



MONONA  
TERRACE

# MONONA TERRACE COMMUNITY AND CONVENTION CENTER

ONE JOHN NOLEN DRIVE MADISON, WI 53703 TEL 608 261-4000 FAX 608 261-4049

November 2010

## Exhibitor Rules

### A. Smoking

1. In compliance with City Ordinance 23.05, smoking is not permitted in the building.

### B. Booths, Displays, Decorations and Signs

1. Care must be taken when moving materials across the exhibit hall floor. Any damage to the surface of the Monona Terrace floor may result in additional charges. When using a forklift or moving materials across the floor, please be sure to raise the materials above floor level so that floor is not scratched, gouged or damaged in any way.
2. No materials may be attached, taped, nailed, pinned, or otherwise fastened to any ceiling, floor, permanent drapery, painted surface or wall of Monona Terrace Community and Convention Center.  
Duct tape may not be adhered to any surface, including the floor.
3. Strict guidelines apply for hanging signage. Any costs incurred by Monona Terrace from the use of, or removal of signage or decorations will be billed accordingly.
4. Helium balloons are allowed only when securely anchored to exhibits. Helium balloons may not be given away or sold. A balloon removal fee will be assessed according to the Monona Terrace rates and fees schedule should Monona Terrace be required to retrieve balloons from the ceiling.
5. Glitter, decals, gum, confetti, and stickers may not be distributed or affixed inside the facility.

### C. Move In/Move Out

1. All equipment must be transported into the facility through designated loading dock areas.
2. Only small, hand-carry items are permitted through Lobby Glass entrances on Level 4.  
Large items/pallets must be moved into the building through the designated loading dock areas.
3. Trucks and vehicles will be allowed on the dock only during official move in/move out times.  
Once materials have been unloaded, vehicles must be moved to the parking ramp or off site.
4. Vehicles left unattended at the loading dock for an excessive period of time are subject to being ticketed or towed.

### D. Fire Codes

1. Exhibitors, service contractors, and event promoters must comply with all federal, state, and local fire codes which apply to places of public assembly.
2. All exhibitor materials must be flame proof.
3. Gasoline, propane, or other flammable items are prohibited.
4. Open flame is not permitted in the building.
5. Fire extinguishers, hose cabinets, fire hose connections, fire alarm pull stations and other fire alarm devices must remain clear, visible and unobstructed at all times.
6. Any exhibit booth or other structure with a ceiling and enclosed sides may require special fire protection measures and must be approved in writing by a Monona Terrace Event Coordinator prior to the event.
7. The use of a hazer or fog-producing machine must be approved in writing by a Monona Terrace Event Coordinator prior to the event.

## **E. Vehicles**

1. The display of any and all vehicles that are powered by a combustion engine must be approved in advance by Monona Terrace. Approved vehicles must adhere to the following restrictions:
  - a. Fuel tanks to be less than ¼ full.
  - b. The cap for the fuel tank must be locked or taped down and at no time is the removal or addition of fuel allowed in or around the Center.
  - c. Vehicle electrical systems must be disconnected by either removing the battery, battery cables or disconnecting the battery cables and taping contact with non-conductive electrical tape.
  - d. Mats or another type of protective material must be placed under all tires, as well as the engine to protect the floor from damage. No substance may be sprayed or otherwise applied to tires or vehicle while in the facility that could potentially stain or create a slick surface on the floor.
2. Exhibitors are responsible for any floor damage caused by spillage of fuels, oils, or similar substances.

## **F. Food and Beverage**

1. Monona Catering is the exclusive caterer. **No** food or beverages shall be brought onto Monona Terrace premises except through the building caterer.
2. No free samples are to be given away or otherwise distributed without prior written consent of Monona Catering Management.
3. Carry out or delivery service foods are not allowed in the building. Arrangements for food can be made through Monona Catering.
4. No alcoholic beverages are allowed in the exhibit halls during decorator or exhibitor move-in and move-out.

## **G. Shipping/Handling of Exhibit Materials**

1. All exhibitor shipments should be coordinated through the service contractor.
2. Monona Terrace does not have storage capabilities. Freight received prior to the event move-in day will be refused. Your service contractor can assist you with warehousing advanced shipments. The official service contractor will accept on-site shipments on the move-in day.
3. Monona Terrace will not accept any C.O.D. deliveries.
4. All materials must be removed during designated move-out hours.
5. Outgoing shipments should be coordinated through the service contractor prior to exhibitor leaving the building. Federal Express shipments can be arranged through the Monona Terrace Command Center.
6. Any materials left at Monona Terrace without pick up arrangements are subject to disposal.
7. The City of Madison is not responsible for any loss, damage, or injury to properties of any kind that are shipped or delivered to Monona Terrace.

