



HOME IMPROVEMENT STORE

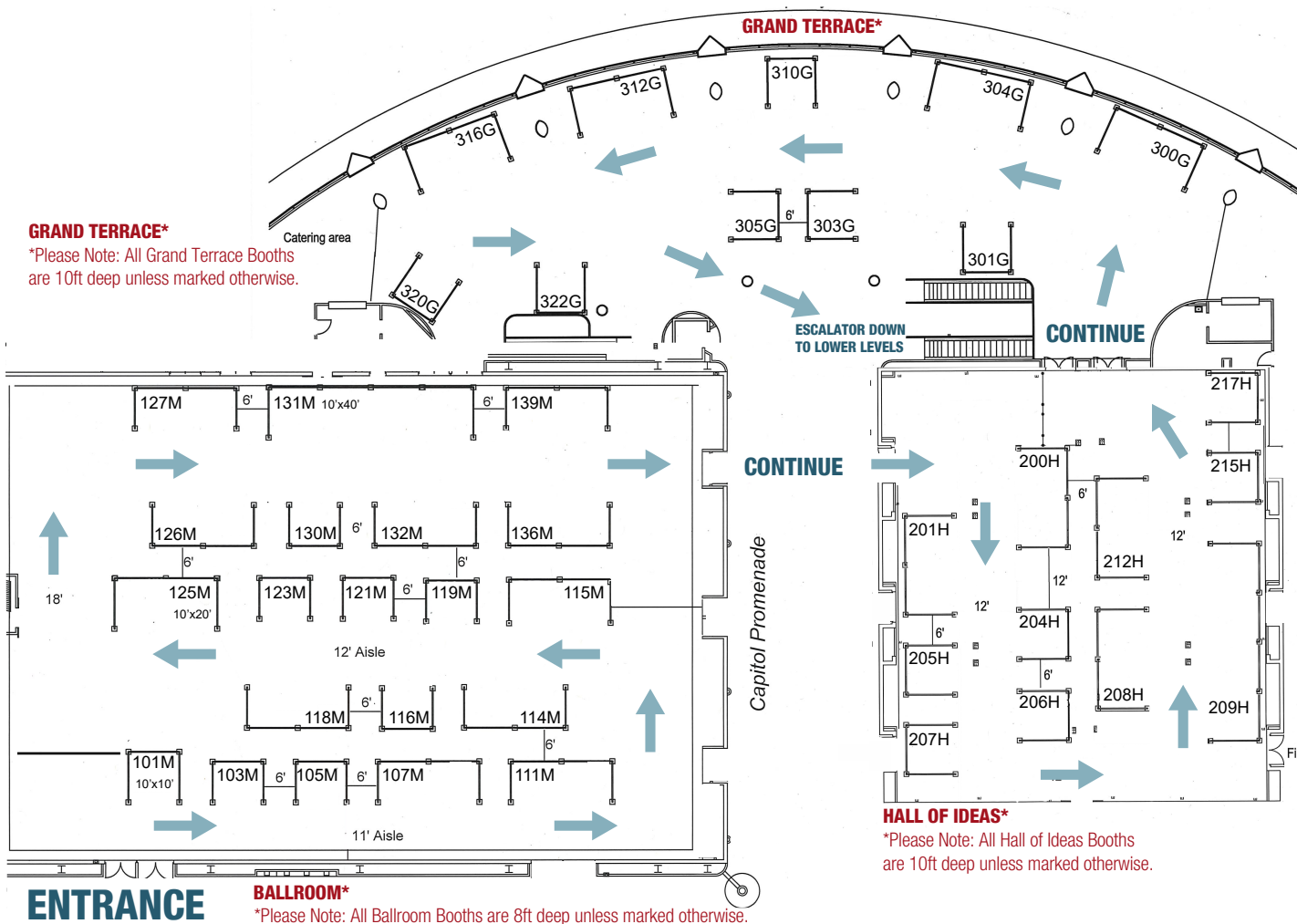


MADISON, WISCONSIN

MONONA TERRACE CONVENTION CENTER

FEBRUARY 19-21, 2021

Generate More Leads. Close More Sales.



Booth Space Rates

Single 10x10 Corner Booth - \$1,700

In-line booth - \$1,390 / 10'X10'

* Add 200 per corner on bulk spaces.

Show Hours

Friday 2pm - 7pm

Saturday 10am - 7pm

Sunday 10am - 5pm

Move-In Hours

Wednesday* 12pm - 6pm

Thursday* 10am - 6pm

*Booths #1F - #23F must move-in Friday morning, space will not set up until Friday.

Move-Out Hours

Sunday* 5pm - 8pm

Monday* 8am - 2pm

*Booths #1F - #23F must move-out Sunday night.

