



# The REALTORS® Home & Garden Show – March 22 - 31, 2019

## Application and Contract for Exhibit Space

### Wisconsin Exposition Center at State Fair Park

Please reserve space for our exhibit at the REALTORS® Home & Garden Show, March 22 - 31, 2019. Exhibitor acknowledges that said application shall not become a contract until such time as it has been accepted in writing by show management. Exhibitor further agrees that it shall be bound by all conditions, rules, and regulations printed on the reverse side of said application and as shown in the exhibitor kit which will be provided to the undersigned. Exhibitor further acknowledges that the rules and regulations and contents of the exhibitor kit are made a part hereof as though fully set forth herein and that said exhibitor agrees to be bound by all rules and regulations stated and that this agreement shall be governed by, construed, and enforced in accordance with the laws of the State of Wisconsin.

#### Section 1: EXHIBITOR INFORMATION

Company Name \_\_\_\_\_ Contact Name \_\_\_\_\_  
 Exhibit Space Name \_\_\_\_\_ Website \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Email \_\_\_\_\_

**All exhibitors must check in at the Home & Garden Show office on your arrival for exhibitor move-in to receive the complimentary badges/tickets included with your booth fee.**

**The show office will be located directly adjacent to the east loading dock inside of Hall A. To have your packet mailed in advance, please email Stacie@gmar.ws by March 1, 2019. NO PACKETS WILL BE MAILED OUT AFTER THAT DATE.**

#### SECTION 2: BOOTH LOCATION REQUEST – Move-in time relates to booth location (see floor plan).

1<sup>st</sup> Choice \_\_\_\_\_ 2<sup>nd</sup> Choice \_\_\_\_\_ 3<sup>rd</sup> Choice \_\_\_\_\_ 4<sup>th</sup> Choice \_\_\_\_\_

Product/Service to be exhibited: \_\_\_\_\_ Competitors: \_\_\_\_\_

#### SECTION 3: SHOW GUIDE CATEGORY (One free listing included in booth fee. Additional listings may be purchased for \$25/each.)

Category Selected: \_\_\_\_\_ (A complete list of categories is available for review at [www.mkehg.com](http://www.mkehg.com))

#### SECTION 4: BOOTHS

BOOTH SIZE	FEE*	EARLY BIRD (thru 12/14/18)	TOTAL
10' x 10'	\$1,345	\$1,145	\$ _____
10' x 20'	\$2,690	\$2,290	\$ _____
10' x 30'	\$4,035	\$3,435	\$ _____
10' x 40'/20'x20'	\$5,100	\$4,100	\$ _____
10' x 50'	\$6,150	\$5,150	\$ _____
10'x60'/20'x30'	\$7,400	\$6,200	\$ _____
20' x 40'	\$9,800	\$8,200	\$ _____
20' x 50'	\$12,300	\$10,300	\$ _____

**Corner Booths** - Add the following premiums:

10' x 10'	\$ 200	\$ _____
10' x 20' +	\$ 100 each _____ # corners	\$ _____

**Total booth cost** \$ \_\_\_\_\_

50% deposit due with contract \$ \_\_\_\_\_

**Balance due FEB. 08, 2019** \$ \_\_\_\_\_

\*Fee includes 4 badges per 10' x 10' booth (maximum of 12) and 10 one-day tickets (maximum of 30). Order form for additional badges/tickets available at [www.mkehg.com](http://www.mkehg.com). Fee **DOES NOT** include parking, utilities, furniture, or (required) floor covering.

#### THIS SECTION FOR GMAR USE ONLY

Booth #(s) \_\_\_\_\_ # \_\_\_\_\_

Amount \_\_\_\_\_ # \_\_\_\_\_ Batch \_\_\_\_\_ \$ \_\_\_\_\_

Amount \_\_\_\_\_ # \_\_\_\_\_ Batch \_\_\_\_\_ \$ \_\_\_\_\_

#### SECTION 5: SIGNATURE REQUIRED

Your signature acknowledges that you have read and agree to the rules and regulations outlined on the reverse side of this contract.

