



WISCONSIN CROP PRODUCTION ASSOCIATION

2317 International Lane, Suite 102, Madison, WI 53704-3154 Phone (608) 249-4070 Fax (608) 249-5311

CONTRACT FOR SPACE

2010 Wisconsin Crop Management Conference (formerly Wisconsin Fertilizer, Aglime & Pest Management Conference & Trade Show)

We hereby make application for booth space at the 2010 Wisconsin Crop Management Conference, January 13 & 14, 2010, at the Alliant Energy Center in Madison, WI.

Booth Rental: Please indicate the number of booths requested and enclose a check payable to WCPA for the amount shown, plus your 2010 WCPA membership dues.

#10x10 Booths	Cost	# 10x10 Booths	Cost	# 10x10 Booths	Cost
1	\$585	13	\$4,330	25	\$7,910
2	\$965	14	\$4,620	26	\$8,210
3	\$1,290	15	\$4,920	27	\$8,510
4	\$1,560	16	\$5,220	28	\$8,810
5	\$1,830	17	\$5,520	29	\$9,090
6	\$2,120	18	\$5,820	30	\$9,400
7	\$2,430	19	\$6,120	31	\$9,700
8	\$2,750	20	\$6,420	32	\$10,000
9	\$3,080	21	\$6,710	33	\$10,300
10	\$3,400	22	\$7,010	34	\$10,600
11	\$3,730	23	\$7,310	35	\$10,900
12	\$4,030	24	\$7,610	36	\$11,200

Exhibitor payment and membership dues are required with this application unless other arrangements have been made. Please contact the WCPA office with questions regarding exhibitor space rental and membership dues. Priority for booth assignments is given to 2009 exhibitors who return contracts to the WCPA office by September 30, 2009. Contracts may be cancelled with full refund on or before September 30, 2009. No refunds will be granted after September 30, 2009.

Additional instructions & provisions on back of contract.

Number of 10 x 10 booths _____	
Booth Size _____ ft x _____ ft.	
Booth Rental Amount	\$ _____
Required WCPA Membership Dues (dues is waived for 1st time exhibitors)	\$ _____
Total Amount Enclosed	\$ _____

(Please clearly print or type information.)

Company _____	Rep. Name _____
Address _____	Phone _____ Fax _____
City/State/Zip+4 _____	Signature _____
Credit Card # _____	Expiration Date _____ Name on Card _____

Accepted for the Wisconsin Crop Production Association by:

Do not write below this line.

Ck. Rec'd. Date: _____	Ck. #: _____	Ck. Amount: _____	Contract Date: _____
Booth #'s Assigned: _____			

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

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. Cancellations after September 30 will result in forfeiture of all payments.

Subletting of Space — No space shall be sublet without the express written consent of the Wisconsin Crop Production Association.

Assignment of Exhibit Space — Priority for booth space will be given to the previous year's exhibitors. WCPA 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.

Installation of Exhibits — Exhibitor set up time will be **large equipment** Tuesday, January 12, 2010, from 7 a.m. to 1 p.m., **all others** 2 p.m. to 6 p.m. and on Wednesday January 13, 2010 from 7 a.m. to 8 a.m. (Non-equipment booths may be able to move in earlier on Tuesday if the draping of booths is completed.)

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 **8:00 a.m. to 7:30 p.m.** on Wednesday, January 13, 2010, and from **8:00 a.m. to 2:00 p.m.** on Thursday, January 14, 2010. Exhibitors should have their booths set up by 8:00 a.m. on Wednesday, January 13, 2010. There will be open hours for conference attendees to view the trade show in each day's program.

Electrical, Furniture, and Carpet Rental — One 8 ft. skirted table and two chairs will be provided to each exhibit at no charge. WCPA 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.

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, 2010. All exhibits must be removed from the Exhibition Hall by midnight on Thursday, January 14, 2010. 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 firm name sign will be furnished per exhibit. Show drapery varies in color each year. Please call WCPA for this year's colors.

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.

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, 2010, with ingress (set-up day) on Tuesday and Wednesday a.m., Jan. 12 & 13.

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