

**Wisconsin Public Television reserves the right to determine all booth locations.**

**Exhibitors are subject to all Terms and Conditions of the Garden Expo. Read the separate Terms and Conditions sheet and sign the release on the other side of this form.**

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 ) \_\_\_\_\_

## non-profit organization registration 2010

### Wisconsin Public Television Garden Expo 2010

all registration forms are available as PDFs at [wpt.org/gardenexpo](http://wpt.org/gardenexpo)

**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**



- check here if you are registering a non-profit organization that will be selling items or services at this event. A 10% commission fee applies to all sales. Fees are due to the address above within 10 days after the event. Commission fees do not apply to organization memberships.

#### booth information

**please be sure to indicate the booth quantity.**

Standard booth includes a 10 foot by 10 foot area with one 8 foot table, 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 with booth confirmation.

#### 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 must be received to process your registration.

#### booth fees and quantity

number of booths needed \_\_\_\_\_ @ **\$100** for each standard booth \$ \_\_\_\_\_ 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 guest 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. \$ \_\_\_\_\_

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

\$ \_\_\_\_\_  
**grand total**

\$

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