



# 2021 Contract for Exhibitor Space

January 12-14, 2021

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

The Wisconsin Agribusiness Classic is managed by the Wisconsin Agri-Business Association partnered with the University of Wisconsin Extension and UW College of Agricultural and Life Sciences

**Booth Rental:** Please observe booth rates on the chart to the right. Prices are for WABA members and non-members. **First-time exhibitors qualify for WABA member rates.** Please indicate the number of booths requested along with a check or credit card information payable to WABA for the amount shown. *There is an Early Bird Special of 5% savings if paid in full by September 30, 2020.* Exhibitor payment is required with this application unless other arrangements have been made. Please contact the WABA office with questions regarding exhibitor space rental. Contracts may be cancelled with full refund on or before September 30, 2020. No refunds will be granted after September 30, 2020. Exhibitors must submit a Certificate of Insurance to WABA (See reverse side for more information).

# 10x10 Booths	WABA Member Cost	Non-Member Cost	# 10x10 Booths	WABA Member Cost	Non-Member Cost	# 10 x 10 Booths	WABA Member Cost	Non-Member Cost
1	\$600	\$1,038	13	\$4,315	\$7,551	25	\$7,915	\$13,851
2	\$980	\$1,703	14	\$4,615	\$8,076	26	\$8,215	\$14,376
3	\$1,315	\$2,272	15	\$4,915	\$8,601	27	\$8,515	\$14,901
4	\$1,575	\$2,745	16	\$5,215	\$9,126	28	\$8,815	\$15,426
5	\$1,915	\$3,351	17	\$5,515	\$9,651	29	\$9,115	\$15,951
6	\$2,215	\$3,876	18	\$5,815	\$10,176	30	\$9,415	\$16,476
7	\$2,515	\$4,401	19	\$6,115	\$10,701	31	\$9,715	\$17,001
8	\$2,815	\$4,926	20	\$6,415	\$11,226	32	\$10,015	\$17,526
9	\$3,115	\$5,451	21	\$6,715	\$11,751	33	\$10,315	\$18,051
10	\$3,415	\$5,976	22	\$7,015	\$12,276	34	\$10,615	\$18,576
11	\$3,715	\$6,501	23	\$7,315	\$12,801	35	\$10,915	\$19,101
12	\$4,015	\$7,026	24	\$7,615	\$13,326	36	\$11,215	\$19,626

Number of 10 x 10 booths: \_\_\_\_\_  
 Booth Size: \_\_\_\_\_ ft. x \_\_\_\_\_ ft.  
 Less 5% if paid by 9/30/2020: - \$ \_\_\_\_\_  
 Total Enclosed: \$ \_\_\_\_\_

## Booth Location:

Refer to the enclosed exhibit hall map or visit [www.agclassic.org](http://www.agclassic.org) for updated exhibitor map and listings. WABA reserves the right to make modifications to the floor plan as deemed appropriate. If your choices are not available, you will be contacted to determine an alternate booth location. We will attempt to honor, but do not guarantee, requests for placement away from or near other exhibitors (list on separate page).

First Choice Booth(s) # \_\_\_\_\_  
 Second Choice Booth(s) # \_\_\_\_\_  
 Third Choice Booth(s) # \_\_\_\_\_

## Conference Program & Mobile App:

Exhibitor will be listed in the program and mobile app in this manner:

Company/Firm Name: \_\_\_\_\_

Company Website: \_\_\_\_\_

Contact Phone (\_\_\_\_\_) \_\_\_\_\_

Contact Email \_\_\_\_\_

Product/Service Description (35 word limit): \_\_\_\_\_

\_\_\_\_\_

Please send an electronic copy of your company logo to:  
joan@wiagribusiness.org (this will be displayed in the mobile app)

## Agreement of Terms:

Submission of this application, with the authorized signature below, indicates that you have read, understand and agree to abide by all rules, regulations and restrictions outlined in this application and contained within the exhibit contract. The terms are made part of this application by reference and are fully incorporated herein.

Company \_\_\_\_\_

Rep. Name \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_

Email \_\_\_\_\_

(We accept Visa, MasterCard, Discover, American Express)

Credit Card # \_\_\_\_\_

Name on Credit Card \_\_\_\_\_

Expiration Date \_\_\_\_\_

Credit Card Billing Address \_\_\_\_\_

City/State/Zip Code \_\_\_\_\_

**Application Deadline is December 20, 2020**

**Do not write in box, for WABA Office Use**

Contract Date: \_\_\_\_\_ Receipt #: \_\_\_\_\_

Booth #'s Assigned: \_\_\_\_\_ Check Amount: \_\_\_\_\_

Please return white & yellow copies with payment to WABA. Keep pink copy for your records.

