



MADISON HOME EXPO

JANUARY 8-10, 2027

Generate More Leads. Close More Sales.



MADISON, WISCONSIN

MONONA TERRACE CONVENTION CENTER

Exhibit Space Rates

In-line booth - \$1,490*

Single 10x10 Corner Booth - \$1,740

10' x 20' booth - \$2,980*

10' x 30' booth - \$4,470*

20' x 20' booth - \$5,960*

10' x 40' booth - \$5,960*

*Add \$200 per corner on bulk spaces.

Show Hours

Friday 2pm - 6pm

Saturday 10am - 6pm

Sunday 10am - 5pm

Move-In Hours

Wednesday 12pm - 6pm

Thursday 10am - 6pm

Friday 9am - 2pm

*Wednesday is for select Exhibit Hall booths only.

No drive in on Friday, Hand Carried / Carted Only.

*Booths #39F - #65F must move-in Friday.

Move-Out Hours

Sunday 5pm - 8pm

Monday 8am - 1pm

*Booths #39F - #65F must move-out Sunday.

Exhibit Space Includes

3' high x 10' wide drapery side walls

8' high x 10' wide drapery back wall

*Not Included: Tables, Chairs, and Electricity.

EXHIBITION HALL

BOOTHS #39F - #65F MUST MOVE-IN ON FRIDAY MORNING AND MOVE-OUT ON SUNDAY NIGHT

Drive Through Move In Lane. Enter On West Loading Dock, Exit On East Loading Dock.

MADISON JANUARY 2027
MAD0127-Updated 10.5.26



Jump-start your business!

Let people know who you are, where you are, and what your company is about at the Madison Home Expo!



Plus 2 FREE parking passes for the Wilson Street Garage. Click HERE for a map.

For more information, call
1-800-374-6463
www.HomeShowCenter.com



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

You Tube Click here to watch the video!



L&L CONTRACT AND SPACE APPLICATION

Submit application to info@HomeShowCenter.com.
To ensure placement in the show call: 1-800-374-6463
www.HomeShowCenter.com

SHOW

Madison Home Expo

Monona Terrace Convention Center - Madison, WI

DATE

January 8-10, 2027

SHOW CODE: MAD0127

Requested Location: _____

Booth Size: _____

Corner Booth: Yes*: _____ No: _____

*Final booth placement decided by show management.

*Based on availability, single 10x10 corner booth is \$1740. Bulk spaces add \$200 per corner.

Yes - I Would Like To Receive Information Regarding:

Program Advertising: ☐ Sponsorship: ☐ Seminars: ☐

EXHIBITOR

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Primary Contact Name: _____ Primary Contact Phone: _____

Primary Contact Email: _____

Phone (Main Office): _____ Website: _____

Email (Main Office): _____ Email Invoice To: _____

Products or services to be exhibited (please describe):

PLEASE SUBMIT THIS APPLICATION TO: info@homeshowcenter.com; deanae@homeshowcenter.com

PAYMENT OPTIONS (SELECT ONE):

ACH Bank Payment Link

A Bank Payment Link will be sent with your invoice. There is no fee assessed for using this option.

Credit Card Form

See authorization form on the last page of this application. Please note there is a 3.5% convenience fee assessed when using a card.

Check or Certified Funds

MUST INCLUDE SHOW CODE(S) IN MEMO.
Remit Payment to: L&L Exhibition Management, Inc
7809 Southtown Center #200
Bloomington, MN 55431

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 14 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



RULES AND REGULATIONS

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

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 venued 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.

EXHIBITOR (COMPANY NAME)

AUTHORIZED SIGNATURE

DATE

PRINT NAME AND TITLE

Wisconsin Temporary Event Vendor Information Request by Wisconsin Department of Revenue

The Wisconsin Department of Revenue is requiring all vendors to complete the information below:

Please note:

If the Your Company does not have a Wisconsin seller permit number and claims their sales are tax exempt, enter the exemption code number that applies to your company below.

- 1 - Exempt sales only or display only
- 2 - Multi-level marketing company pays sales tax
- 3 - Nonprofit occasional sales exemption
- 4 - Exempt occasional sales

Wisconsin sellers permit number 15 digits starting with 456: _____

SSN (last 4 digits): _____ FEIN (last 4 digits): _____

Exemption Code **(REQUIRED)**: _____

Legal Business Name (if not Sole Proprietor): _____

Doing Business As (DBA) Name (if Applicable): _____

Vendor/ Contact Name (Last): _____

Vendor / Contact Name (First): _____

Vendor Phone Number: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Email Address: _____

Multi-Level Marketing Company (if claiming code 2 above): _____

By signing this form, I am acknowledging that the information provided above is accurate.

Company / Vendor Name: _____

Signature: _____ Date: _____



CREDIT CARD AUTHORIZATION

Complete and email to info@HomeShowCenter.com

If you have any questions, please call (800)-374-6463.

Date: _____

Name on Card: _____

Company Name: _____

Billing Address for Card: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

Show(s) for payments to be applied: _____

☐ VISA ☐ MasterCard ☐ American Express ☐ Discover

Card Number: _____

Expiration Date: _____

CID/CVV/CVC: _____

**I UNDERSTAND THERE WILL BE A 3.5% CONVENIENCE FEE ADDED TO
THE TOTAL CHARGES**

(Please initial)

Total Amount to be charged*: \$ _____

***Please do not include the 3.5% fee in your written total**

Notes: _____

Authorized signature of cardholder: _____

Email address (for receipt return): _____

This document and attachment(s) are confidential and for the exclusive use of the intended recipient. It is prohibited for anyone other than the recipient to read, copy, duplicate and/or disclose the content to any third person.

**THIS FORM DOES NOT NEED TO BE COMPLETED IN ORDER TO SUBMIT APPLICATIONS
THIS IS A ONE TIME PAYMENT ONLY.
WE DO NOT HOLD ON TO CARD INFORMATION FOR FUTURE DATES.**