

# EARLY BIRD RATE

Rates not valid after  
October 31, 2020

# Milwaukee Journal Sentinel

## Sports Show

March 3-7, 2021

WISCONSIN STATE FAIR PARK EXPOSITION CENTER

# Exhibitor Application and Agreement

(Industry – booth form)

### 1. Exhibitor Information PLEASE PRINT

\*Please note: The information you provide for Exhibitor Listing, Website and Phone will be listed in the Show Program

Company Name: \_\_\_\_\_

\*Exhibitor Listing / Booth ID Sign: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province / State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Contact Phone #: \_\_\_\_\_ \*Show Program Phone #: ( ) \_\_\_\_\_

Fax: ( ) \_\_\_\_\_ Email: \_\_\_\_\_

\*Website: \_\_\_\_\_

Booth Set-up Contact Info: \_\_\_\_\_

### 2. Check the appropriate categories of products or services to be exhibited for the show website listing:

- Apparel     Automotive / Trucks     Camping     Hiking & Backpacking     Lodges & Resorts     Publications
- Archery     Boats & Marinas     Fishing     Hunting & Accessories     Motorsports / ATV's     Retail
- Art / Photo.     Campers / RV's     Food Vendor     Home Services     Outfitter & Guides     Taxidermy
- Associations     Clubs / Organizations     Guns, Safes     Kayaks & Canoes     Non Profit     Tourism

### 3. Booth Request

Minimum Space Required: 10 ft. x 10 ft. / 100 sq. ft.

First Choice #: \_\_\_\_\_ X \_\_\_\_\_ sq. ft.

Second Choice #: \_\_\_\_\_ X \_\_\_\_\_ sq. ft.

Third Choice #: \_\_\_\_\_ X \_\_\_\_\_ sq. ft.

Show Management will attempt to honor choices in order of preference; however, final decisions regarding assignment are in the sole discretion of Show Management.

### 4. Booth Rates

Booth Rate Per 10x10

Sq Ft    Cost / Sq Ft  
100    \$ 9.85    (\$985 per 10x10)

Bulk Space Rate 401 sq. ft or larger

Sq Ft    Cost / Sq Ft  
401    \$ 4.87

Corner Fee \$100 per corner, # of Corners \_\_\_\_\_

**Booth Liability Insurance - Required**  
Add 3% for payments made via credit card

### 5. Marketing Packages & Advertising Official Show Program

(Package A – included in above rate)

Package B: \$250     Package C: \$500    Refer to the Marketing Brochure for More Opportunities & Details

### 6. Booth Fees & Payment Schedule

\_\_\_\_\_ X \_\_\_\_\_ + \_\_\_\_\_ = \_\_\_\_\_ + \_\_\_\_\_ = \_\_\_\_\_  
Total sq ft    cost per sq ft    corner fee/booth share    Total Booth Fees USD    Advertisement    GRAND TOTAL

**"Early Bird" Discount: Discounted Booth Rate Only Applies if 100% of Payment Made in Full by January 1, 2021)**

Check # \_\_\_\_\_ Make Check Payable **Outdoor Sports Group LLC** (refer to payment terms)

**Credit Cards are only used to hold your booth Reservation. We will send you an invoice via Square-Up to Pay Online**

Credit Card (check one):     American Express     Mastercard     VISA    Security Code: \_\_\_\_\_

Card No: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_ Signature: \_\_\_\_\_

### 7. Sign HERE

Exhibitor has read the Terms & Conditions on the reverse side of this Agreement. Exhibitor understands that this Agreement shall be legally binding between Show Management and the Exhibitor only upon acceptance in writing by Show Management. Exhibitor also understands that any changes in the information in this Agreement must be provided to Show Management in writing. This Agreement may be executed and delivered by facsimile and a facsimile signature shall be treated as an original.

Exhibitor's Authorized Signature: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

### FOR OFFICE USE ONLY

Date Received: \_\_\_\_\_

Booth Price: \_\_\_\_\_

Corner Price: \_\_\_\_\_

Marketing / Adv Total: \_\_\_\_\_

Payment Rec'd: \_\_\_\_\_

Balance Due: \_\_\_\_\_

Accepted By: \_\_\_\_\_

Booth 1		Booth 2	
#			#
S			C
	C	S	

Booth 3		Booth 4	
#			#
S			C
	C	S	

### Mail application & payment to:

Outdoor Sports Group LLC  
P.O Box 2952  
New York, NY 10163

### Checks Payable to:

**Outdoor Sports Group LLC**

### Contact Info: Lorenzo Marinuzzi

Tel: (201) 523-0598  
Fax: (866) 728-3775  
Email: sales@osgshows.com  
Web: [www.osgshows.com](http://www.osgshows.com)

### Payment Schedule

Upon Signing:    25% Due  
October 31, 2020:    50% Due  
January 1, 2021:    100% Due

By signing the following credit card payment authorization, you agree to allow Outdoor Sports Group LLC, to charge your credit card for unpaid balances per the payment and schedule terms of the contract.

