

# 2021 CHEESE EXPO

## EXHIBITOR CONTRACT

### Exhibit Hours & Location

Exhibits are open Wednesday, April 7 – 11:00 a.m. to 5:00 p.m. and Thursday, April 8 – 11:00 a.m. to 4:00 p.m.

**Location:** Wisconsin Center, Milwaukee, Wisconsin USA

### Exhibitor Move In Hours

- Monday April 5 – 9:00 a.m. to 4:30 p.m. – Large exhibits by assignment only.
- Tuesday April 6 – 8:00 a.m. to 8:00 p.m. – All exhibitors can move in.
- Wednesday April 7 – 8:00 a.m. to 10:30 a.m. – Hand carry exhibitor move in only.

### Exhibitor Move Out Hours

#### Hall A and D – Move Out Hours

- Thursday April 8 – 4:00 p.m. to 11:59 p.m.
- All exhibits in Hall A and D must be removed by 11:59 p.m. Thursday April 8.

#### Hall B and C – Move Out Hours

- Thursday April 8 – 4:00 p.m. to 11:59 p.m.
- Friday April 9 – 8:00 a.m. to 1:00 p.m.
- All exhibits in Hall B and C must be removed by 1:00 p.m. Friday April 9.

### Exhibit Space Size, Show Colors

Single exhibit space size is 10 feet x 10 feet. Show colors will be teal and black. Aisles will be carpeted with pepper black carpet. GES is the official general service contractor.

### What is Included with Exhibit Space Rental

**Includes the following:** a) Drapery – 8 foot back drapes and 3 foot side drapes; b) Booth sign listing firm name; c) Registration passes based on the number of exhibit spaces purchased (see BADGES below); d) Company name & description and category listing in CheeseExpo Show Program; e) Company information as entered by exhibitor on CheeseExpo exhibit floor plan and in mobile app; f) Customized marketing emails, banner graphics, and more.

**Does Not Include the following:** Carpeting in booth, electricity or other utilities, furniture, plants, decorations, admission to any official function without registration and/or appropriate fees paid.

### Badges

Exhibitors must register all persons working in the booth. Badges must be worn at all times. Complimentary registration passes are included as noted below:

**Complimentary Exhibits Registrations** – Four free Exhibits passes will be provided for each 10 x 10 space purchased. These passes are for company staff working in the booth.

**Complimentary Two Day Seminars and Exhibits Registrations** – Exhibiting companies will also receive one free Two Day Seminars and Exhibits Registrations for each 10 x 10 space:

1 10 x 10 Exhibit Space – 1 Free Two Day Seminars and Exhibits Registration

2 10 x 10 Exhibit Spaces – 2 Free Two Day Seminars and Exhibits Registrations

3 10 x 10 Exhibit Spaces – 3 Free Two Day Seminars and Exhibits Registrations, etc.

### Exhibit Space Selection

**2020 CheeseExpo exhibiting companies were given the opportunity to lock in an exhibit space for 2021 CheeseExpo.** When those companies confirm an exhibit space on the 2021 CheeseExpo online floor plan, their company agrees to have accepted all rules, terms and conditions of the 2021 CheeseExpo Exhibitor Contract. Those confirmed exhibitor spaces will be in place before new companies sign up in fall 2020.

**Companies that were not signed up to exhibit at 2020 CheeseExpo can sign up in the fall.** A ranked order Priority Points system will be used for companies interested in purchasing an exhibit space. This “loyalty rewards” system tracks over ten years of participation in WCMA events.