Signature \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

#### SECTION 6: PAYMENT

☐ Check enclosed (Payable to GMAR)

☐ Visa/MC # \_\_\_\_\_ Exp. \_\_\_\_\_

☐ Please charge full amount

☐ Please charge 50% deposit; I authorize GMAR to charge the remaining balance on 2/08/19.

Signature: \_\_\_\_\_

After 2/21/19, payment will only be accepted by cash or credit card.

Accepted by Greater Milwaukee Association of REALTORS®:

\_\_\_\_\_ Date: \_\_\_\_\_

#### Return completed form to:

Karen Brienzo Karen@gmar.ws  
 Greater Milwaukee Association of REALTORS®  
 12300 W. Center Street  
 Milwaukee, WI 53222-4075  
 Phone: (414) 778-4929 Fax: (414) 778-4920

# REALTORS® HOME & GARDEN SHOW

## RULES & REGULATIONS

### 1. APPLICATION/ CONTRACT

- This application form constitutes merely an offer to enter into a contract with the Greater Milwaukee Association of REALTORS® for use of designated space at the REALTORS® Home & Garden Show. The completion and tendering of this form and/or the payment of all or any part of the application cost shall not create a contract until such time as the application has been formally accepted by show management.
- Show management expressly reserves the right to reject any application and return any payment accompanying such application for any reason or for no reason whatsoever.
- Any application which is accepted by show management shall upon acceptance become a binding agreement between the Greater Milwaukee Association of REALTORS® and the Exhibitor.
- A 50% deposit is due with contract. Final payment is due February 08, 2019.

### 2. CANCELLATION POLICY

- In consideration for the use of such space, the exhibitor shall pay to the Association those sums shown on the face of the contract. In the event exhibitor wishes to cancel the contract, said cancellation must be received in writing at GMAR, 12300 West Center St, Wauwatosa, WI 53222, on or before January 1, 2018 at 5:00 PM CST.
- Any cancellation notices received prior to January 1, 2019 at 5:00 PM CST will be assessed a \$250 administration processing fee. Said fee shall be withheld from funds on deposit, per the terms and conditions of the contract. Any remaining funds will be returned to exhibitor within a reasonable period of time.
- No refunds on any cancellations after January 1, 2019 at 5:00 PM CST. Exhibitor will still be liable for the full amount of the contract as shown on the face of said contract.

### 3. PAYMENT OF SPACE

- All monies paid shall be retained by the Show in the event Exhibitor fails to fulfill or violates contract or withdraws.
- Booth space must be paid for in full before exhibitor move-in or exhibitor will not be able to set-up his/her/its booth.
- No passes will be issued to exhibitor until booth space is paid for in full. Please note booth balances are due by February 08, 2019.

### 4. INSUFFICIENT FUNDS

Checks returned for insufficient funds or closed accounts shall be charged a \$25 returned check charge. If debtor fails to act within 10 days the returned check and returned check charge shall be turned over to legal counsel for collection and debtor shall be responsible for all court and attorney fees.

### 5. IRREGULAR ADVERTISING

The exposition is limited to those persons, firms, corporations, and other entities that have contracted and paid for exhibit space in exposition facility. No other persons, firms, corporations, or other entities will be permitted to demonstrate products, solicit orders, or distribute advertising matter on the floor of the show or in exposition facility. Any person violating this rule will be promptly ejected from the exhibit hall.

### 6. LIABILITY & INSURANCE

- Each exhibitor must make provision for the safe-guarding of his/her/its goods from the time they are placed in his/her/its booth until they are removed by the exhibitor. Special security personnel will be employed for the show, but the Greater Milwaukee Association of REALTORS® will not be responsible for, or guarantee to exhibitor, the safety of exhibit material against fire, accident, theft, or any loss or injury whatsoever.
- It is agreed that exhibitor shall assume all liability for damage to exposition facility caused by his/her/its exhibit, and shall indemnify Greater Milwaukee Association of REALTORS® and the Wisconsin Exposition Center at State Fair Park against any liability that might ensue by reason of his/her/its exhibit or presence at the show.
- Each exhibitor shall carry comprehensive general liability coverage including, but not limited to, premises, operations, and contractual liability of no less than \$500,000 for each occurrence, together with statutory worker's compensation insurance with a limit of no less than \$100,000. **Certificates of insurance** shall be furnished to show management no later than **February 08, 2019**.

