

THIS INFORMATION MUST BE PROVIDED in order to process your registration. Thank you.

PLEASE NOTE: All exhibitors must have a direct relation to gardens, lawns or landscapes. 75% of each exhibitor's products for sale must also meet this requirement.

NEW EXHIBITORS must also apply for review by the Garden Expo Jury Committee and submit the separate **New Exhibitor Application**. See **Terms and Conditions** for complete information.

▶ business name

▶ address

▶ city state zip

▶ contact (full name) phone

▶ company Web site URL fax

▶ e-mail address

▶ product / booth topic (must be related to gardens, lawns or landscapes)

exhibitor registration 2010

Wisconsin Public Television

all registration forms are available as PDFs at wpt.org/gardenexpo



Garden Expo 2010

February 12, 13, 14 Friday 4-9 / Saturday 8-6 / Sunday 10-4

Exhibition Hall / Alliant Energy Center / Madison

presented by Wisconsin Public Television and UW-Extension

DeAnne Massey / special events manager
Wisconsin Public Television
821 University Avenue
Madison, WI 53706

608. 262. 5256 telephone
608. 263. 0429 facsimile
massey@wpt.org



PLEASE NOTE: We have to know how many booths of each type that you require. Please indicate the quantity of each booth type in the box to the left of each price break.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	corner + additional corner
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	corner + additional standard
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	standard + additional standard

booth information

Standard booth includes a 10 foot by 10 foot area with one 8 foot table, a sign, two chairs and a white fabric backdrop on metal piping. You may purchase additional equipment and electricity through the Alliant Energy Center. Alliant Energy Center forms will be sent to you separately. Indicate your first, second and third booth choices in the spaces above. We cannot guarantee your booth location but will do our best to accommodate your request.

early registration / February 16 - April 15, 2009

quantity standard booth at **\$537** each + additional standard at **\$387** each + corner booth at **\$611** each + additional corner at **\$456** each = \$ _____ total

regular registration / after April 15, 2009

quantity standard booth at **\$601** each + additional standard at **\$416** each + corner booth at **\$676** each + additional corner at **\$493** each = \$ _____ total

one-day tickets for guests (limit 10 maximum)

Exhibitors will receive 2 free one-day tickets. Tell us how many *additional* one-day tickets you need. Up to 10 *additional* tickets can be purchased for \$5.00 each. (General admission tickets can be purchased at the advance discount by calling 608. 265. 3854.)

I need additional one-day tickets at **\$5.00** each \$ _____

three-day exhibitor passes

Tell us how many 3-day passes you need for you and your staff. A maximum of 20, *free* 3-day passes will be mailed with your confirmation packet three weeks prior to the event. If you need more than twenty, up to 10 *additional* passes can be purchased for \$5.00 each.

I need free passes. I need additional passes @ **\$5.00** each. \$ _____

parking passes

One parking pass per exhibitor will be mailed with your confirmation packet. Until January 31, 2010 *additional* 3-day event parking passes can be purchased for \$15.00 each.

I need additional parking passes @ \$15.00 each. \$ _____



MORE. See other side for set-up dates, payment and signature release. OVER

\$

grand total from other side

**payment
& fee information**

50% of registration fees are refundable if cancellation is received prior to October 31, 2009. After that date cancellations are not refundable. Exhibit registrations are confirmed by letter upon receipt of your payment.

A down payment of 50% of your total costs is needed to process your registration.

Note: Payment of the balance is due by October 31, 2009. A 10% late payment fee will be charged for any balance paid after October 31.

Full payment is required if you register after October 31.

I am paying in full. I am making a down payment of 50% of my total costs.

check enclosed payable to **Garden Expo** Visa Mastercard

_____ card number

_____ signature

_____ expiration date

_____ please print your name



set-up dates

Please indicate your choice of either, or both, set-up days.

Thursday, February 11 from 1:00 p.m. - 11:00 p.m.

Friday, February 12 from 8:00 a.m. - 3:00 p.m. (you must be ready to go by 3:00 p.m.)



booth signs/event program

Booth signs (11" x 17" white card stock) will be provided. Please print EXACTLY how your business name and city name should appear on the sign and in the event program.

_____ business name

_____ city

release

UNDER NO CIRCUMSTANCES

may an exhibitor re-sell, sub-lease or loan Garden Expo booth space with any other business, organization or person.

exhibitors are subject to all Terms and Conditions of the Garden Expo.

- read the Terms and Conditions (see separate sheet)
- sign below (your signature is required for participation)
- keep the Terms and Conditions sheet for your records

The Exhibitor agrees to indemnify and hold harmless Friends of WHA-TV, Inc., its employees, agents, successors and assigns from claims arising out of its participation in the 2010 Garden Expo, including claims caused by the negligence, errors or omissions of the Friends of WHA-TV, Inc.

Friends of WHA-TV, Inc. will not be liable for injuries to, or loss or damage to property of, the Exhibitor, its employees, agents, guests or attendees, arising out of the 2010 Garden Expo, including but not limited to injuries, losses, or damage due to theft, vandalism, fire, smoke, water from any source, electric current or failure of same, weather, or defects in booths, tables, or other equipment.

By signing this release, the undersigned warrants that he or she has read its terms and agrees to be bound thereby.

_____ signature

_____ date

thank you

sign this form and fax or mail it with full payment, or a down payment of 50% of your total costs (checks payable to Garden Expo), to:

**DeAnne Massey / special events manager
Wisconsin Public Television
821 University Avenue
Madison, WI 53706**

**608. 262. 5256 telephone
608. 263. 0429 facsimile
massey@wpt.org**



Lecture and demonstration sign-up deadline is September 15, 2009. Please complete the separate proposal form.