

2011 Exhibit Space Contract
 October 1-2, 2011
 Madison Marriott West
 Middleton, Wisconsin



Note: Please complete and return to:
 Mary Kaja, Show Director
 Wisconsin Jewelers Association
 P.O. Box 1604
 Madison, WI 53701-1604
 (608) 257-3541
 FAX (877) 778-3537
 E-mail: expo@madisonjewelryexpo.com
 www.madisonjewelryexpo.com

Corner Booth 8'x 10' \$1495 • Inside Booth 8'x10' \$1095

Please refer to the floor plan to indicate preferred booth locations:

First Choice _____ Second Choice _____ Third Choice _____

SHOWBOOK LISTING INFORMATION (One listing per contract. Additional listings are \$75.00 each.)

Cross Reference/Product Listing: Please indicate which product categories listed below your company will be displaying at the Madison Jewelry Expo. Due to limited space only the first three listings will be FREE. There will be a charge of \$30.00 for each additional product listing. Please circle your three categories.

- | | | | |
|-------------------------------|--------------------------|-----------------------|----------------------------------|
| Boxes/Packaging | Computer Systems | Findings | Pendants/Pins |
| Bracelets | Designer Jewelry | Gemological Equipment | Platinum Jewelry |
| Bridal Jewelry | Diamond Jewelry | Giftware | Promotional Products |
| Business Services | Loose Diamonds | Gold Jewelry | Refining |
| Cleaning Supplies | Displays | Insurance Services | Security Equipment |
| Clocks | Earrings | Men's Jewelry | Sterling Silver Jewelry |
| Colored Gemstones, Loose | Education/Training | Mountings/Semi-mounts | Store Fixtures/Showcase Lighting |
| Colored Gemstones, Mounted | Equipment & Machinery | Necklaces | Tools/Jewelry Store Supplies |
| Colored Stones, Semi-precious | Estate & Antique Jewelry | Pearl Jewelry | Watches/Watch Bands |

Showbook Description:

WE WILL DISPLAY THE FOLLOWING ITEMS *REQUIRED (max. 50 words): _____

PAYMENT INFORMATION

**This information will be used as Contact Information in the Showbook as well.*

Advance payment of 50% of the booth rental must accompany this contract. Balance to be paid on or before August 1, 2011. Full payment may accompany this contract. Make checks payable to: WISCONSIN JEWELERS ASSOCIATION. Please **type** or **print**.

Company Name _____ Contact Person _____
 Address _____ City _____ State _____ Zip _____
 Phone _____ Fax _____
 E-Mail (Required) _____ (won't be listed in showbook)
 Web Address _____ (will be listed in showbook)

Signature _____

Reserve for our use: Corner 8'x 10' Inside 8'x 10'

- Check here if exhibiting Sunday only. We will put a sign in your booth for purposes of observing religious obligations only.
 In accordance with the American's Disability Act (ADA), check here if you need special accommodations. We will contact you.

Payment: You can pay by check and include it with a copy of this form. Mail to the address indicated above.
 Or you can register online and make payment online using PayPal. Go to www.madisonjewelryexpo.com

Exhibiting Firm's Credit Card Charge Authorization (Information Must Be Provided Only if Charging Booth)

MasterCard Visa Account # _____
 Expiration Date ____/____/____

Signature _____ Print Name _____
 Cardholder's Billing Address _____ City _____ State _____ Zip _____

*Note Credit charges will be for full payment only upon receipt of contract. Rejected card transactions will result in \$50 service charge payable to WJA per transaction.

To be completed by Show Management	
Accepted Date _____	Total Due _____
Booth Issued _____	Deposit _____
Signature _____	Balance Due _____
Show Manager	

* IMPORTANT: Sign and return this form to WJA. Make a copy for your files. Make sure you read the Rules & Regulations on back of this page.

RULES AND REGULATIONS

PAYMENTS. An Exhibitor failing to make final payment for said booth on or before August 1, 2011 shall forfeit the right to the same and will be held responsible for the full amount of the contract.