### 7. UNION REGULATIONS

Exhibitor must observe all union regulations in force in the exhibit hall (details are provided in the Exhibitor Kit).

### 8. FIRE REGULATIONS

All decoration must be flame proof and must stand a fire test as prescribed by the fire ordinance of the City. (More regulations in Exhibitor Kit)

### 9. DRAYAGE & DECORATIONS

In order to simplify the in and out movement of all shipments as well as to provide the lowest possible costs consistent with quality performance needed in exhibit programs, official service contractors have been appointed. Direct shipments to the Wisconsin Exposition Center at State Fair Park are prohibited unless you are using the appointed decorator's services. Complete details of their services are provided in the Exhibitor Kit.

### 10. STORAGE

Storage and handling of crated material may be available on a limited basis with a fee per CWT charge by the show decorator, details provided in the Exhibitor Kit.

### 11. ELECTRICAL SERVICE

Electrical wiring and equipment must meet electrical codes of the City/Facility. Exhibitor must submit a service order form (included in exhibitor kit) and payment directly to the Wisconsin Expo Center at State Fair Park (not GMAR) prior to move-in and deadline date listed.

### 12. ASSIGNMENT AND USE BY OTHERS

No exhibitor may assign his/her/its agreement for exhibit space or permit any other person to use any part of such space.

### 13. FORCE MAJEURE

In the event the Wisconsin Exposition Center at State Fair Park or any part of the exhibit areas thereof are unavailable whether for the entire event or a portion of the event as a result of fire, flood, pest or any other such cause or as a result of governmental intervention, malicious damage, acts of war, strike, lock-out, labor dispute, riot or any other cause or agency over which the Show has no control, or should the Show decide that because of any such cause it is necessary to cancel, postpone or re-schedule the Show, or reduce the installation time, Show time, or move-out time, the Show shall not be liable to indemnify or reimburse the Exhibitor in respect of any damage or loss, direct or indirect as a result thereof.

### 14. COMPETITIVE EXHIBITS

In order to create a harmonious and attractive atmosphere for patrons of the show, Exhibitors shall not distribute anywhere within the Show premises or display materials at their Exhibit that mentions by name any competitor who is also an Exhibitor at the Show. The Greater Milwaukee Association of REALTORS® shall have the right to enforce this rule by physically removing any materials or displays that violate this rule from the show grounds. The Greater Milwaukee Association of REALTORS® shall have no liability to any Exhibitor or to any other party for any lost or damaged materials so removed.

### 15. BOOTH FLOORING

**ALL BOOTHS MUST HAVE SOME TYPE OF FLOORING IN THEIR SPACE** (i.e., carpet, landscaping, tile, etc.); this flooring must cover the entire space. If you don't have flooring in your space by 8am of the Show's opening day, the decorator will be instructed by show management to place carpeting in your booth and you will be billed accordingly at the floor rate set by the decorator (for appropriate carpet size as well as for labor costs if your display needs to be moved in order to place the carpeting).

### 16. BOOTH DESIGN

Exhibitor cannot exceed dimensions in the space they have contracted and paid for. **For side wall height, the first 3 feet into your exhibit space from the aisle, the display cannot exceed the 3 foot height limitation.** Sign height must not exceed 8 feet high or it must be finished off and have Show management's approval. Unfinished sides of your display must be covered. If you need a variance on the height restrictions, please request where noted on front side of contract. If your request has been granted, Show management will notify you.

### 17. AMPLIFICATION/OBSTRUCTION OF AISLES

Any demonstration, live performance, or other activity which results in obstruction of aisles to a neighboring booth shall be suspended, as the Show Management in its discretion may specify. **USE OF MICROPHONES, SPEAKERS AND BACKGROUND MUSIC IS PROHIBITED.**

### 18. STAFFING BOOTHS

**ALL BOOTHS MUST BE STAFFED AT ALL TIMES DURING SHOW HOURS.** Each company is responsible for staffing their booth 15 minutes prior to show opening and during show hours. If booths are not staffed, your company will not be invited back to exhibit the following year.

