

Paddlesports Retailer August 29 - September 1, 2017

EXHIBITOR HANDBOOK



PADDLESPORTS RETAILER

for paddlers, by paddlers

Welcome to the inaugural Paddlesports Retailer tradeshow! Here's all the information you need to have a successful and enjoyable show. We're working hard to make sure your support of our industry's new show is rewarded. We look forward to meeting those of you we don't know, and reacquainting ourselves with those we do.

Paddle On,

Marcus, Sutton, and Darren

Exhibitor Information

Welcome! We're pleased you've chosen to attend Paddlesports Retailer. This booklet will provide you with all the information you need to make your show successful.

Location and Directions

The Alliant Energy Center is located at the gateway to downtown Madison, just off the Beltline (Highway 12/18), on John Nolen Drive. The campus is just five minutes from interstate 90/94, minutes from the Wisconsin State Capitol, Madison's State Street area and the University of Wisconsin-Madison campus, and only 15 minutes from the Dane County Regional Airport, which travels non-stop to and from many key destinations, or to and from anywhere in the world through connecting hubs.

From Chicago (South): I-90 to exit 142A, west on Hwy. 12/18, 5 miles to Rimrock Rd. exit 262
From Green Bay (North): I-90 to exit 142A, west on Hwy. 12/18, 5 miles to Rimrock Rd. exit 262

From Milwaukee (East): I-94 West, I-90 South to exit 142A, west on Hwy. 12/18 to Rimrock Rd. exit 262

From Minneapolis (West): I-90 South to exist 142A, west on Hwy. 12/18 to Rimrock Rd. exit 262

From Des Moines (South): I-80 East to I-380 North, north on Hwy. 151 to Hwy. 12/18E, exit at Rimrock Rd. exit 262

Entrances

The Alliant Energy Center is served by four entryways: the Main Gate from Rimrock Road on the Southeast; the Nolen Gate from John Nolen Drive on the East; the Olin Gate from Olin Avenue on the North; and the Rusk Gate from Rusk Avenue on the South.

Bus Lines

Madison Metro bus service has regular stops along John Nolen Drive, Olin Avenue, and Rimrock Road. There are currently two bus stops on Rimrock Road, two on John Nolen Drive, and one on Olin Avenue, adjacent to the Alliant Energy Center. Visit www.mymetrobus.com to plan your trip.

Bike Paths

There are two major bike path systems that provide connections to the facility. The Wingra Creek Bike Path to the north follows Wingra Creek through Quann Park and connects to the Park Street and Fish Hatchery Road area. There is also the Lake Monona bike path system that runs along Lake Monona on the East side of John Nolen Drive.

Show Hours

Load-In

August 28 8:00 am to 11:00 pm
August 29 8:00 am to 11:00 pm

Demo Day

August 29 10:00 pm to 5:00 pm

Show

August 30 9:00 to 6:00
August 31 9:00 to 6:00
September 1 9:00 to 3:00

Load-Out

September 1 3:00 pm to 11:00 pm

Paddlesports Retailer reserves the right to revise show hours. Exhibitor agrees it will not begin to break down its booth before the published end of the show. Exhibitors in violation will be subject to a \$500 early break-down fee and risk future exhibition opportunities with Paddlesports Retailer.

Move-In and Move-Out

You may begin move-in at 8:00 am on August 28th.

Any materials shipped to the show should be in your booth or alongside it at the start of load in. Paddlesports Retailer will supply casual labor to assist in case more labor is needed. Laborers may not assist in any situation where use of ladders to construction of booths is required.

All freight should be shipped to:

Your Company Name
Attn: Paddlesports Retailer
1919 Alliant Energy Center Way
Madison, WI 53713

Drayage costs are per hundred weight. This is negotiated and ordered directly from the Alliant Energy Center using the link provided to their website. You may ship freight as early as you want, but you will incur more storage costs.

Larger booths (400 square feet and over) are prioritized. There are three large overhead doors and the farthest any booth is from one of these doors is 250 feet. You will be assigned a load-in door for anything brought in after the start of load-in.

Booths under 400 square feet are not permitted to set up until 12:00 on Monday to allow freight and larger vendors to move freely.

Freight Movement

Forklifts will be provided for move-in and move-out, as well as pallet jacks if your crates are smaller.

