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Friends of WHA-TV, Inc. stages an annual Garden Expo to bring together gardening enthusiasts and educators, designers, service providers and vendors to help them maximize their gardening efforts. This event was conceived as a way to deliver the expertise of UW-Extension agents, non-profit organizations, the home gardening industry and related businesses to the public at large. It is also an important fundraiser for Friends of WHA-TV, Inc. that generates funding for the Wisconsin Public Television program schedule.

Friends of WHA-TV, Inc. staff and volunteers, along with Wisconsin Public Television staff are committed to making the Garden Expo successful for exhibitors and attendees. Friends of WHA-TV relies heavily on the Garden Expo Committee to establish and implement Garden Expo policies and practices. To develop a shared set of expectations, we have developed the following terms and conditions for Garden Expo participants.

## **terms and conditions 2010**

### **Wisconsin Public Television**

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



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### **eligibility**

### **exhibitor charges**

### **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**  
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### **exhibitors are subject to all terms and conditions of the Garden Expo.**

- 1** Friends of WHA-TV, Inc. has sole discretion over acceptance of exhibitors for the Expo. Exhibitor businesses and non-profit organizations will demonstrate the quality and relevance of exhibitors to make the Garden Expo successful. Only Friends of WHA-TV is allowed to sell booth space. Exhibitors may not, under any circumstances, re-sell, sub-lease or loan Garden Expo booth space with any other business, organization or person. Friends of WHA-TV, Inc. reserves the right to ban an exhibitor from the show or future shows for such a violation.
- 2** Exhibit space is limited and is offered "as available". Friends of WHA-TV, Inc. will try to fulfill requests for space, but retain sole discretion over the assignment of all exhibit booth spaces.
- 3** Upon timely receipt of down payment and confirmation of renewed participation, current exhibitors will generally be able to maintain their approximate booth space for next year's Garden Expo. However, Friends of WHA-TV, Inc. retains sole discretion over the assignment of all exhibit booth space.
- 4** Exhibitor contracts are renewable annually and are in effect upon issuance of confirmation letter and receipt for fees.
- 5**
  - a) Businesses and organizations may apply for exhibit space at the Garden Expo by submitting a *New Exhibitor Application/Jury Procedure*, a completed event registration packet and the appropriate payment. Friends of WHA-TV, Inc. in conjunction with The Garden Expo Committee are authorized to determine the eligibility of applicants.
  - b) Event exhibitors are limited to those which provide, as a normal part of their business, products and services related to gardening, landscaping, garden products or that in the opinion of Friends of WHA-TV, Inc. are related to gardening. Applicant exhibitors must specifically define products and services to be exhibited on the registration form. New exhibitors must apply for review by the Garden Expo Jury Committee to ensure the highest show standards for fellow vendors and for the public. Friends of WHA-TV has sole discretion over acceptance of exhibitors.
  - c) To be eligible for participation, all exhibitors must be free of outstanding debts to Friends of WHA-TV, Inc. for any previous Garden Expo.
- 6**
  - a) Booth fees are outlined on the registration form
  - b) Service order charges: Exhibitors must make requests for additional service orders (electricity, tables, chairs etc) directly to the Alliant Energy Center. Separate, additional charges for service orders are set by and handled by the Alliant Energy Center.
  - c) Payment for space: Exhibitors will be allowed to set up for the event **only** if the final booth payment has been received by Friends of WHA-TV, Inc. If payment is not received, the exhibitor forfeits the space.

This space may be re-assigned or used by Friends of WHA-TV, Inc. Refund, if any, will be dependent on date of forfeiture unless arrangements for delayed occupancy have been approved in advance. In all cases, the Exhibitor shall remain liable for any unpaid fees to Friends of WHA-TV, Inc.

**booth assignment**

- 7** a) The event registration form will include an opportunity for business/for-profit exhibitors to express preference for booth configuration and will specify the maximum number of booths available per exhibitor. However, Friends of WHA-TV, Inc. retains sole discretion over the assignment of all exhibit booth space. Friends of WHA-TV, Inc. cannot guarantee booth preferences or configurations. Because Non-profit Exhibitors receive discounted registration fees, a preference of booth location is not possible.
- b) Friends of WHA-TV, Inc. reserves the right to limit the amount of space for any Exhibitor.

**exhibitor & booth display requirements**

- 8** a) Building rules and municipal ordinances: Exhibitors agree to obey all the rules of the Alliant Energy Center which are in effect at the time of the event, and to abide by all city and county rules and regulations to which the event is subject.
- b) Exhibits must remain within the 10 feet by 10 feet configuration or multiples thereof depending on confirmed reservation. No extension into aisles is permitted. Booths located by the wall must have a one foot space between the wall and booth curtain. Displays cannot be pushed against the walls, nor can boxes or other materials be stored in the space. Friends of WHA-TV, Inc. reserves the right to use Alliant Energy Center staff to move an exhibitor's booth display, if not in compliance with show rules, and assess that cost directly to that exhibitor.
- c) Exhibitors may distribute materials regarding their products only from inside their booths unless permission has been granted **in advance** of the Garden Expo to distribute materials elsewhere.
- d) Friends of WHA-TV, Inc. reserve the right to control the use and volume of any sound device or instrument.
- e) Exhibitors, their employees and/or volunteers may not engage in any conduct, physical or otherwise, that might damage or be detrimental in any way to the Garden Expo or Friends of WHA-TV, Inc. Friends of WHA-TV, Inc. reserves the right to ban an exhibitor from the show or future shows for such a violation.
- f) All Exhibitors may decorate booths as desired except that Friends of WHA-TV, Inc. reserve the right to have changed or removed any installation deemed to be detrimental to the best interest of the Garden Expo. Changes requested may include but are not limited to requiring additional screening/curtaining to be added at the exhibitors' expense. Exhibitors shall make every effort to decorate booths in a tasteful and aesthetically pleasing manner as determined by the Garden Expo Committee.
- g) Friends of WHA-TV, Inc. reserves the right to photograph any booth for show use only.
- h) All booth displays must remain completely set up until the previously published closing time of the event.

Any Exhibitor in violation of these guidelines will receive a verbal warning from Friends of WHA-TV, Inc. Should the Exhibitor not comply with the guidelines after the first warning, a second verbal warning will be issued. Continued violation after a second verbal warning will result in suspension from participation in the next Garden Expo. If, in judgment of Friends of WHA-TV, Inc. the violation is judged to be severe, in addition to the penalties noted above, the Exhibitor will be expelled from the event in progress without refund.

**cancellations**

- 9** Exhibitors who give written request for refunds for booth cancellation will be issued a partial refund until the date listed on the Garden Expo registration.

**failure to occupy space**

- 10** Any space not occupied or any booth not completely set up one hour before the event begins will be forfeited by the Exhibitor and this space may be re-assigned or used by the Garden Expo as it sees fit, without refund, unless arrangements for delayed occupancy have been made in advance by Friends of WHA-TV, Inc.

**additional rules/penalties**

- 11** a) In addition to the rules and penalties listed elsewhere in these policies, Friends of WHA-TV, Inc. may establish additional rules and penalties as shall be deemed necessary for the Garden Expo. Penalties established may include suspension from participation in future events.
- b) By completing and submitting registration materials and payment Exhibitors agree to these terms and conditions.