## **H. Animals**

1. Animals and pets are not permitted in Monona Terrace unless approved in advance by Monona Terrace. Properly identified service animals are permitted.

## **I. Trash Removal**

1. Dispose of refuse in appropriate containers. Monona Terrace staff does not clean inside vendor booth areas.
2. Cleaning or custodial services for booths, registration areas, carpeted areas, or aisles is provided by the service contractor. You should arrange for this service from the service contractor.
3. Monona Terrace provides general housekeeping in the building's public areas.
4. If an event generates an excessive amount of trash, the costs of emptying the compactor will be charged to show management.

## **J. Parking/RV Parking**

1. No parking is allowed in the loading dock area.
2. Electricity and water are not available for R/V's.
3. Any unattended vehicles parked in loading areas (with the exception of designated move-in or move-out times) are subject to being ticketed or towed at the owner's expense.

**K. Security**

1. The responsibility for complete event security belongs to the event management and exhibitors.
2. Monona Terrace security staff monitors the building perimeters, parking areas, and interior public spaces.
3. Monona Terrace reserves the right to require an appropriate number of event security or off-duty City of Madison Police Officers for all public events, event move-in and move-out, and certain food or beverage functions.

**L. Floor Load**

1. The floor load capacity on the exhibition hall floor is 250 pounds per square inch.

**M. Adhesives**

1. No adhesives may be used with out prior approval of Monona Terrace.
2. Show management will be responsible for any damages incurred if inappropriate adhesives are used.

**N. Americans with Disabilities Act**

1. Show management must comply with all applicable requirements of the American with Disabilities Act of 1990. Monona Terrace staff will work with you to resolve any questions or issues that arise.
2. Aisles and exits must be kept clean and free of obstructions.
3. All exit signs must remain unobstructed at all times.
4. Easels, signs etc. may not be placed beyond the booth area.

**O. Exhibits in the Madison Ballroom, Grand Terrace, Community Terrace or Meeting Rooms**

1. When necessary to use the carpeted meeting spaces for exhibits, special guidelines must be followed. Please contact your Monona Terrace Coordinator for details. Forklifts are not allowed on the carpeted areas.
2. Show Management will be responsible for any damage caused by exhibitors to carpeted areas.

**P. Utilities**

1. Utilities can be ordered in advance or ordered on-site during move-in at the service desk.
2. Electrical installations are to be completed by qualified Monona Terrace Electricians only.
3. Show management will be responsible for all utility charges incurred by the show management and/or service contractor.

**Q. Wireless Internet System**

1. Exhibitors may NOT set up their own wireless systems in the facility due to interference issues.

**R. Prohibited Materials**

1. The following materials are prohibited in the Monona Terrace:
  - a. Fireworks or pyrotechnics
  - b. Blasting agents
  - c. Explosives
  - d. Compressed flammable gases
  - e. Flammable gas
  - f. Aerosol cans with flammable propellants
  - g. Toxic materials
  - h. Gas operated cooking equipment
  - i. Wood matches with all-surface strikes
  - j. Portable heating equipment
  - k. Flammable liquids
  - l. Flammable swords, fire batons, etc.
  - m. Hazardous materials such as poisons, pesticides, acids, alkalis, corrosives, toxins, and other chemicals that pose risk to health, safety or property.

**Changes to Exhibiting Procedures:**

1. If you are planning on bringing candy, promotional items, or other freebies for attendees you must following the new procedures put in place by Public Health of Madison Dane County. All items you give away must be given to each attendee individually. Bowls of free items, paperwork, pamphlets, etc. must be directly handed to each attendee, not in a communal bowl or display for attendees to access on their own.
2. In booth games for attendees to play are not allowed.
3. If you plan on having attendees test your products or services, you must sanitize in between each use.
4. Eating and drinking in your booth is not allowed. Please use the designated seating area near concessions or exit the building for meals.
5. If you have a Madison Dane County Sellers Permit or Business License, please have it available in your booth. If you do not have a sellers permit, please go to the City of Madison website below for more information.  
<https://www.cityofmadisoan.com/clerk/licenses-permits>

**Please sign this form acknowledging you have read the rules of the Monona Terrace Convention Center and will abide.**

**Please return completed form to L&L Exhibition Management, Inc. by email to [DeanaEscudero@homeshowcenter.com](mailto:DeanaEscudero@homeshowcenter.com) or fax to 952-881-4272.**

**Thank you for your cooperation.**

**L&L Exhibition Management**

\_\_\_\_\_  
VENDOR (COMPANY NAME)

\_\_\_\_\_  
AUTHORIZED SIGNATURE

\_\_\_\_\_  
DATE

\_\_\_\_\_  
PRINT NAME AND TITLE