

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 2012

Wisconsin Public Television



all registration forms are available as PDFs at wigardenexpo.com

Garden Expo 2012

February 10-12 Friday 4-9 / Saturday 9-6 / Sunday 10-4

Exhibition Hall / Alliant Energy Center / Madison

presented by Wisconsin Public Television and UW-Extension

Kristin Korevec/Special Events Manager
Wisconsin Public Television
821 University Avenue
Madison, WI 53706

608. 262. 5256 telephone
608. 890. 4571 facsimile
gardenexpo@wpt.org
wigardenexpo.com

early registration / February 15 - April 15, 2011

quantity standard booth at **\$563** each + additional standard at **\$416** each + corner booth at **\$634** each + additional corner at **\$468** each = \$ _____ total

regular registration / after April 15, 2011

quantity standard booth at **\$625** each + additional standard at **\$438** each + corner booth at **\$704** each + additional corner at **\$493** each = \$ _____ total



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="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	corner + additional corner
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	corner + additional standard
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	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. After October 1, go to the Alliant Energy Center website at alliantenergycenter.com and click on *Exhibitors* to order booth services online.

Exhibitors will receive 2 free one-day tickets for guests. Tell us how many additional one-day tickets you would like to purchase for \$7.00 each.

I need additional one-day tickets at **\$7.00** each \$ _____

Tell us how many 3-day exhibitor passes you need for you and your staff working at the show. 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 \$7.00 each.

I need free passes. I need additional passes @ **\$7.00** each. \$ _____

One parking pass per exhibitor will be mailed with your confirmation packet. Until January 31, 2012 additional 3-day event parking passes can be purchased for \$18.00 each.

I need additional parking passes @ \$18.00 each. \$ _____

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

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.

You can submit a proposal to present a lecture or demonstration. Sign-up deadline is September 15, 2011. Please complete the separate proposal form.

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 Wisconsin Public Television, Inc. (WPT), its employees, agents, successors and assigns from claims arising out of its participation in the 2012 Garden Expo, including claims caused by the negligence, errors or omissions of the Friends of WPT.

Friends of WPT 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 2012 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 _____

payment & fee information

50% of registration fees are refundable if cancellation is received prior to October 31, 2011. After that date cancellations are not refundable. Exhibit registrations are confirmed by letter upon receipt of your payment.

Thank you. Sign this form and fax or mail it with full payment or a downpayment of 50% of total costs, to Kristin Korevec. Contact information on the front.

\$
_____ **grand total from other side**

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, 2011. 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 _____ expiration date _____ 3-digit security code _____

signature _____ please print your name _____