LIABILITY AND INSURANCE. The Exhibitor shall have no authority to incur, and shall not incur, any expense, cost or liability as against Show Management or the Madison Marriott West, and Exhibitor shall pay all costs and expenses whatsoever in connection with their exhibition, including moving in and out. Exhibitor shall be liable for any and all damage which they may cause to the Madison Marriott West, in connection with their exhibit. Exhibitor shall maintain such insurance as will fully protect Show Management and the Madison Marriott West from any and all claims of any nature including claims under Workmen's Compensation Act, and claims for damages or loss for property damage and personal injury, including death which may arise from the operations of exhibit in connection with his/its rental. Exhibitor hereby agrees to and does hereby release the Wisconsin JA Madison Marriott West and all officers, directors, employees or personnel of such organizations, from any liability of any nature whatsoever with regard to any loss or damage to Exhibitor's merchandise.

DESTRUCTION OF PROPERTY. It is mutually agreed that in case said premises for the Show shall be rendered untenable by fire, unavoidable or inevitable accident, or for any other cause, or in case of any other circumstances which make it impossible for the Show Management to permit said premises to be occupied by the said Exhibitor for the uses herein specified, then and thereupon this lease shall terminate and the said Exhibitor shall and does hereby waive any claim for damage or compensation, except the return to the Exhibitor by the Show Management of the prorated amount paid for space for said demised premises.

EXHIBITOR CONDUCT. Exhibitor personnel are prohibited from sitting, standing, or working aisles or other public areas. Exhibitors shall not enter into another exhibitor's space without invitation or when unattended. The fastening of materials to building walls, ceiling, floors, or columns is expressly prohibited. ALL booth signage must be approved by show management prior to the show. Changes to any exhibitor information must be made in writing.

These rules and regulations prohibit unethical criticism by an exhibitor toward another exhibitor. Show management may expel an exhibitor for violating this provision without refund of exhibiting space contract payment.

USE OF SPACE. All sales, taking of orders for future delivery, conferences, lectures, displays and distribution of literature will be limited exclusively to Exhibitors and must be conducted in a dignified manner within the confines of leased space.

No noise making devices or public address systems shall be allowed without specific approval of Show Management. All exhibits must have attendants during the show hours unless arrangements otherwise are made with Show Management.

Signage cannot be hung from the ceiling. No exhibit, sign or display shall be erected which obstructs the view of adjacent vendors. Any sign display or exhibit extending beyond three feet from the back wall of the exhibit space shall be limited to a maximum height of three feet. Curved designs must be placed against back wall, Show management reserves the right to require the removal of displays which obstruct the view of other exhibitors. If your booth is an end-cap position, back drapes must be pulled back three feet (3') on both sides so as not to obstruct other exhibitors' view.

CARE OF SPACE. No signs, jewelry, etc. are to be nailed, pasted, stapled, or affixed in any way to the Madison Marriott West property. No hand-made signs will be permitted. Signage must be professionally produced. Exhibitors shall care for and keep in good order space occupied by them and surrender such space at the close of the show in the same condition as it was when taken over. If the space occupied shall be damaged by the participants, his employees, patrons or guests, he shall pay such claims as necessary to restore the space to its original condition.

SUBLETTING. Subletting or donation of space partially or in its entirety, is not permissible without the **written consent of the Show Management.**

GENERAL. The management of the Madison Jewelry Expo reserves the right to decline or prohibit any exhibit or portions thereof, and to permit only such matters or conduct as shall be approved by it. Show Management reserves the right to make location/space changes, with advance notice to the Exhibitor, that will, in the opinion of Show Management, be of benefit to the show.

HOURS. The Madison Marriott West will be ready for the installation of exhibits at 11:00 a.m. Friday September 30, 2011, and all exhibits **MUST** be completely installed by 9:30 a.m. Saturday, October 1, 2011, and remain open only for display for the following hours:

Saturday, October 1, 2011
10:00 a.m. - 6:00 p.m.

Sunday, October 2, 2011
10:00 a.m. - 4:00 p.m.

CANCELLATIONS. An exhibitor who cancels their rental contract for said booth after August 1, 2011 will result in a complete forfeiture of the entire deposit. An exhibitor who cancels their paid rental contract prior to August 1, 2011 shall be assessed a processing fee of \$200.00.

No exhibits may be dismantled before 4:00 p.m. Sunday, October 2, 2011 and must be removed by 11:00 p.m. Sunday, October 2, 2011.