



Mini-Marathon & 5K Expo & Packet Pick-Up  
Alliant Energy Center Hall C  
1919 Alliant Energy Center Way  
Madison, WI 53713  
August 17, 2018

This is 10<sup>th</sup> Year Celebration of the Madison Mini-Marathon & 5K and promise to be a huge year for the event. The Madison Mini-Marathon & 5K Health and Fitness Expo & Packet Pick-Up is an exceptional opportunity to promote and market your company's products and services in the Madison, WI area. The expo is held in conjunction with the 10th Annual Madison Mini-Marathon & 5K with an expected 5,000 participants.

Plan now to be involved and catch all the excitement of the Mini-Marathon and the Expo!

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#### SHOW DATE

Friday, August 17, 2018

Coupon or ad in VRB email: \$450 (Exhibitors receive a \$50 discount on VRB listing)

#### EXPO HOURS

Set-Up

*\*Thursday, August 16    Friday, August 17*

*3:00 PM –7:00 PM        7:00 AM–10:30 AM*

*\*See security waiver on last page*

#### BOOTH INCLUDES

- 6ft draped table
- 2 chairs
- Wastebasket

*Electricity and all other booth resources can be ordered separately via online form.*

#### SHOW HOURS

*Friday, August 17*

*11:00 AM–8:00 PM*

#### INFORMATION

For additional information, call Jill Schmitz at (608) 609-2726 or [jill.schmitz@gmail.com](mailto:jill.schmitz@gmail.com)

#### EXHIBIT HALL

Alliant Energy Center (Hall C)  
1919 Alliant Energy Center Way  
Madison, WI 53713

#### PAYMENT

Payment in full must be received to guarantee your booth space location. Final day to receive payment is due August 2, 2018.

#### BOOTH PRICES

10'x10' Interior: \$550

10'x10' Corner: \$625

*\*Additional configurations are available upon request*

#### CANCELLATION

An exhibitor will not be at liberty to cancel or withdraw their application once it has been confirmed by the Madison Mini-Marathon.

#### VIRTUAL RACE BAG

## Rules and Regulations

1. Exhibitor agrees that the Madison Mini-Marathon reserves the right to reject or restrict any exhibit.
2. Exhibitor agrees that no refunds will be made to an exhibitor who fails to occupy space.
3. Exhibitor agrees that space assignments may be changed by the Madison Mini-Marathon.
4. Exhibitor agrees not to make undue noise or odor, use hazardous lights, cause damage to the building or booth equipment, or act in any manner deemed inappropriate by the Madison Mini---Marathon.
5. Exhibitor may purchase more than one booth.
6. Exhibitor agrees to be open and staffed during all show hours.
7. Exhibitor agrees not to sublet exhibit space.
8. Exhibitor agrees that all belongings shall be removed from the Expo by 10:59 PM, August 17, 2018. Any items left will be removed and stored at the exhibitor's expense.
9. Selling is allowed. Products should be sold at a reasonable retail cost.
10. Exhibitor may sell pre-packaged food items, which are intended for off—premise consumption only. All other food items, including sampling, need the approval of the Madison Mini—Marathon.
11. Exhibitor agrees to conform to Madison Fire Department rules and regulations, including the rules on food product sampling. Contact expo coordinator for a complete set of rules.
12. Exhibitor agrees that no exhibitor shall have authority to incur cost or liability for or against the Madison Mini-Marathon and all its related events. Exhibitor shall pay all costs pertaining to moving in and moving out. Exhibitor shall be liable for all damages which they may cause to the building or otherwise in connection with their exhibit.
13. Exhibitor agrees that in the case of war, fire, strike, government regulation, public enemy or other cause, the event or any part thereof may be prevented from being held. In that case, the management, in its sole discretion, shall refund to the applicant, his/her proportionate share of unused funds.
14. Exhibitor agrees to assume all responsibility for loss, theft, or destruction of goods or for personal injuries to himself, his employees, agents, representatives or visitors. He/she will hold harmless the Madison Mini---Marathon, Vision Event Management LLC, Alliant Group; the respective officers, Board of Directors, shareholders, employees and/or representatives, and volunteers of the above-mentioned companies from any and all liability in connection with any and all of the above.
15. Madison Mini-Marathon reserves the right to final exhibitor approval.
16. Exhibitors must adequately insure and keep themselves insured to cover the liabilities under these Rules and Regulations. Exhibitors shall provide Vision Event Management, LLC with proof of general liability insurance of at least \$1 million per occurrence and in the aggregate, auto insurance of at least \$1 million per occurrence and in the aggregate and workers' compensation insurance of at least \$500,000.00. Vision Event Management reserves the right to require additional amounts of insurance depending on Exhibitor's booth size and type of activity taking place at the Exhibitor's booth. Prior to occupancy, Exhibitor shall provide such proof of insurance and a certificate of insurance listing Vision Event Management as additional insured on the general liability and auto policies. The certificate holder name: Vision Event Management, LLC 16851 Southpark Dr., Ste 100, Westfield, IN 46074, Fax: 317-245-2343.

