

**What Women Want Shopping Expo Registration Form, Rules & Guidelines**  
**Saturday, April 25<sup>th</sup>, 2009 at Sunnyview Exposition Center**

Please fill in all of the information below & sign the bottom of page 2:

\_\_\_\_\_  
 Individual's Name

\_\_\_\_\_  
 Business Name

\_\_\_\_\_  
 Address

\_\_\_\_\_  
 City State Zip

\_\_\_\_\_  
 Phone Email

|                                |                     |   |
|--------------------------------|---------------------|---|
| _____ booths                   | x \$75              | _____   |
| _____ extra tables             | x \$ 5              | _____   |
| _____ extra chairs             | x \$ 2              | _____   |
|                                |                     | Total _____   |
| <i>Included in booth price</i> |                     |   |
| <input type="checkbox"/>       | I need electricity  | <b>If the box isn't checked, you won't have it.</b> |
| <input type="checkbox"/>       | I need the 8' table |   |
| <input type="checkbox"/>       | I need the chair    |   |

Describe the items that you will be selling

\_\_\_\_\_

\_\_\_\_\_

**Liability and Insurance:** The exhibitor agrees to indemnify and hold harmless Digital Documents, LLC. and its subsidiary L & K Productions, its employees and its officers (heretofore referred to as L & K Productions) from claims arising out of its participation in the What Women Want Shopping Expo, including claims caused by the negligence, errors or omissions of L & K Productions. L & K Productions will take all reasonable precautions to protect exhibitors from such loss. L & K Productions will not be liable for injuries to, or loss or damage to the property of, the exhibitor, its employees, agents, guests, or attendees, arising out of the What Women Want Shopping Expo, including but not limited to injuries, losses or damage due to theft, vandalism, fire, smoke, water from any source, electric failure or defects in booths, tents, tables, chairs or other equipment.

Such indemnification shall include, but shall not be limited to, indemnification for all legal fees and costs that may be incurred by L & K Productions in connection with the defense of any claim brought by any third party relating to or arising from the event that is the subject of this agreement or in connection with L & K Productions' enforcement of this provision.

**Cost & Cancellation:** Rental is \$75.00 for each booth space. You can rent up to three booth spaces. Two booth spaces is \$150.00. Three booth spaces is \$225.00. Exhibitor payments are non-refundable. Should L & K Productions find it necessary to cancel, L & K Productions agrees to refund all money paid by the exhibitor within 30 days of such cancellation.

To prevent exhibitors from competing against each other, there will only be one exhibitor from each company allowed in the What Women Want Shopping Expo, first come, first served. For example, only one exhibitor from Tupperware, lia Sophia, Pampered Chef, etc. will be allowed. Duplicate registrations for any company will be returned along with the payment.

**Booth Space:** One business / company per rented booth space. Booth rental includes one 8' undraped table and one chair per rented booth space of 10 x 10'. Up to three booth spaces can be rented per business / company. L & K Productions will assign booth spaces for all exhibitors on a first come, first serve basis using the date each contract is received. Any special requests will be considered, but not guaranteed.

**Payment:** Booth payment is due in full with this completed application. Incomplete applications will be returned and exhibitor booth space will not be reserved. No exhibitor shall sublet, assign or share any part of the space allocated to the exhibitor without the prior written consent of L & K Productions.

No person, firm or organization not assigned to the show, by either renting booth space or advertising in What Women Want Shopping Expo materials will be permitted to solicit business, display or demonstrate any products, processes, or services, solicit orders, distribute business cards or advertising materials within the show or expo building without L & K Productions prior written approval. This also pertains to persons manning booths during show hours. Any violation must be reported to a representative of L & K Production immediately.

All homes businesses shall serve the interest of the What Women Want Shopping Expo and its attendees, and shall be operated in a way that will not detract from other exhibits, exhibitors, exhibition space, or the show as a whole. L & K Products reserves the right to request the immediate withdrawal of any exhibit and exhibitor which L & K Productions believes to be injurious to the show.

**Sales:** You may have over the counter sales that involve the exchange of currency for goods received during the What Women Want Shopping Expo. Each exhibitor must provide L & K Productions with a completed Wisconsin Event Operator and Seller Information with the signed contract and payment. **Promotional give-aways and drawings at your booth are permitted and highly encouraged.**

**Set-Up, Staffing & Tear-Down:** Set-up time starts at 8:00 am the day of the show and must be completed no later than 8:45 am. Tear-down shall be done after the show closes at 4:00 pm and must be completed by 7:00 pm. Exhibitor's staff must be in their booth 15 minutes prior to the What Women Want Shopping Expo opening. Booths must be staffed at all times. No smoking is allowed in Sunnyview Expo Center. No children under the age of 15 are allowed to participate in the set-up, staffing or tear-down of any booth space. L & K Productions reserves the right to request the immediate withdrawal of any exhibit and exhibitor having children under the age of 15 in or around their booth space.

Exhibitors must surrender the booth space occupied by the exhibitor in the same condition it was received at the beginning of use. This includes removal of tape residue or other materials used to secure items to the floor and walls. Trash should be put in trash cans and not left for L & K Productions or Sunnyview Expo Center to clean up.

**Parking:** Exhibitors should park in the back of the parking lot.

**Door Prizes & Give Aways:** Each exhibitor is required to provide 10 give away/promotional items for gift bags. Each exhibitor can also provide 250 flyers or brochures for gift bags.

All prizes, give away/promotional items and flyer/brochures must be given to L & K Productions by Sunday, April 19<sup>th</sup>. Items may be dropped off at 920 W 9<sup>th</sup> Ave (shelves are located in carport), or can be mailed to L & K Productions, 920 W 9<sup>th</sup> Ave, Oshkosh, WI 54902. If unable to drop off or mail items, please contact Kathy at [kathy@landkproductions.com](mailto:kathy@landkproductions.com) to arrange for pick-up.

By signing this contract, the undersigned warrants that he or she has read its terms and agrees to be bound thereby.

| Signature  | Printed Name | Date                                      |
|--|--------------|---|
| <i>Please return the following by Monday March 9<sup>st</sup>, 2009:</i> |              | <i>Drop off the following by 4/19/09:</i> |
| Completed contract (keep a copy for your records)                        |              | 10 give away/promotional items            |
| Wisconsin Event Seller Information Form                                  |              | 250 flyer/brochures (optional)            |
| Payment (check payable to "L&K Productions")                             |              |   |
| <i>Mail to:</i>  |              | <i>Mail or drop off at:</i>               |
| Kathy Joubert  |              | L & K Productions                         |
| Vice-President Sales   |              | 920 W 9 <sup>th</sup> Ave                 |
| L & K Productions  |              | Oshkosh, WI 54902                         |
| 920 W 9 <sup>th</sup> Ave  |              |   |
| Oshkosh, WI 54902  |              | Shelves located in carport                |