The fees set forth above reflect a 3% discount for payments made via cash, checks or bank wire transfers. Payments made using credit cards are not entitled to the cash, check and bank wire transfer discount and the applicable fees will be recalculated accordingly. If your balance of payment is not received by other means within 90-days of the event, this card will be billed automatically to settle your account.

# BASIC TERMS AND CONDITIONS

All exhibits and exhibitors are subject to the following rules & regulations.

This contract for exhibit space (the "Agreement"), when properly executed by the Exhibitor and Show Management (as defined herein), shall be considered a binding agreement between the two parties.

## 1. Admissible Exhibits

- Exhibit space is available to manufacturers of fishing tackle, hunting equipment, camping equipment, marine accessories, and related outdoor equipment, their dealers, and distributors. Also available to guide services, outdoor products, artwork and services, lodges and resorts, sports teams, clubs and organizations. Outdoor campers, RVs, vehicles and outdoor products who will display items considered by Show Management. Only individually packaged food items may be sold.
- Exhibitor agrees to display only goods manufactured by Exhibitor, or goods for which Exhibitor is the exclusive North American distributor (proof of which will be submitted to Show Management upon request) or merchandise that is sold in Exhibitor's retail store.
- Exhibitor may not assign, sublet or apportion the whole or any part of its space, nor exhibit therein any goods other than those manufactured or sold by Exhibitor in the regular course of business.
- Wildlife art will be juried prior to acceptance.
- Show Management, at its discretion, may evict any Exhibitor displaying or promoting items, products or services not written in on reverse side and thus not part of this Agreement.

## 2. Exhibitor Space Payment

- All monies paid for exhibit space will be retained by Journal Sentinel Inc. and are not refundable and not transferable if Exhibitor fails to fulfill or violates this Agreement or reduces the size of its exhibit or withdraws from the Milwaukee Journal Sentinel Sports Show (the "Show"). If Exhibitor fails to submit payments at times specified, Show Management has the right to take possession of Exhibitor's space and lease it to another party. Exhibitor shall pay the booth fee with the signed Agreement no later than the indicated deadline. Make checks payable to Milwaukee Journal Sentinel Sports Show. Exhibitors with outstanding payment due will not be permitted to move into the Show. No refunds.
- Space payment includes contracted real estate, promotion of the Show including a listing of all exhibitors in the Journal Sentinel newspaper and an invitation to specified Exhibitor functions. All other booth equipment is additional to the exhibit space rate.

## 3. Subletting of Space

- Subletting, reassigning or apportioning space is prohibited.
- Two or more firms may not exhibit in a single space.

## 4. Restrictions

Show Management may, at its discretion, prohibit, restrict, and/or evict exhibits that are in the sole opinion of Show Management, objectionable for any reason including but not limited to the following: danger, noise vibration, glaring or flashing lights, safety and method of operation, objects on display, and/or method of display. Show Management may also prohibit, restrict and/or evict any exhibit that may detract from the general character of the Show. Show Management may further restrict, prohibit and/or evict any exhibit with objectionable persons, things, conduct, printed matter or anything else Show Management judges to be objectionable in its sole discretion. In the event of such restriction or eviction in said event, Show Management is not liable for any refunds or rental or other expenses. The Show floor plan is subject to change without notice and Show Management reserves the right to locate and/or alter the location of exhibit spaces, at its sole discretion, in the best interest of the Show.

## 5. Booth Configuration

Booth configuration in the State Fair Park Exposition Center (the "Venue") shall consist of standard 10 foot by 10 foot booths erected by the Show Management at no cost to the Exhibitor in the space provided. Due to fire regulations, all Venue booths measure 10'x8' (10' aisle frontage).

