



WISCONSIN CROP PRODUCTION ASSOC.

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

2011 CONTRACT FOR EXHIBIT SPACE Wisconsin Crop Management Conference

We hereby make application for booth space at the 2011 Wisconsin Crop Management Conference, January 12 & 13, 2011, at the Alliant Energy Center in Madison, WI.

Booth Rental: Please observe booth rates on the chart to the right. Prices are for WCPA members and non-members. **First-time exhibitors qualify for WCPA member rates.** Please indicate the number of booths requested along with a check or credit card information payable to WCPA for the amount shown. *There is an Early Bird Special of 5% savings if paid in full by September 30, 2010.* Exhibitor payment is required with this application unless other arrangements have been made. Please contact the WCPA office with questions regarding exhibitor space rental. Contracts may be cancelled with full refund on or before September 30, 2010. No refunds will be granted after September 30, 2010.

# 10x10 Booths	WCPA Member Cost	Non-Member Cost	# 10x10 Booths	WCPA Member Cost	Non-Member Cost	# 10 x 10 Booths	WCPA Member Cost	Non-Member Cost
1	\$585	\$1,023	13	\$4,430	\$7,752	25	\$7,910	\$13,842
2	\$965	\$1,688	14	\$4,620	\$8,085	26	\$8,210	\$14,367
3	\$1,290	\$2,257	15	\$4,920	\$8,610	27	\$8,510	\$14,892
4	\$1,560	\$2,730	16	\$5,220	\$9,135	28	\$8,810	\$15,417
5	\$1,830	\$3,202	17	\$5,520	\$9,660	29	\$9,090	\$15,907
6	\$2,120	\$3,710	18	\$5,820	\$10,185	30	\$9,400	\$16,450
7	\$2,430	\$4,252	19	\$6,120	\$10,710	31	\$9,700	\$16,975
8	\$2,750	\$4,812	20	\$6,420	\$11,235	32	\$10,000	\$17,500
9	\$3,080	\$5,390	21	\$6,710	\$11,742	33	\$10,300	\$18,025
10	\$3,400	\$5,950	22	\$7,010	\$12,267	34	\$10,600	\$18,550
11	\$3,730	\$6,527	23	\$7,310	\$12,792	35	\$10,900	\$19,075
12	\$4,030	\$7,052	24	\$7,610	\$13,317	36	\$11,200	\$19,600

Number of 10 x 10 booths: _____
 Booth Size: _____ ft. x _____ ft.
 Less 5% if paid by 9/30/2010: - \$ _____
 Total Enclosed: \$ _____

Booth Location:

Refer to the enclosed exhibit hall map or visit www.wicrops.org for updated exhibitor map and listings. Priority for booth assignments is given to the 2010 exhibitors who return contracts to the WCPA office by September 30, 2010. 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:

Exhibitor will be listed in the program in this manner:

Company/Firm Name: _____
 Company Website: _____
 Phone (_____) _____
 Product/Service Description (35 word limit): _____

Agreement of Terms:

Submission of this application, with the authorized signature below, indicates that we 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 _____
 Credit Card # _____
 Expiration Date _____
 Name on Card _____

Contract Date: _____	Do not write in box, for WCPA Office Use
Check #: _____	
Check Amount: _____	
Booth #'s Assigned: _____	

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 11, 2011, from 7 a.m. to 1 p.m., **all others** 2 p.m. to 6 p.m. and on Wednesday January 12, 2011 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 a.m. to 7:30 p.m.** on Wednesday, January 12, 2011, and from **8 a.m. to 2 p.m.** on Thursday, January 13, 2011. Exhibitors should have their booths set up by 8 a.m. on Wednesday, January 12, 2011. There will be open hours for conference attendees to view the trade show in each day's program.

Exhibit Hall Admittance/Badges -- Exhibitors will be asked to provide in advance a list of all their representatives. 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, 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. 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 13, 2011. All exhibits must be removed from the Exhibition Hall by midnight on Thursday, January 13, 2011. 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. 12 & 13, 2011, with ingress (set-up) on Tuesday, Jan. 11 and the morning of Wednesday, Jan. 12.



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