employees, sub-contractors, or invitees, provided for herein and arising out of the performance of this agreement.

RULES & REGULATIONS

Payment / Deposits

A deposit is required with the application to reserve a space. Locations are not allocated until full payment is received. Minimum deposit to reserve booth space is \$100.00 which is NON-REFUNDABLE. Full payment is due 45 days before the event.

Multimedia Policy

Images and audio/video recordings are periodically taken of participants, spectators and vendors at Madison Festivals, Inc. events. Please be aware these images and recordings are for Madison Festivals Inc.'s use only and may be used in a variety of publications including brochures, pamphlets, web pages, flyers or video productions.

Signage / Sound

Each vendor is supplied with a name sign. Additional signage is not allowed outside the vendor's booth. Signs may be placed inside the booth. Amplified sound is not allowed.

Electrical

No electrical is included with the booth fee. Electrical service is available for an additional charge through the Alliant Energy Center. Vendors are specifically forbidden to plug any electrical fixture into any box that has not been specifically assigned to their booth. Each vendor is responsible for any electrical problems occurring in their booth. Generators are not permitted.

Parking / Overnight Parking / Loading

Paid parking is available at the event site. Each booth will receive two parking passes. No overnight parking is allowed.

Security

All participants are responsible for proper insurance and protection of merchandise. Event Management is not responsible for the vendor's merchandise. Vendor assumes all responsibility for loss, theft or destruction of goods.

Damages

Vendor shall be liable for all damages which he/she may cause to the area, or otherwise in connection with his/her exhibit.

Clean-up

Vendors have the option of ordering booth services from Alliant Energy Center at a fee. Otherwise, booth trash should be taken to the dumpsters on the loading dock behind the facility.

Event Hours - All vendors MUST be open and staff the area for operation during all event hours

Animals - Animals are prohibited unless they are part of a show.

Stickers/Balloons – Stickers of any kind and helium balloons are prohibited by Alliant Energy Center

Keep a copy of this packet for your records. Page 2 should be returned to Madison Festivals.