## 6. Display Regulations

- Non-bulk space booth displays are limited in height to 8 feet, with an additional 2 feet maximum for signage, and cannot extend more than 4 feet from the booth background. Sidewall displays are limited to 3 feet in height. Exhibitor's display should not obstruct neighboring displays nor project into the aisles.
- A booth located along a perimeter wall, however, may exceed the back wall height limitation to a maximum of 12 feet in height.
- No decorations or product may be hung from the ceiling. All signs to be hung from the ceiling must have prior approval of Show Management. (See signage guidelines in Exhibitor Service Kit.)
- These guidelines will be strictly enforced. Show Management reserves the right to remove any display that does not conform to its guidelines or any display the Show Management deems offensive or detrimental to the Show for any reason.
- No damage of any nature may be done to the Venue.
- Exhibitor must observe all union contracts in effect in the Venue at the time of the Show.
- Exhibits must be staffed by an authorized Exhibitor representative during all Show hours.
- Exhibitor personnel must remain within the exhibit space and not solicit or conduct business in the aisles.

## 7. Signage Guidelines

All signs to be hung from ceiling in bulk space booths must adhere to the Sports Show signage size and construction guidelines as indicated in the Exhibitor Service Kit. All ceiling signs must be approved by submitting detailed drawings and the appropriate signage form to Show Management by 60 days prior to the first day of Move In. Exhibitors will be billed by Venue stagehands for installation and removal of the hanging signs. For further information, see signage guidelines in Exhibitor Service Kit. Note: Only bulk space booths may hang signage from ceiling. Booth signs must cover backside properly. Consult Show Management for height restrictions.

## 8. Fireproofing and Smoking

All decorative material must be fireproofed. Smoking is prohibited by Wisconsin State Law in the entire Venue except in designated areas.

## 9. Booth Equipment

Booth equipment shall consist of draped back wall, 8' high, and side dividers 3' high, erected by the contracted exposition company at no charge to the Exhibitor in the space ordered. Also included is one 7"x44" two-line identification sign. BOOTH RENTAL DOES NOT INCLUDE: electrical outlets, special lighting, carpeting in booth, tables, chairs, furniture, booth cleaning insurance, or special signage. Additional equipment may be ordered as outlined in the Exhibitor Service Kit.

## 10. Exhibitor Service Kits

Exhibitor Service Kits will be provided and Exhibitors must adhere to the instructions therein. These instructions are a binding part of this Agreement

## 11. Handout Guidelines

Any distributing of advertising materials and taking orders for future delivery must be conducted in a dignified manner.

## 12. Responsibility

If the Exhibitor fails to comply in any respect with the terms and conditions of this Agreement, Show Management shall have the right, without notice to the Exhibitor, to rent or offer for rent said space, or to use said space in any other manner, but this shall not be construed as affecting the responsibility of the Exhibitor to pay the full amount specified by this Agreement.

## 13. Loss, Theft, or Damage Insurance

Show Management shall not be responsible for any loss, theft, or damage to the property of the Exhibitor, its employees, representatives, or agents.

## 14. Security

Show Management will not be responsible for any loss or damage to the property of Exhibitor or its employees, agents and guests, due to fire, smoke, water from any source, electric current or the failure of the same, accident of any kind nor from any other cause whatsoever, nor will Show Management be liable for injuries to Exhibitor, or its employees, agents or guests, for damages or injuries arising from or in anyway connected with the use of occupancy of space in the Venue.

## 15. Registration

Each Exhibitor is entitled to a limited number of free Exhibitor badges for space rented. Badges will not be transferable and Show Management reserves the right to withdraw the use of any Exhibitor badge or pass used to gain admission to the Show by any person other than the one to whom it was issued. Registration policies and procedures will be under exclusive control of Show Management at all times.

## 16. Show Hours

All booths must be properly manned during Show hours. A move-in time and date will be issued to all Exhibitors. Failure to comply with the move-in schedule may result in exhibit space relocation or elimination. All exhibits must be completely installed by 10:00 a.m. on Wednesday the first show day. No exhibits shall be dismantled before 5:00 p.m. on the last day of the Show. Failure to staff your booth during Show hours may result in removal of your exhibit from the Show. No refunds will be granted in such case, and decision of Show Management is final.

## 17. Light, Power, Gas, Water, Sewer

Venue will furnish floodlights, plain or in color, extra lights for decorating, electric power, and outlets at a reasonable charge as well as gas, water, and sewer installation, dependent on location. See State Fair Park Exposition Center Service Form in Exhibitor Service Kit.

## 18. Care of Space

Exhibitors shall surrender their space in the same condition it was taken over. If the space occupied is damaged by Exhibitor, participants, employees, patrons, or guests, Exhibitor shall pay such claims as necessary to restore the space to its original condition. All rubbish shall be moved into aisles 15 minutes after the close of the show daily. Booth cleaning service can be arranged for a nominal fee. See Exhibitor Service Kit.