**Application for the 2018 Madison Mini-Marathon Expo and Virtual Race Bags**

We, the undersigned, submit our application for participation in the MADISON MINI-MARATHON & 5K (Expo & Packet Pick-Up and/or Virtual Race Bags), subject to the Rules and Regulations governing the event and its production, as detailed in this expo brochure. We agree to adhere to all show Rules and Regulations, including complying with the provisions of liability. As we understand, Expo exhibitors are welcome to display, giveaway or sell products. Selling of any merchandise or item containing the Madison Mini-Marathon & 5K name or logo is strictly forbidden without the express written consent of Vision Event Management and the Madison Mini-Marathon Enclosed is our check for the booth(s) space indicated and by the deadlines specified. ACCEPTANCE: This application becomes a binding contract when accepted by the Madison Mini-Marathon. Upon receipt, booth assignment will be confirmed. An exhibitor kit and any additional instructions will be forwarded to your attention. Please return the signed application and payment via mail, email or fax.

Authorized Signature: \_\_\_\_\_

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

**PLEASE PRINT OR TYPE**

Company: \_\_\_\_\_ Date: \_\_\_\_\_

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

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

Telephone: \_\_\_\_\_ Ext: \_\_\_\_\_ Fax: \_\_\_\_\_

Email \_\_\_\_\_

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

**EXPO & PACKET PICK-UP**

Products and/or Services to be exhibited: \_\_\_\_\_

Booth Preference: #1 \_\_\_\_\_ #2 \_\_\_\_\_ #3 \_\_\_\_\_

**Note:** Booths must be paid in full by August 2, 2018.

Number of Interior 10'x10' booths \_\_\_\_\_ X \$550 = \$ \_\_\_\_\_

Number of Corner 10'x10' booths: \_\_\_\_\_ X \$625 = \_\_\_\_\_

Virtual Race Bag Listing: \_\_\_\_\_ x \$450/\$400 = \$ \_\_\_\_\_

Grand Total: \$ \_\_\_\_\_

Additional charge for booths that require power or other services. These services will be ordered from the Alliant Energy Center's Exhibitor services Dept. Orders can be placed starting 6 months before the expo.

**For any additional questions please contact:** Jill Schmitz at (608) 609-2726 or [jill.schmitz@gmail.com](mailto:jill.schmitz@gmail.com)

**Please mail, email or fax the signed application to:**

Vision Event Management 16851 Southpark Drive, Suite 100  
Westfield, IN 46074

If paying by check, please make payable to: Vision Event Management

For payment using a credit card, please contact Jeff Graves for a Credit Card Authorization form.

[Jeff@VisionEventManagement.com](mailto:Jeff@VisionEventManagement.com)

### Security Waiver

Vendors are allowed to move in to the expo room between 3:00 p.m. and 8:00 p.m. on Thursday, August 16. All doors will be shut and locked at 8:00 p.m. on Thursday and opened at 7:00 a.m. on Friday, but no security officer will be present in the expo hall overnight and no cameras are located in the room. *All vendors who wish to set-up on Thursday are fully liable for their own merchandise and equipment in the expo hall overnight and must sign the below waiver.*

I hereby acknowledge that venue security is not provided between the hours of 8:00 p.m. on Thursday, August 16, 2018 and 7:00 a.m. on Friday, August 17, 2018 and therefore hold harmless Madison Mini-Marathon & 5K and Vision Event Management of any theft or damage to goods and equipment located in the expo room.

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Signature

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Date