For more information, call
1-800-374-6463



L&L EXHIBITION MANAGEMENT, INC.
7809 Southtown Center #200
Bloomington, MN 55431



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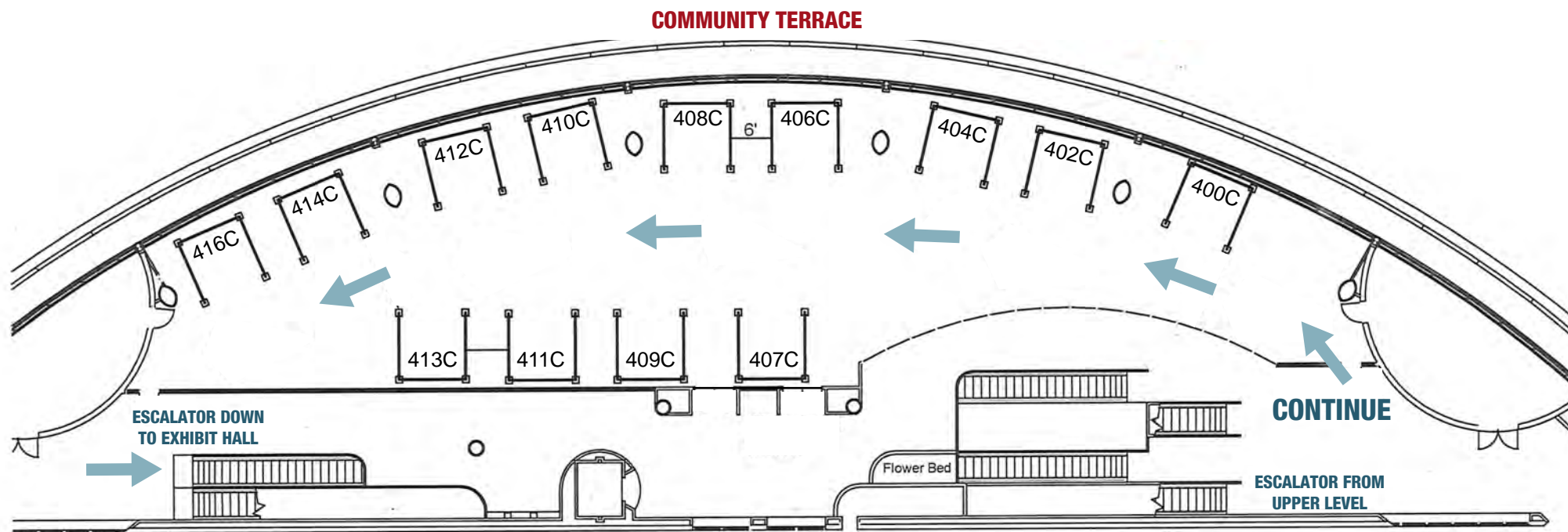


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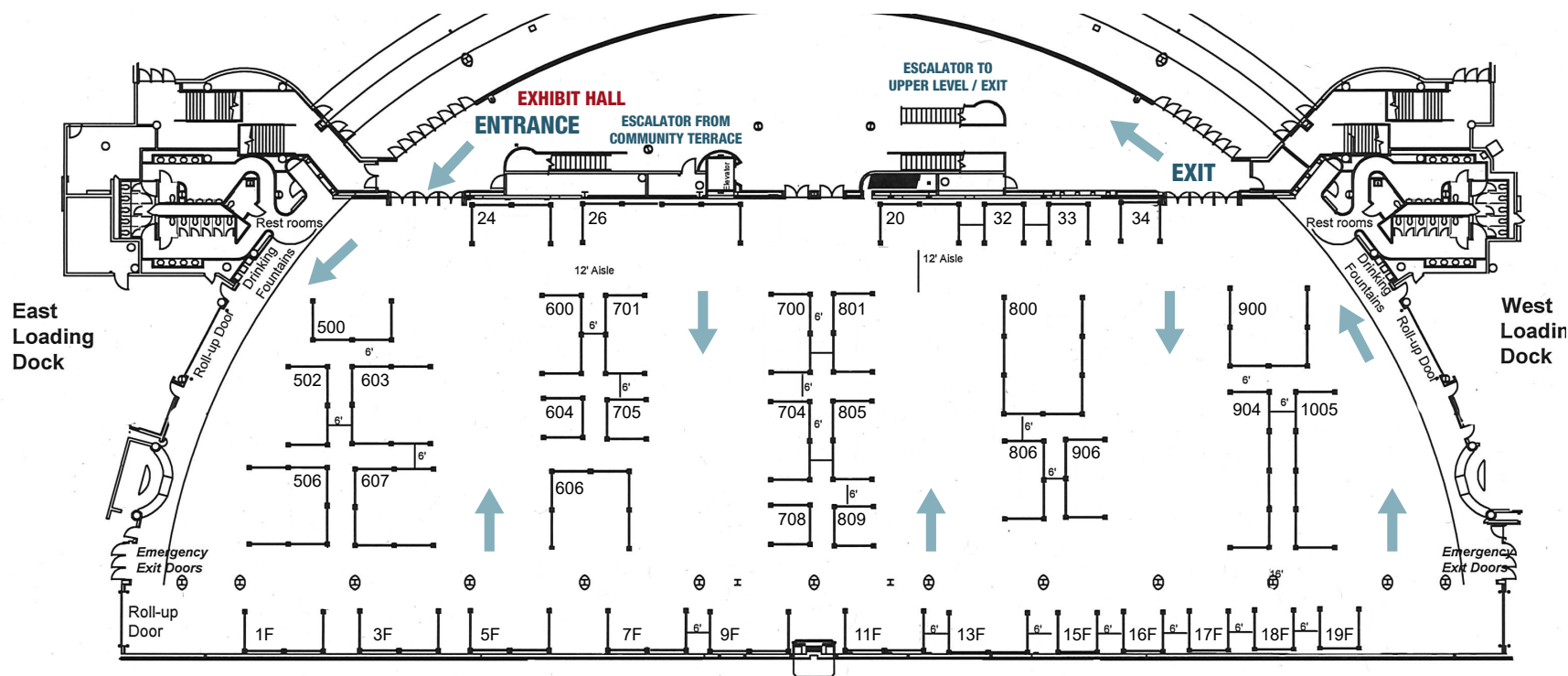


