



# 2012 New Exhibitor Information

## April 20, 21 & 22, 2012

### Alliant Energy Center - Madison, Wisconsin

Thank you for your interest in becoming an exhibitor at the Midwest Horse Fair®!

This is the first step to becoming an exhibitor at the Midwest Horse Fair®:

- ✓ Please fill out the application below – fill it out completely and accurately
- ✓ Include brochures, production information or photos – the more information we have the better
- ✓ A new application is required every year – applications do not carry over from year to year
- ✓ You will be notified **after** October 1, 2011 on the status of your application
- ✓ **50% deposit** will be required once you are accepted – **do not send payment with your application**

Below is basic information on what to expect should you become an exhibitor at the Midwest Horse Fair®. Please review before submitting an application.

#### **EXHIBITORS**

The Midwest Horse Fair® reserves the right to determine the eligibility of any products for display. Commercial exhibitors must list their participating Company as Exhibitors of record.

#### **EXHIBITOR BOOTH AMENITIES**

A sign with booth name and number and an 8' backdrop is included in each indoor booth space. The booth fee does not include any electricity or any other equipment you may require in your booth. Any electricity, tables, chairs, phone lines, draperies, etc. is an additional cost to the exhibitor. The Midwest Horse Fair® does not provide these amenities. Exhibitors must order amenities directly from the Alliant Energy Center by phone or online at [www.alliantenergycenter.com](http://www.alliantenergycenter.com)

#### **FOOD VENDORS**

In addition to the Midwest Horse Fair® guidelines and contracts, all food vendors are required to follow the guidelines and complete contracts with the Public Health Madison & Dane County Environmental Health Division and Centerplate Inc., the exclusive food and beverage provider for the Alliant Energy Center.

#### **INSURANCE**

All Exhibitors must provide a Certificate of Liability Insurance. The required certificate must be in effect

during the dates of the Midwest Horse Fair®.

#### **INTERNET**

Wireless internet is available in the Exhibition Hall only. Wired internet service is available in the coliseum for an additional fee.

#### **SALES TAX**

Seller's permits issued by other states are not valid for sales made in Wisconsin. Exhibitors making taxable sales in Wisconsin are required to hold a Wisconsin Tax Account Number.

#### **SUB-LEASING**

Sub-leasing or sharing of space and/or assignment or transfer of any right, interest or obligation of Exhibitor related to the Midwest Horse Fair® of Exhibitor's exhibit space or participation is strictly prohibited.

#### **TENTS/SHELTERS**

A canopy shelter may be desired for outside booth space. The structure is an additional cost to the exhibitor. The Midwest Horse Fair® does not provide these amenities. Exhibitors may provide the shelter or rent. A shelter cannot be staked into the ground, it will need to be weighted per rules of the Alliant Energy Center.

**For more information contact Linda Gosdeck, Event Coordinator – Exhibitors at**  
[linda.gosdeck@midwesthorsefair.com](mailto:linda.gosdeck@midwesthorsefair.com) or 920.623.5515

[www.midwesthorsefair.com](http://www.midwesthorsefair.com)

**Midwest Horse Fair® is owned by the Wisconsin Horse Council, Inc.**