### 19. EXHIBITOR KIT

By signing this contract, you also agree to the following rules, guidelines and regulations which are included in the exhibitor kit: Exhibitor Bulletin; Important Guidelines; Electrical Connection; Wisconsin Exposition Center at State Fair Park Requirements; West Allis Fire Department Regulations; Height Regulations; Exhibitor Move-In Bulletin and Exhibitor Pass Information.

### 20. AISLE SOLICITATION

All aisle solicitation, including calling out from your display into the aisle, is absolutely forbidden. Booth attendants must confine their solicitation within the exhibitor booth. If you are caught soliciting in the aisle, you will be asked to leave the show and will not be invited back to exhibit in future shows. **THIS RULE WILL BE STRICTLY ENFORCED.**

### 21. BALLOONS

Balloons may be used in your display for visual impact. However, balloons may **not** be distributed to show visitors or used in any manner that requires the balloon to break or pop.

### 22. AMENDMENTS

Show Management shall have the full power in the interpretation and enforcement of all contract regulation contained herein and the power to make such amendments thereto, and such further rules and regulation as shall be considered necessary for the proper conduct of the event.



## The REALTORS® Home & Garden Show 2019

**Submit your FREE Category Listing for inclusion in the  
2019 REALTORS® Home & Garden Show Book**

**All exhibitors are eligible to receive one FREE category listing in the 2019 Show Guide.**

(Additional categories may be selected for a fee of \$25 each). Submitting your listing is the best way to ensure your current and prospective clients are able to locate you and your specific product or service at the Home & Garden Show and after.

Please complete the form below, indicating your category selections (as outlined on the reverse side of this form), and **return it with your payment to GMAR by no later than February 12, 2019** to be included in the 2019 Show Guide. If there is not a category that fits your product or service, you may create your own (no brand names allowed). Show Management will make the final decision to allow it or not.

Please contact [stacie@gmar.ws](mailto:stacie@gmar.ws)  
with any additional questions you may have. Thank You!

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**Please include our category listing(s) in the 2019 Home & Garden Show Guide as follows:**

\_\_\_\_\_ 1 Free Listing, plus \_\_\_\_\_ additional listing at \$25 each.

Company Name \_\_\_\_\_ Phone \_\_\_\_\_

1<sup>st</sup> Listing (FREE) \_\_\_\_\_

2<sup>nd</sup> Listing \_\_\_\_\_

3<sup>rd</sup> Listing \_\_\_\_\_

4<sup>th</sup> Listing \_\_\_\_\_

5<sup>th</sup> Listing \_\_\_\_\_

**Payment Information:**

\_\_\_\_\_ VISA \_\_\_\_\_ MasterCard \_\_\_\_\_ Check Enclosed (payable to GMAR)

Cardholder Name \_\_\_\_\_ Signature \_\_\_\_\_

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

**Please return this form, with your  
payment, by no later than  
February 21, 2019 to:**

**REALTORS® Home & Garden Show**  
12300 W. Center Street, Milwaukee, WI 53222  
Fax: (414) 778-4920 \* [stacie@gmar.ws](mailto:stacie@gmar.ws)