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Bloomington, MN 55431



L&L CONTRACT AND SPACE APPLICATION

Submit application to address, email or fax listed below.

To ensure placement in the show call: 800-374-6463.

Fax: 952-881-4272 | www.homeshowcenter.com

SHOW

DATE

Home Improvement Store

Monona Terrace Convention Center - Madison, WI

February 19-21, 2021

Show Code: MAD0121

Requested Location: _____

Booth Size: _____

Corner Booth: Yes*: _____ No: _____

*Based on availability, add \$200 per corner.

Yes - I Would Like To Receive Information Regarding:

Program Advertising: _____ Sponsorship: _____ Seminars: _____

Vendor

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Products or services to be displayed (please describe):

PAYMENT

Check or Certified Funds*

*MUST INCLUDE SHOW CODE(S) IN MEMO.
Remit Payment to L&L Exhibition Management, Inc.

Request ACH Bank Payment Link

SUBMIT APPLICATION TO:

L&L Exhibition Management
7809 Southtown Center #200
Bloomington, MN 55431

Email: info@homeshowcenter.com

Fax: 952-881-4272

LOCATION ASSIGNMENT: Floor plan is subject to any modification if L&L Exhibition Management deems it necessary for the overall good of the Show or if the floor plan has minor variations.

DEPOSIT AND PAYMENT TERMS: Minimum non-refundable deposit of FIFTY PERCENT of the exhibit space rental fee to be submitted with this application within 7 business days of reservation. The remaining balance is due thirty days prior to the show.

THE INDIVIDUAL SIGNING THIS CONTRACT WARRANTS THAT THEY HAVE BEEN DULY AUTHORIZED TO EXECUTE THIS BINDING CONTRACT ON BEHALF OF THE ABOVE NAMED VENDOR. THIS CONTRACT AND SHOW RULES AND REGULATIONS WILL CONSTITUTE ENTIRE AGREEMENT BETWEEN L&L EXHIBITION MANAGEMENT AND VENDOR.

INITIALS

DATE



SHOW RULES AND REGULATIONS

Phone: 800-374-6463

Fax: 952-881-4272

www.homeshowcenter.com

EXHIBIT SERVICE INFORMATION

Exhibitor agrees to be bound by the rules and regulations as may be established by the show decorator and to abide by all applicable rules as set forth in the contracts of labor unions whose jurisdictions apply to this exhibition in this facility.

REMOVAL TIME

Dismantling may not begin until show closing on Sunday of the show and all exhibits must be removed by the specified time on your floor plan. Exhibit materials not removed by this time will be removed by the decorator and put in storage at Exhibitor's expense. Hours of installation and dismantling are subject to change by L&L Exhibition Management.

EXHIBIT HOURS

L&L Exhibition Management reserves the right to change exhibit hours and/or change the number of days or dates of the Exhibition as it may deem desirable. L&L Exhibition must hold any rescheduled event within 13 months of originally contracted event or refund all monies unless rescheduling or cancellations is caused by events beyond its control.

USE OF EXHIBIT

All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Each Exhibitor is responsible for keeping the aisles near its space free of congestion, caused by demonstrations or other promotions. Exhibitor shall not assign, sublet, or share the space allotted without the knowledge and written consent of L&L Exhibition Management. No firm or organization not contracted directly with L&L Exhibition Management will be permitted to solicit business within the exhibit area.