- Available exhibit spaces will be shown in the CheeseExpo online floor plan.
- The top priority level companies that do not have a 2021 exhibit space will be contacted first to select their space. After that, priority assignment for exhibit space will begin. For each time slot, there will be companies that can log in. Exhibitors may select a space at any time after their allotted time. Exhibitors are encouraged to sign up promptly for best selection and to secure a space.
- A complete schedule showing companies eligible to sign up in the fall and their assigned date/time, along with a live floor plan will be available October 20 at [www.cheeseexpo.org](http://www.cheeseexpo.org)

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- All exhibitors will sign up and arrange payment for their space on-line; exhibitors can pay with a credit card or choose to be invoiced; invoices will be due in 30 business days.
- If space sells out before an exhibitor is able to sign up, that company will be placed on a waiting list.
- All exhibitors must be members of WCMA. To check your company's membership status, contact WCMA at 608-286-1001 or email Sara Schmidt at [sschmidt@wischeesemakers.org](mailto:sschmidt@wischeesemakers.org)

- The CheeseExpo is presented as a service to the industry and for the information and education of members and attendees through contact with exhibit personnel and products.
- No exhibitor will be allowed to display materials in the exhibit hall without full payment of all rental fees and supplier dues where applicable. Under no circumstances can a supplier attendee display materials outside the exhibit hall.

### Exhibit Space Rental

Standard 10 x 10 Booth Price\* 10 x 10 units are \$2,100 each.

\*All exhibitors must be WCMA members.

#### 10 x 10, 10 x 20 and 10 x 30 prices\*

10 x 10 .....	\$2,100
10 x 20 .....	\$4,200
10 x 30 .....	\$6,300

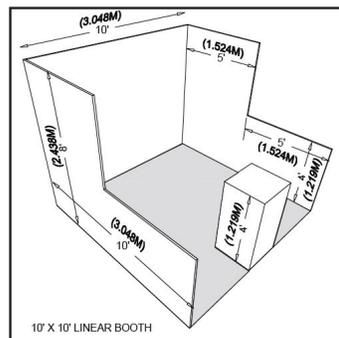
#### 20 x 20 and Larger (Island Booth) Prices\*

20 x 20 (4 Booth Island).....	\$8,000
20 x 30 (6 Booth Island).....	\$12,000
20 x 40 (8 Booth Island) .....	\$16,000
30 x 30 (9 Booth Island) .....	\$18,000
20 x 50 (10 Booth Island) .....	\$20,000
30 x 50 (15 Booth Island) .....	\$30,000

### Business Conduct

The CheeseExpo is presented within the framework of rules and regulations established by the Internal Revenue Service. Exhibitors must understand and agree that:

- The CheeseExpo is not a specific sales facility for individual exhibitors. However, exhibitors may take orders for future delivery.
- The main purpose of the CheeseExpo is the promotion and stimulation of interest in, and demand for, the industry's products and services in general, and is conducted in a manner reasonably calculated to achieve that purpose.



### Booth Set Up Rules

Exhibitors must comply with the Booth Rules and Regulations as provided in the Exhibitor Service Manual. In general, exhibits are not permitted to obstruct the view or adversely affect the displays of other exhibitors.

**Pipe and Drape** – Standard booths will have 8' drape at the back of each booth and 3' drape arms between each booth. Aisle carpeting will be pepper black.

**Standard Booth and Linear Booths** – Standard Booths are 10' wide x 10' deep. They have only one side exposed to an aisle and are arranged in a series along a straight line. They are also called "linear" or "in-line" booths. Regardless of the number of Standard Booths utilized, (e.g. 10'x20', 10'x30', 10'x40' etc.) display materials must be arranged in such a manner so as to not obstruct sight lines of neighboring exhibitors. In single and linear booths, the maximum height of eight feet (8') is allowed only in the rear of the booth space, with a four foot (4') height restriction imposed on all materials in the five feet closest to the aisle. Note: When three or more Standard Booths are used in combination as a single exhibit space, the four foot (4') height limitation is applied only to that portion of exhibit space which is within ten feet (10') of an adjoining booth. End cap booths are not allowed; linear booths will be placed into all *even-numbered* booths or all *odd-numbered* booths.

**Corner Booth** – A Corner Booth is a Standard Booth exposed to aisles on two sides. All other guidelines for Standard Booths apply.

**Island Booth** – An Island Booth is exposed to aisles on all four sides. The entire cubic content of the space may be used, up to the maximum allowable height of 20 feet.