# Instructions & Provisions

## Terms of Payment

Payment in full must accompany the application and contract for the reservation of space unless other arrangements have been made.

## Refunds

Refunds will be made for cancellations received on or before September 30, 2020. Cancellations after September 30, 2020 will result in forfeiture of all payments.

## Subletting of Space

No space shall be sublet without the express written consent of the Wisconsin Agri-Business Association.

## Assignment of Exhibit Space

Priority for booth space is first offered to exhibitors from the previous year. After this, booths will be given on a first come, first serve basis. WABA reserves the right to make reasonable shifts as to the location of exhibitor booth space for the benefit of the exhibitor and betterment of the conference.

## Where to Unload

When arriving at the Alliant Energy Center to move in, please follow the signs to "SHIPPING & RECEIVING". This will take you to the loading dock area behind the Hall where a parking attendant will assist you. (The Alliant Energy Center requests exhibitors to NOT enter through the front lobby doors.) We ask that Exhibitors unload into their booth and then move their vehicle out of the loading dock before setting up. The Alliant Energy Center requests all exhibitors to move in from the loading dock area at the back of the building.

## Installation of Exhibits

Exhibitor set up time will be large equipment on Tuesday, January 12, 2021, from 7 a.m. to 12 p.m., **all others** 1 p.m. to 6 p.m. and on Wednesday, January 13, 2021 from 7 a.m. to 8 a.m.

**Once in place, all gas powered equipment should have battery cables disconnected, gas caps locked or taped, and 5 gallons or less of gasoline. Spot checking by the Town of Madison Fire Department is possible.** Arrangements can be made to park large equipment on the grounds during the week prior to the move-in.

## Hours of Exhibit

The trade show will be open from 8 a.m. to 7 p.m. on Wednesday, January 13, 2021, and from 8 a.m. to 2 p.m. on Thursday, January 14, 2021. Exhibitors should have their booths set up by 8 a.m. on Wednesday, January 13, 2021. There will be open hours for conference attendees to view the trade show in each day's program.

## Insurance

Insurance for the exhibitor's property and the exhibitor's protection, and insurance against any other liability or loss, must be provided by the exhibitor and be at the exhibitor's expense.

## Exhibit Hall Admittance/Badges

Exhibitors will be asked to provide in advance, a list of all their representatives who will occupy their booth(s). Badges will be required to be admitted into the exhibit hall for all convention attendees, including exhibitors. Two gratis pre-registrations per each 10x10 booth rented will be given, with a maximum of 6.

## Electrical, Furniture, and Carpet Rental

One 8 ft. skirted table and two chairs will be provided to each exhibit at no charge. WABA will provide carpeting in the aisles, but booth spaces are not carpeted. Electrical, additional furniture and carpeting are available from the Alliant Energy Center. Rates are provided in the exhibitor packet which will be mailed at a later date. For more information about ordering booth furnishings or services, please contact Customer Service at 608.267.3950 or [service@alliantenergycenter.com](mailto:service@alliantenergycenter.com)

## Display of Products

Display of products on the grounds will be limited to assigned spaces and will be confined to firms occupying regular booths and who are part of the conference. Bite-sized samples of food and 3 ounce servings of non-alcoholic beverages may be distributed free of charge by exhibitors.

## Removal of Exhibits

Exhibitors will not be permitted to remove exhibits or any part of the same until the close of the trade show at 2:00 p.m. on Thursday, January 14, 2021. All exhibits must be removed from the Exhibition Hall by midnight on Thursday, January 14, 2021. Arrangements can be made for parking large equipment on the Alliant Energy Center grounds for a reasonable length of time following the trade show.

## Name Sign and Show Colors

One company name sign will be furnished per exhibit. Show drapery is 8 ft. high red and black back curtains with 3 ft. high red side curtains.

## Size of Space

The size of each booth is a multiple of an area of 100 sq. ft. (10' x 10'). In arranging your exhibit, please conform with the size of your booth. No part of the exhibit may extend into the aisle. Draping at the back of the booth is 8 ft. high and side draping is 3 ft. high. There is a 30 ft. ceiling in the Exhibition Hall and the loading dock doors measure 20' x 20'.

## Shipping Instructions

Exhibits may be shipped to the Exhibition Hall at the Alliant Energy Center, 1919 Alliant Energy Center Way, Madison, WI 53713. Exhibitors will receive freight shipping instructions in exhibitor packets. Please make sure shipments are adequately addressed with the correct show name.

## Please Note

The Trade Show will be held on Wednesday and Thursday, Jan. 13 & 14, 2021, with ingress (set-up) on Tuesday, Jan. 12 and the morning of Wednesday, Jan. 13.

Please return white & yellow copies with payment to WABA. Keep pink copy for your records.  
WABA will mail signed contracts to Rep. Name and Address listed above.