L&L Exhibition Management reserves the right to restrict exhibits which, because of noise, method of operation, materials or any other reason become objectionable, and also to prohibit or remove any exhibit which, in the opinion of L&L Exhibition Management, may detract from the general character of the Show. This reservation includes persons, things, conduct, printed matter, or anything of a character which L&L Exhibition Management determines is objectionable. In the event of such restriction or removal, L&L Exhibition Management shall not be liable for any refunds or other exhibit expenses.

TAXES AND LICENSES

Exhibitor shall be responsible for obtaining any licenses, permits or approvals, required under local or state law applicable to their activity at the Show. Exhibitor shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees or other charges that shall become due to any governmental authority in connection with their activity at the Show.

EXHIBIT SAFETY

For all exhibits over 8 feet high, the Exhibitor hereby represents and warrants to L&L Exhibition Management that exhibitor has taken all steps reasonably necessary to ensure the sound engineering and structural integrity of its exhibit design and the proper construction and safety of the exhibit itself, as erected, including obtaining the certificate of a registered structural engineer if reasonably available. Exhibitor accepts responsibility for any personal or property damage that may result directly or indirectly from the collapse of its exhibit or any portion thereof or the existence of any other unsafe condition at the exhibit. Exhibitor hereby agrees to indemnify and hold harmless L&L Exhibition Management, the owner and management of the exhibition facility, and others lawfully on the exhibit floor, from and against any claim, loss liability or damage as a result of Exhibitor's construction or maintenance of an unsafe exhibit, and Exhibitor further represents and warrants that it has obtained adequate insurance to cover its potential liability hereunder. Exhibitor shall furnish L&L Exhibition Management with the engineering and/or insurance certificates referred to herein upon request prior to or during the Show.

LIABILITY

Neither L&L Exhibition Management, nor its agents or representatives, will be responsible for any injury, loss or damage that may occur to the Exhibitor or to the Exhibitor's employees or property from any cause whatsoever. Under no circumstance will L&L Exhibition Management be responsible for lost profits or other incidental or consequential damages. Exhibitor shall obtain, at its own expense, adequate insurance against such injury, loss, or damage. L&L Exhibition Management shall not be liable for failure to perform its obligations under this contract as a result of strikes, riots, acts of God, or any other cause beyond its control. Anyone visiting, viewing or otherwise participating in the Exhibitors exhibit is deemed to be the invitee or licensee of the Exhibitor, rather than the invitee or licensee of L&L Exhibition Management. L&L Exhibition Management shall not be liable for any injury whatsoever to property of the Exhibitor or to persons conducting or otherwise participating in the conduct of the exhibit or to invitees or guests of the Exhibitor. Exhibitor agrees to abide by existing agreements and regulations covering the use of services or labor in the conference and exhibit facility. The Exhibitor assumes full responsibility and liability for the actions of its agents, employees, or independent contractors, whether acting within or without the scope of their authority and agree to save harmless L&L Exhibition Management and the exhibit hall from responsibility or liability resulting directly or indirectly, or jointly, from other causes which arise because of the actions or omissions of its agents, employees, or independent contractors, whether acting within or without scope of authority. There is no other agreement or warranty between the Exhibitor and L&L Management except as set forth in this document. Any action shall be venue in Minnesota and subject to Minnesota law. The rights of L&L Exhibition Management under this contract shall not be deemed waived except as specifically stated in writing and signed by an authorized officer of L&L Exhibition Management.

SECURITY AND INSURANCE

The exhibitor is solely and fully responsible for its own exhibit material and should insure its exhibit against loss or damage from any cause whatsoever. All Property of an exhibitor is understood to remain in its care, custody and control in transit to or from or within the confines of the Exhibit Hall.

CARE OF BUILDING AND EQUIPMENT

Exhibitors or agents, must not injure or deface the walls or floors of the building, the exhibit spaces, or the equipment of the exhibit spaces. When such damage appears, the exhibitor is liable to the owner of such property so damaged. All materials used in decorations must be flameproofed. Electrical wiring must conform with the National Electric Code Safety rules and all other applicable rules, regulations, fire laws, electrical codes and other laws of the city in which the Show is located, and of any other government authority maintaining jurisdiction over the said exhibition facility, which affect the installation, conduct and disassembly of the exhibit. Combustible materials or explosives are not permitted in the Exhibit Hall. The Exhibitor shall also comply with all reasonable requests of officials of the Exhibit Hall and L&L Exhibition Management with respect to the installation, conduct and disassembly of its exhibit.

VENDOR (COMPANY NAME)

AUTHORIZED SIGNATURE

DATE

PRINT NAME AND TITLE