**Hanging Signs and Graphics** – Hanging signs and graphics are permitted in all 4 booth or larger Peninsula and Island Booths. Hanging signs and graphics should be set back a minimum of ten feet (10') from adjacent booths. Multi-sided signs may not face an adjacent exhibitor less than or within

Updated 08.06.20



Wisconsin Cheese Makers Association

April 6 Special Events | April 7-8 Exhibits & Seminars  
Wisconsin Center | Milwaukee, Wisconsin | [cheeseexpo.org](http://cheeseexpo.org)

Contact Caitlin Peirick at 608-286-1001 or [cpeirick@wischeesemakers.org](mailto:cpeirick@wischeesemakers.org)

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10 feet of the adjacent exhibitor. This will include back walls, side panels, headers and towers. They must also not be visible from adjacent exhibitor when displayed on fabric/curtain.

**Towers and Trusses** – A Tower is a freestanding exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit configuration being used. Towers are permitted to a maximum height and depth corresponding to the height and depth for their exhibit. For example, towers that are part of in-line booth exhibit will not exceed eight feet (8'). If placed within five feet (5') of booth closest to aisle, tower must be four feet (4') or less. This is waived if tower is at least five feet (5') from any adjacent booth. Other placement may be approved for larger booths. Trusses are similar to Towers, but are treated slightly differently since they typically do not completely block sight lines. Variance may be granted on a case-by-case basis to place Trusses tight against an adjoining booth so long as signage or graphics do not interfere with line of sight requirements.

### Exhibit Space Regulations

**Assignment** – No exhibitor shall reassign, sublet or share the whole or any part of the exhibit space allotted to the contracting firm without written consent of the Wisconsin Cheese Makers Association. Exception: Companies may share exhibit space at the CheeseExpo provided the following requirements are met: 1) Each company must be a member of Wisconsin Cheese Makers Association; 2) Each company must purchase a minimum of 100 square feet (10 x 10); 3) Each company must pay separately for their exhibit space rental; 4) Each company must agree to the terms of the exhibit contract. 5) Wisconsin Cheese Makers Association provides written consent to the agreement.

**Equipment** – Machines or equipment operated or demonstrated at any time during Exposition hours shall be placed no closer than 12 inches to an aisle. Exhibitors must agree to display their exhibits so that aisles are not obstructed for exhibit visitors and so that other exhibits are not hidden or obscured. All equipment and materials displayed and/or operated must be properly guarded in accordance with OSHA specifications.

**Line of Sight** – All exhibitors are entitled to a reasonable line of sight which varies by booth size. Generally, nothing should be over four feet (4') tall in the five feet (5') closest to the aisle. All signage and graphics above 8 feet tall must

be set back a minimum of 10 feet from adjacent booths.

**Noise** – Public address, sound amplifying or producing devices which project excessive sound beyond an exhibitor's booth, or excessive operating noise that disturbs neighboring exhibits, are prohibited. Exhibitors are asked to take every reasonable precaution to minimize the noise of operating exhibits. WCMA will not allow public addresses to be made on behalf of any exhibitor or attendee.

**Obstruction of Aisles or Booths** - Activities that result in obstruction of aisles or prevent ready access to a neighboring booth are not allowed.

**Food and Beverages** – All food and beverage samples must be approved by Levy Restaurants, the Wisconsin Center's Official Caterer.

### Liability

The exhibitor agrees that the Wisconsin Cheese Makers Association and Wisconsin Center and any of their officers, staff members, sponsors, agents or employees are not responsible for and are released from all liability as to injury, loss or damage that may occur to the exhibitor, the exhibitor's agents or employees, or to any other person or to the exhibitor's property prior, during or subsequent to the holding of the CheeseExpo.

The exhibitor agrees to make no claim against the Wisconsin Cheese Makers Association and their members, employees or agents or sponsors, or against Wisconsin Center, nor their agents or employees for any loss by fire, theft, damage, delay, mechanical failure, labor trouble or any cause whatsoever while exhibitors and merchandise are in transit, within the exhibit hall, nor for any damage to their business, for failure to provide space in the exhibit, for any action of the Wisconsin Cheese Makers Association, its members, employees or agents or sponsors for failure to hold the Expo as scheduled.