The AEC is a non-union hall. You are free to hand-carry any and all items for your booth. A limited number of small carts are available. Please team handle boats as much as possible to avoid damage to the boats or other attendees.

Banners

Banners may be hung from the Alliant Energy Center ceiling. Prices are as indicated in the good and services document and installation is contracted directly with the Alliant Energy Center.

Storage of Containers and Boxes

Container storage in your booth is a fire hazard and will not be allowed, however, storage of crates is provided at no charge. This storage will be indoors and protected from the elements.

The Fire Marshall inspects the hall during the show, and any corrections or fines are the responsibility of the exhibitor.

All applicable fire and safety laws of the facility must be observed by exhibitors. No decorations made of flammable materials are permitted. Wiring must comply with local Fire Department and Underwriters Rules.

Subletting Space

Exhibitors may not reassign, resell, share, or sublet booth space. Exhibitors found to be in violation of this agreement will be removed from the show.

Move-In and Move-Out

Ordering Services and Amenities

In order to maintain lower prices, Paddlesports Retailer has chosen to allow exhibitors to go directly to the Alliant Energy Center for amenities, goods, and services, rather than going through a third party, with subsequent charges and fees. Paddlesports Retailer does not receive a percentage of goods and services ordered.

To order goods and services for the show:

- 1) Go to the Alliant Energy Center website at www.alliantenergycenter.com.
- 2) At the bottom of the page, under exhibitor services, click on **Order Booth Furnishings and Services**.
- 3) Scroll down to Paddlesports Retailer and click on that link.
- 4) Enter your booth number if you have it, but it is not required. Click continue.
- 5) Under Page List are links to all the different services available, including power, audiovisual, carpeting, freight, etc.

**DUE DATE FOR EARLY PRICING
IS AUGUST 18th.**

What Is Provided?

If your booth is not an island, you will be provided with pipe and drape. Larger booths have 8-foot drape on the back of their booth. If side drapes are requested, 3 foot drapes can be added at no cost.

Smaller booths (10 feet deep) have side drapes automatically added. End caps or end booths do not have side drapes unless they request them from the show manager.

Post-Show Storage Options

If you are storing your booth in Madison, we recommend using Reynolds Transfer and Storage. They are a 130 year-old family-owned company based in Madison. They are not officially connected with Paddlesports Retailer, nor does Paddlesports Retailer receive a commission for storage or shipping costs.

Shane Bierd
Reynolds Transfer and Storage, Inc.
725 E. Mifflin St.
Madison, WI 53703
sbierd@reynoldstransfer.com
608-257-3914 x 218

If you are storing your booth at their facilities, you can contact them directly to have your booth picked up from Alliant Energy Center.

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Demo Day

The Demo Day will be held at Willow Island, on the Alliant Energy Center Campus, just a few hundred yards from the Alliant Energy Center Exhibition Hall.

The space is grassy, and reserved spaces will be placed around the outside of the West Pond. The island itself will not be available due to another event.

Spaces will be assigned and marked with flags and signage.

A site plan will be available by August 1.



Booth and Display Rules

Admission

Exhibits are open only to those representatives of businesses and others who receive a valid pass from Paddlesports Retailer. Exhibition management reserves the right to refuse admission to any persons for any reason. No general public admission will be allowed.

Vendors may at their discretion accompany buyers into the show one hour earlier than general admission.

Placement

We are placing booths on the floor plan based on the order in which a vendor signs up for the show. End caps and islands are assigned accordingly.

Paddlesports Retailer reserves the right to determine the eligibility of any company for participation at any time, including up to and during the exhibition itself. Paddlesports Retailer also reserves the right, in its sole and absolute discretion, to determine the configuration of the exhibit space so long as the square footage of the configuration is maintained.

Exhibit Design

No exhibit side or back walls shall be permitted to interfere with a neighboring exhibit. Booth back walls may exceed eight feet in height with prior approval from show management. End cap booths must not block view of neighboring exhibits.

Exhibitors whose show materials extend into aisles will be asked to remove materials. Those not complying will be removed from the show.

Aisle and Common Areas

Distribution of marketing materials is limited to the exhibitor's booth area. Distribution of literature or display of promotional material in any other area outside of the booth is strictly prohibited.

Use of aisles, lobbies, and other common areas for the display and distribution of any literature, materials, or product is prohibited as a courtesy to your fellow attendees. Violators will be removed.