# Home & Garden Show Product Categories

ADDITIONS  
ART-INTERIOR  
ARCHITECTS  
ARTIST  
AUTOMOTIVE  
ASPHALT PAVING  
ATTIC INSULATION  
AWNINGS  
BASEMENT REMODELING  
BASEMENT REPAIR  
BATHROOM REMODELING  
BATHTUB & SHOWER REFINISHING  
BED & BATH LINENS & ACCESSORIES  
BLINDS/SHADES  
BOOKS  
CABINET REFACING  
CABINETS  
CHANDELIER CLEANING  
CHIMNEY MAINTENANCE  
CLEANING PRODUCTS  
CLOSETS  
CLOTHING  
COMPUTER/WEBSITE SERVICES  
CONCRETE  
CONCRETE-DRIVES/PATIOS/WALKWAY  
CONSUMER INFORMATION  
COOKWARE  
COUNTERTOPS & FABRICATING  
CUSTOM HOME BUILDING  
DECKS  
DECORATIVE ACCENTS  
DRYWALL  
DUCT CLEANING  
ELECTRICAL CONTRACTOR  
ENERGY EFFICIENCY  
EXERCISE EQUIPMENT  
FENCING  
FINANCIAL SERVICES  
FIREPLACES  
FLAGS & FLAGPOLES  
FLOORING  
FLOWER BULBS & PLANT SUPPLIES  
FOOD/SPECIALTY FOOD  
FOUNDATION REPAIR  
FURNITURE INDOOR  
FURNITURE OUTDOOR  
GARAGE DOORS  
GARAGE ORGANIZATION & STORAGE  
GARDEN ADVICE  
GARDEN ART & DÉCOR  
GARDEN TOOLS/SUPPLIES/NURSERY  
GEOTHERMAL HEATING/COOLING  
GIFTS  
GLASS BLOCK  
GLASS-STAINED & LEADED  
GRANITE  
GREEN HOUSES  
GUTTERS  
HANDYMAN SERVICES  
HARDSCAPES  
HEALTH  
HEATING & AIR CONDITIONING

HERBAL TEA  
HOME BUILDING  
HOME CLEANING  
HOME DÉCOR  
HOME ENTERTAINMENT  
HOME IMPROVEMENTS  
HOUSEWARES  
INSULATION CONTRACTORS  
INSURANCE  
INTERIOR DESIGN/DECORATING  
JEWELRY/JEWELRY CLEANER  
KITCHEN ACCESSORIES/WARES  
KITCHEN CABINETS  
KITCHEN REMODELING  
KITCHEN – OUTDOORS  
LADDERS  
LAKE & POND MANAGEMENT  
LANDSCAPE BORDERS  
LANDSCAPE & CONCRETE SUPPLIES  
LANDSCAPE CONTRACTORS  
LANDSCAPE DESIGN  
LANDSCAPING  
LAWN & GARDEN EQUIPMENT  
LAWN CARE SERVICES  
LAWN SPRINKLER SYSTEMS  
LENDER/MORTGAGE BROKER  
LIGHTING INDOOR/OUTDOOR  
MARBLE  
MASONRY RESTORATION  
MOBILE HOME SUPPLIES  
MOVING & STORAGE  
MUDJACKING  
MULCH  
OUTDOOR LIVING AREAS  
OUTDOOR KITCHENS  
ORGANIC FERTILIZER  
OUTDOOR STRUCTURES  
PAINT SUPPLIER  
PAINTING SERVICES INTERIOR/EXTERIOR  
PATIOS  
PEST CONTROL  
PET SUPPLIES  
PHOTOGRAPHY  
PIER/BOAT LIFTS  
PLUMBING  
PORTABLE STORAGE  
PUBLICATIONS  
RADON TESTING & MITIGATION  
REAL ESTATE SALES/SERVICES  
REMODELING  
RENEWABLE ENERGY CONTRACTOR  
RETAINING WALL SYSTEMS  
ROOFING  
SAFETY APPAREL  
SATELLITE TV  
SECURITY SYSTEMS  
SHEDS  
SIDING  
SKIN CARE  
SKYLIGHTS  
SOD & SODDING SERVICES  
SPAS/HOT TUBS/SAUNAS

SPORT FLOORING  
STONE PRODUCTS – CULTURED  
STONE PRODUCTS – NATURAL  
SUNROOMS  
SUSTAINABLE LANDSCAPE SOLUTIONS  
SWIMMING POOLS  
TILE & STONE  
TINY HOUSES  
TREE SERVICE  
VACATIONS  
VACUUMS & CENTRAL CLEANING  
WATER CONDITIONING/PURIFICATION  
WATER FEATURES  
WATERPROOFING  
WINDOW CLEANING  
WINDOW TREATMENTS  
WINDOWS  
WINDOWS & DOORS  
WINE TASTING & ACCESSORIES  
WOOD FLOORING  
WOOD RESTORATION