

2011 UPCEA Central Region Conference

Crowne Plaza, St. Louis/Clayton

7750 Carondelet Ave.

Clayton, MO 63105

October 12-14, 2011

Exhibit Application & Contract

Instructions:

1. Please read the contract provisions found on the back of this application.
2. Complete the contract application in full. Sign and return with check made payable to **University of Wisconsin-La Crosse** and mail to the address below.
3. Select your level of sponsorship:
 - Gold sponsor** - \$1,500 – sponsors keynote speaker or special reception and receives acknowledgment at such, receives two complimentary pre-conference and conference registrations, special recognition on website, recognition in conference materials and an exhibit table for duration of conference.
 - Silver sponsor** - \$1,000 – recognition on website and in conference materials, an exhibit table for duration of conference and one complimentary pre-conference and conference registration.
 - Bronze sponsor** - \$600 – recognition on website and in conference materials, an exhibit table for duration of conference and one complimentary conference registration.
4. A \$300 deposit must accompany this application. Deposit is non-refundable after Sept. 15, 2011.
5. Any balance due on reserved booth space must be paid by Sept. 15, 2011. Failure to do so may result in forfeiture of assigned space and deposit.

The undersigned (hereinafter, called the 'exhibitor') hereby applies for space at the UPCEA Central Region Conference to be held Oct. 12-14, 2011 at the Crowne Plaza Hotel in St. Louis-Clayton Hotel, Mo.

Please submit your company name as you would like it to appear on the website and in the program.

Name for complimentary registration

Title

Contact Person

Title

Address

City State Zip

Phone Fax

Website

E-mail

*Authorizing Signature

Date

*Completion of this application and signature signify understanding of, agreement to, and willingness to abide by, the contract provisions as they appear on the reverse side of this contract.

Products/services to be exhibited:

UPCEA Vendor Contract 2011

REGISTRATION OF BOOTH REPRESENTATIVES: Nametags and other relevant information will be given upon arrival at the conference. Each exhibiting organization shall provide (UW-La Crosse), in advance, the name and title of the person(s) who will be in attendance and responsible for the installation, operation and removal of the display. For security purposes, all exhibitor personnel are required to wear nametags provided at all times.

SHIPPING: Packages are to be shipped to the hotel for arrival no more than 5 business days prior to conference. The boxes must be labeled with the group name (UPCEA Regional Meeting), the name of the company, the name of the representative attending the conference and directed to Name of Group & On-site Contact, Crowne Plaza, St. Louis-Clayton, 7750 Carondelet Ave., Clayton (St. Louis), Missouri 63105. Hold for: Name/Date/Conference; Box(es) ___of ___ [multiple boxes must be numbered].

INSTALLATION & DISMANTLING: Exhibitors may set up their exhibits beginning at 7:00 a.m. on October 12, 2011. Dismantling must be completed by 5:30 p.m., Oct. 13, 2011.

STORAGE OF PACKING MATERIALS: Packing materials, boxes, or crates should be labeled with exhibitor name. These materials should be stored or discarded in a timely manner to be ready for exhibition opening.

CARE OF FACILITY: Items may not be tacked or stapled to the Crowne Plaza Hotel property. Exhibitor will be liable for repair or replacement of damaged property.

SECURITY: UPCEA, UW-La Crosse and the Crowne Plaza Hotel do not assume any obligation with respect to exhibitor's personal or company property. Exhibitors should insure their display against loss or damage. All packages, cases, etc. are subject to examination before removal from the exhibition area.

FIRE & SAFETY: Exhibitor assumes all responsibility for compliance with all ordinances.

LIABILITY, INSURANCE, INDEMNIFICATION: The exhibitor is responsible for all damages to the exhibit facilities and for all claims and demands on account of any injury or damage to property done or occurring in or about the premises used by any exhibitor, employees, servants, agents, licensees or contractors occasioned by their negligence. The exhibitor agrees to indemnify and hold harmless The University of Wisconsin-La Crosse and UPCEA. The exhibitor is required to present evidence of adequate insurance to cover indemnification set forth in the following paragraphs. The exhibitor shall not be liable for any loss or damage resulting from the perils of fire, mudslide, earthquake, lightning, windstorm, cyclone, tornado, hail, riot attending a strike, civil commotion, smoke, motor vehicle damage, and aircraft damage. The exhibitor is required to carry his own insurance to cover such conditions and other acts of God. The exhibiting company acknowledges that it is responsible for obtaining insurance in such amounts as it deems necessary to comply with its obligations contained herein and for its own protection during the course of the event including transit.

FULFILLMENT OF CONTRACT: In the event that any part of the exhibit facility is damaged or destroyed by fire, the elements, civil commotion or by any other cause, or if circumstances shall warrant it impossible for Central Region chair-elect to permit exhibits to occupy the space assigned during any part of the period covered, then the exhibitor will be charged for space only for the period that the space was or could have been occupied. During such circumstances, neither the UW-La Crosse, UPCEA nor the Crowne Plaza Hotel will be liable for the fulfillment of this contract as to the delivery of space.

GENERAL/AMENDMENTS: These rules are to be construed as part of all space contracts. All interpretations as well as answers to questions and matters not specifically covered by these rules may be amended at any time by UW-La Crosse and will be equally binding on all parties affected. Written notification of any such amendments will be forwarded to exhibition companies.

ACCEPTABILITY OF EXHIBITS: All products and services exhibited shall be to serve the interests of the members of UPCEA and shall be operated in a way that will not detract from the other exhibits, the exhibition, or conference as a whole. The Central Region chair-elect reserve the right to determine the eligibility of products exhibited.

SIGNS: No signs may be placed outside the area of the assigned exhibit space.

RESTRICTIONS IN OPERATIONS: The exhibitor agrees that audio or video aids will be operated in such a manner as to provide no inconvenience to other exhibitors. No copyrighted music, if licensed through ASCAP, BMI, or SESAC, may be played in exhibit area at any time. All wiring on exhibit or display fixtures must meet underwriters' rules and local fire department regulations. The use or distribution of helium-inflated items within the exhibit hall is prohibited.