## 19. Force Majeure

If the Venue or any part of the exhibit area thereof is unavailable whether for the entire Show, or a portion of the Show as a result of fire, flood, pest, weather conditions, or any other cause or as a result of governmental intervention, malicious damage, acts of war, strike, lock-out, labor dispute, riot or any other cause it is necessary to cancel, postpone or re-site the Show, or reduce installation time, Show time, or move-out time, Show Management shall not be liable to indemnify or reimburse the Exhibitor in respect of any damage or loss, direct or indirect arising as a result thereof.

## 20. Raffles, Sweepstakes, and Contests

Exhibitors wishing to conduct a raffle, sweepstakes or contest of any kind must secure Show Management's written consent by Any Exhibitors conducting a raffle must obtain and hold the appropriate state license, which must be displayed.

## 21. Firearms

Any firearms on display must be rendered inoperative (as by removing firing pin) and must be unloaded. No ammunition may be displayed. Exhibitors must complete and submit the firearms approval form located in the exhibitor kit.

## 22. Demonstrations, P.A. Systems and A/V Guides

The use of product demonstrations, audio-visual equipment or any type of public address system is limited to that which in the opinion of Show Management does not adversely affect neighboring exhibits.

## 23. Building Rules and City Ordinances

The Exhibitor agrees to obey all rules of the State Fair Park Exposition Center Board which may now be in existence of which hereafter may be made, and to abide by the rules and regulations of the City Building Inspector, Health Department, and such other departments whose duties embrace regulations of exhibits, etc. Exhibitors displaying motor vehicles are responsible for following City of Milwaukee Parking Guidelines. See Exhibitor Service Kit for specific vehicle instructions.

## 24. Cancellation of Agreement

Should the Venue or the relevant portion thereof be destroyed or damaged by fire, by the elements of any other cause, or should circumstances make it impossible for Show Management to provide such space contracted for during any part of the period covered by the Exhibitor's Agreement for space, the Exhibitor shall be obligated to pay only for the period the space was or could be occupied by Exhibitor and Show Management is released from any and all claims for damages which may result in consequences thereof. Show Management expressly reserves the right to cancel this Agreement at any time when, in its opinion, its continuation would adversely affect the Show or Show Management. In such a case, the Exhibitor will be charged for only the reasonable value of services equipment, etc., already provided. Show Management may restrict, prohibit and/or evict any exhibit with objectionable persons, display, things, conduct, printed matter, or anything else the Show judges to be objectionable. In the event Exhibitor seeks to cancel this license for exhibition space, withdrawal from the Show, or reduce its space requirements for the Show, Exhibitor acknowledges that Show Management would be harmed and suffer loss and that it would be difficult to determine the precise value for or amount of that harm. All cancellations, withdrawals or requests for reduction in space by Exhibitor must be in writing, by certified mail, return receipt requested. The date of cancellation, withdrawal or reduction in space, as applicable, shall be the postmark date on the notice. If Exhibitor cancels, withdraws or reduces its space requirements for the Show, Exhibitor agrees to pay to Show Management the amounts set forth below if not previously paid by Exhibitor. Such payment shall be liquidated damages and not a penalty, and the parties agree that such amounts constitute a reasonable provision for liquidated damages. Date Written Notice of Cancellation or Reduction in Space Postmarked On or before 120 days of the first day of the Show (50% of Total Booth Space Fee) – waived for 2021 show – worry free cancellation policy 100% refundable; Within 120 days of the first day of the Show (100% of the Total Booth Space Fee). In the event Exhibitor, at any time, seeks to cancel this license for exhibition space, withdraws from the Show or requests a reduction in space, an administrative and processing fee of \$100.00 per 10' x 10' booth will be assessed. If a reduction in space is requested, Exhibitor's booth space on the Show floor may be moved in the sole discretion of Show Management.

## 25. Amendments

Show Management will have the full power of interpretation and enforcement of all provisions contained herein, and the power to make such amendments thereto, and such further rules and regulations as will be considered necessary for proper conduct of the Show.