The Wisconsin Cheese Makers Association also reserves the right—with no liability whatsoever for damage or loss, for inconvenience, or business interference—to close down, dismantle, dispose of, store or clear away from the premises, or to order such work to be done at the expense of the exhibitor, any exhibit display material, goods, property, or merchandise of any exhibitor who has failed to comply with the official rules and regulations of the show as set forth herein.

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Cancellation of the CheeseExpo at any time will not subject the Wisconsin Cheese Makers Association to any damages or other liability of any kind. However, the exhibitor will be reimbursed pro rata for any prepaid exhibit space fees paid.

### Exhibitor Insurance

The Exhibitor warrants that it has in effect and shall maintain for the period of the Contract and the Exposition, for the mutual benefit of both parties, a policy of general public liability insurance against claims for personal injury or death or damage to property occurring upon, in or about the Display Space or the Expo Site, with a coverage limit of not less than \$1,000,000 per occurrence. The Certificate of Insurance must have Wisconsin Cheese Makers Association named as Additional Insured: Wisconsin Cheese Makers Association, 5117 West Terrace Dr. Ste 402, Madison, WI 53718. Send certificate of insurance to cpeirick@wischeesemakers.org no later than February 9.

### Protection of Wisconsin Center

Nothing shall be pasted, tacked, nailed, screwed or otherwise affixed to columns, walls, floors or other parts of the building or furniture. Gasoline-driven vehicles MUST be drained of gasoline prior to moving into the premises. A drip pan must be placed under each vehicle. Gasoline-driven motors MUST NOT be operated in the exhibit area. Batteries MUST be disconnected and gas caps locked. Exhibitors are cautioned that they are directly responsible for any damage to Wisconsin Center.

### Conflicting Events During Show Hours

The exhibitor agrees not to extend any invitations in any way whatsoever to encourage the absence of industry professionals from any part of the CheeseExpo during official CheeseExpo hours. Exhibitors are strictly and expressly prohibited from conducting any privately scheduled display of merchandise or conducting any social functions away from scheduled CheeseExpo events.

### Off-Hours Booth Entry

On April 7 & 8, 2021, exhibitor personnel (wearing name badges) are allowed to enter their booth between 8:00 a.m. and 5:00 p.m. Permission to enter the exhibit area beyond this time frame must be gained from a staff member of

the Wisconsin Cheese Makers Association. Any persons granted permission to enter the exhibit floor must move directly to and remain in their own exhibit area. Exhibit guards will be briefed on this policy.

### Exhibit Space Cancellation Policy

If an exhibitor must cancel space for what is deemed good reason by Wisconsin Cheese Makers Association, the following refund policy will be observed:

If exhibit space is canceled prior to January 1, 2021, 75% of the exhibit space fee will be refunded.

Cancellation received between January 1 and February 1, 2021: 50% of the exhibit space fee will be refunded.

No refund of any type will be issued if an exhibitor cancels space after February 1, 2021

Cancellation notices must be received in writing.

### Agreement to Contract Rules, Terms and Conditions.

It is understood and agreed that we, the company signing up for a 2021 CheeseExpo exhibit space, will exhibit under and comply with information presented to exhibitors here and in all Exhibit Rules and Regulations, Exhibitor Service Manual, and all supporting documents. We understand that the exposition managers reserve the right to change the exhibit layout and assign exhibit space to provide the best possible traffic pattern for exhibitors and attendees. Wisconsin Cheese Makers Association, the exposition managers, will have the right of interpretation and approval of all matters pertaining to the Exhibit Contract, Exhibit Rules and Regulations, Exhibitor Service Manual and all supporting documents.

In addition, the exhibitor agrees to allow CheeseExpo representatives to publicize the exhibitor applicant and attendees in pre-, during- and post-event promotional coverage, including written and photographic, in print, on the web and any other means.

By confirming exhibit space on the 2021 CheeseExpo online floor plan, I confirm that our company agrees to accept all rules, terms and conditions of this contract.