Advertising Matter

Materials found outside an exhibitor's contracted space will be removed by show management. Payment for removal of this matter including damage caused to the venue by an exhibitor is the responsibility of said exhibitor. Paddlesports Retailer assumes no responsibility for damage caused by exhibitors to exhibit facilities.

Exhibitors agree not to use any tape or adhesives on the floors or walls of the Facility.

Booth Personnel

Exhibition management reserves the right to determine whether the attire of booth personnel is acceptable and in keeping with the best interest of the exhibitors and exhibition.

In order to maintain a professional show, the wearing of swimwear is only permitted within the booth of exhibitors selling such swimwear. Models are not to be allowed to roam the aisles and other common areas.

Exhibitor representatives are restricted to personnel engaged in the display, demonstration, application or sale of the company's product or services. Personnel shall wear Exhibitor badge identification at all times while they are in the exhibit area. Paddlesports Retailer reserves the right to restrict or limit the number of exhibitor representatives.

Booth and Display Rules

Conduct

Abusive conduct and inappropriate behavior at Paddlesports Retailer is prohibited, including such conduct that is directed toward staff, attendees, or any other person participating in the exhibition. Paddlesports Retailer reserves the right to immediately reject, eject, remove or prohibit any exhibit or any exhibitor or its representatives from the exhibition.

Exhibit Design

No exhibit side or back walls shall be permitted to interfere with a neighboring exhibit. Booth back walls may exceed eight feet in height with prior approval from show management. End cap booths must not block view of neighboring exhibits.

Booth Decoration

Exhibitors must contract for electrical hookups, booth cleaning, carpet vacuuming, drayage, phone service, pipe, drape, furnishings, and other booth decoration and/or assembly services, as may be needed, only through the services contractor approved by Paddlesports Retailer.

Load In/Out

A full load-in/out schedule will be published by Paddlesports Retailer. Exhibitors must load and unload all booth materials only through the back loading bays of the Facility.

Photography

The photographic rights for the Exhibition are reserved to Paddlesports Retailer. Exhibitors wishing to make their own arrangements for the professional photographing of their exhibit must apply to and receive written approval from Exhibition Management, whose permission shall not be unreasonably withheld.

No exposition vendor shall photograph another exhibitor's booth, or any portion thereof, without permission of said exhibitor. Violators will have their media chip confiscated and will be escorted from the premises.

Exhibit Cleaning

Exhibitors must make arrangements to keep their booth free of accumulated rubbish.

Relocation & Floor Plan Revision

While Paddlesports Retailer will do their best to keep booth placement static, Paddlesports Retailer at its sole discretion retains the exclusive right to revise the exhibition hall floor plan and/or move exhibitors as necessary.

Violation of Clear Aisles and Booth Dimensions

Exhibitors whose show materials extend into aisles will be asked to remove materials. Those not complying will be removed from the show. Those not complying will be removed from the show and will not be invited to subsequent shows.

Personnel

Exhibition management reserves the right to determine whether the attire of booth personnel is acceptable and in keeping with the best interest of the exhibitors and exhibition. Exhibitor representatives are restricted to personnel engaged in the display, demonstration, application or sale of the company's product or services. Personnel shall wear Exhibitor badge identification at all times while they are in the exhibit area. Paddlesports Retailer reserves the right to restrict or limit the number of exhibitor representatives.

Food Service

All food and beverages distributed in exhibit hall must be purchased through Centerplate, the appointed caterer of the Alliant Energy Center. No

Other Details and Rules

alcoholic beverages may be distributed unless purchased through the caterer. This applies both during set up and during show hours.

Vendor Courtesy

No exhibitor or representative of an exhibitor shall enter the booth space of another registered exhibitor without invitation. No exhibitor shall take printed materials belonging to another exhibitor without said exhibitor's permission. Any solicitation of exhibitors without permission is strictly forbidden.

Off-site Events

During the event, exhibitor agrees not to hold events, trainings, hospitality suites, facility tours, or exhibitions either inside or outside the event premises without the express written consent of Paddlesports Retailer. Exhibitors conducting unapproved off-site events will be immediately ejected from and banned from future exhibitions.