## 26. Indemnity

- The Exhibitor shall indemnify, defend and hold harmless Milwaukee Journal Sentinel Sports Show, State Fair Park Exposition Center (for purposes of rights, but not obligations, hereunder), Outdoor Sports Group LLC, JSI, Journal Media Group, Inc., and their respective parent, affiliated and subsidiary companies and the present and former directors, officers, shareholders, agents, attorneys, representatives and employees of the foregoing (collectively, "Show Management") from and against any and all liabilities and expenses whatsoever, including but not limited to claims, adversary proceedings (whether before a court, administrative agency or any other tribunal), reasonable attorney fees, damages, judgments, awards, penalties, settlements, investigations, costs and disbursements (collectively, "Claims"), arising or resulting from (i) any breach, violation or noncompliance of or with any term of this Agreement by the Exhibitor; (ii) the products, services or other materials displayed, offered or promoted by Exhibitor; or (iii) any negligent or intentional act or omission on the part of the Exhibitor, its employees, agents, and/or guests, except to the extent that such Claim arises from the negligence or intentional act or omission of JSI.
- Promptly after learning of the occurrence of any event that may give rise to its rights under the provision immediately above, the Show Management entity intending to claim indemnification hereunder (the "Indemnified Party") shall give written notice of such matter to the Exhibitor from which indemnification is sought, although failure to provide prompt notice will not relieve Exhibitor of its obligation to indemnify unless Exhibitor is materially prejudiced by the delay. The Exhibitor shall diligently defend any such action, claim or liability, and subject to the Exhibitor's compliance with its indemnification obligations, the Indemnified Party shall, at the Exhibitor's expense, cooperate fully with the Exhibitor and its legal representatives in the investigation and defense of any Claim covered by this Agreement. The Exhibitor shall be in charge of and control such negotiations, compromise and defense and shall have the right to select counsel with respect thereto, provided that the Exhibitor shall promptly notify the Indemnified Party of all developments in the matter. In no event shall the Indemnified Party compromise or settle any such matter without the prior consent of the Exhibitor, who shall not be bound by any such compromise or settlement absent its prior written consent, which shall not be unreasonably withheld or delayed. The Indemnified Party shall have the right, but not the obligation, to be represented by counsel of its own selection and at its own expense. If the Exhibitor fails to promptly act to protect the interests of the Indemnified Party after being notified of a Claim, the Indemnified Party may, at Exhibitor's expense, take action in its own defense at Exhibitor's expense and Exhibitor shall immediately reimburse and pay all such expenses as part of this indemnity.
- Show Management makes no, and disclaims all, representations or warranties express or implied, and the Event is provided "as is". Show Management makes no guarantees about attendance and shall not be liable for any consequential, indirect, incidental, special, lost profits, or punitive damages nor for any liability in excess of the fee paid by Exhibitor hereunder.
- The obligations to indemnify contained in this section shall survive the expiration or termination of this Agreement.

## 27. Recordings

Exhibitor grants Show Management the irrevocable right to record and use video(s), photo(s), and/or other audio/video recordings taken at the Show that may include images of Exhibitor, its employees, products and/or logos, exhibit space and associated image, voice, likeness, etc. ("Recordings"), and Exhibitor consents to all such use by Show Management of such Recordings, without giving Exhibitor or any other party notice or compensation, including without limitation the irrevocable right to reproduce, distribute, sell, transmit, stream, display and publicly perform such Recordings, transcriptions and derivative works in any medium.

## 28. Compliance with Law

Exhibitor (and its products, services and materials displayed, offered or promoted) shall comply with all applicable law, rule, regulation, and industry self-regulatory guidelines and industry practices.

## 29. Insurance

All Exhibitor shall submit a copy of its certificate of insurance for General Liability Insurance and if required, Automobile Liability Insurance as follows: General Liability Insurance, on an occurrence form, with a combined single limit for Bodily Injury and Property Damage, including Products Liability (including completed-operations coverage), coverage for contractual liability, independent contractors, broad form property damage and personal injury in an amount of at least One Million Dollars (\$1,000,000) per occurrence and Two Million Dollars (\$2,000,000) in the aggregate; and if use of a vehicle in or on the premises of the Venue will occur; Automobile Liability Insurance covering all owned, non-owned and hired vehicles with limits not less than One Million Dollars (\$1,000,000), per occurrence, single limit for personal injury and property damage. The Exhibitor's certificate of insurance will provide additional insured status for General Liability and, if required, Automobile Liability by providing the following additional insured language: "Journal Media Group, Inc., Journal Sentinel, Inc., Outdoor Sports Group LLC and their affiliates, subsidiaries and their respective directors, officers, employees and agents are additional insureds". All Exhibitors who employ workers other than family members or volunteers must submit evidence of Workers Compensation coverage. This will be provided on the certificate of insurance. Proof of coverage must be provided five business days prior to booth setup to Outdoor Sports Group LLC.

## 30. Other

This Agreement shall be governed by New York law. Show Management reserves the right to make changes, amendments and additions to these terms and conditions and in the Exhibitor Service Kit at any time, and all changes, amendments and additions so made shall be binding on the Exhibitor. Any matters not specifically covered herein are subject to decision by Show Management

EXHIBITOR'S AUTHORIZED SIGNATURE: \_\_\_\_\_