Cancellation

In the event of a cancellation by Exhibitor, Paddlesports Retailer is not obligated to make any refund to Exhibitor. Exhibitor remains obligated to pay any unpaid amounts and Paddlesports Retailer reserves the right to reassign the cancelled space without any refunds or obligations to Exhibitor. All cancellations must be in writing.

In the event the exhibitor has no representation on the show floor by 9:00 pm on the night prior to the published opening time of the exhibit, Paddlesports Retailer reserves the right to resell the exhibit space and/or move another exhibitor into that space.

Liability

Paddlesports Retailer shall not be held liable for and is hereby released from any damage, loss, harm, or injury to the person or property of Exhibitor or any of its visitors, officers, agents, em-

ployees or other representatives, resulting from Exhibitor's participation in the exhibition, licensing and/or use of exhibition space hereunder, or the failure of Paddlesports Retailer to make available the exhibit space or hold the Exposition, however caused, including that caused by Paddlesports Retailer's or any Facility's negligence.

Indemnification

Exhibitor shall indemnify, defend, and hold harmless Paddlesports Retailer and the Facility from any and all claims, demands, suits, liability damages, loss, costs, attorneys' fees, and expenses of any kind which might result or arise from its participation in the Exposition, its licensing and/or use of exhibition space hereunder, or any action or failure to act on the part of Exhibitor or its officers, agents, employees, or other representatives.

Insurance

Exhibitor understands that neither Paddlesports Retailer nor the Facility maintains insurance covering Exhibitor's liability or property, and Exhibitor must obtain, at its sole expense, insurance for its exhibit material and products against loss or damage, and public liability insurance against injury to the person or property of others.

Paddlesports Retailer and the Facility are to be named as an additional insured and Exhibitor shall provide evidence of such insurance to Paddlesports Retailer and the Facility prior to set up.

Losses

Paddlesports Retailer does not assume responsibility for damages to the exhibitor's property or lost shipments either coming in or going out of the exhibition, nor is Paddlesports Retailer responsible for shipping, drayage, parking, or other exhibitor costs. If the exhibit fails to arrive in time for the show, no refund of exhibit fees will be allowed.

Other Details and Rules

Losses, Damages, Claims

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the exhibition venue premises and will indemnify, defend, and hold harmless the exhibition venue its owner, and Paddlesports Retailer from any and all such losses, damages, and claims.

Modification or Cancellation of the Exhibition

In the event the premises in which the Exhibition is or is to be conducted shall become, in the sole discretion of the Paddlesports Retailer, unfit for occupancy, or in the event the holding of the Exhibition or the performance of Paddlesports Retailer under the Application (of which these terms and conditions are a part) are substantially or materially interfered by any cause or causes, this contract and/or the Exhibition may be modified or terminated by Paddlesports Retailer.

Delays Damage, or Other Losses

Paddlesports Retailer shall not be responsible for delays, damage, loss, increased costs or emotional distress or other unfavorable occurrences to exhibitors arising from unforeseen events, acts or omissions that result in modification or termination of the Exhibition.

Paddlesports Retailer reserves the right to make reasonable modification to the rules and regulations applicable to this exhibition in keeping with laws, regulations, or for any other reason deemed necessary by Paddlesports Retailer.

Cancellation

If Paddlesports Retailer or its contractors terminate this show this contract and or Exhibition (or any part thereof), Paddlesports Retailer shall not be liable to the exhibitor for any compensation

other than for a prorated refund of such exhibitors' booth fee payment determined on the basis of the number of exhibit days remaining.

For the purposes of this contract "unforeseen events, acts, or omissions" shall include but not be limited to fire, theft, casualty, flood, snow and ice storms, epidemic, earthquake, inclement weather, explosion or accident, blockade or embargo, governmental restraints, orders of civil defense or military authorities, act of public enemy, riot or civil disturbance, strike, lockout, boycott or labor disturbances, inability to secure sufficient labor, including technical personnel, failure or lack of adequate transportation, inability to obtain, requisition, or commandeer necessary supplies or equipment, local, state, Federal laws, ordinances, rules, orders, decrees, or regulations of any kind whether constitutional or unconstitutional, and any act of God.

Photographic Consent

Consent to Use of Photographic Images and Name for Purposes of Tradeshow Promotion. Exhibiting or attendance at, or participation in, the Paddlesports Retailer tradeshow constitutes an agreement by the exhibitor to allow use and distribution (both now and in the future) of the company name in exhibition promotion