

**THIS INFORMATION MUST BE PROVIDED** in order to process your registration. Thank you.

**PLEASE NOTE:** All exhibitors must have a direct relation to gardens, landscaping or local foods. 75% of each exhibitor's products for sale must also meet this requirement.

**NEW EXHIBITORS** must also apply for review by the Garden & Landscape Expo Jury Committee and submit the separate **New Exhibitor Application**. See **Terms and Conditions** for complete information.

▶ business name \_\_\_\_\_

▶ address \_\_\_\_\_

▶ city \_\_\_\_\_ state \_\_\_\_\_ zip \_\_\_\_\_

▶ contact ( full name ) \_\_\_\_\_ phone \_\_\_\_\_

▶ company Web site URL \_\_\_\_\_ fax \_\_\_\_\_

▶ e-mail address \_\_\_\_\_

▶ product / booth topic ( must be related to gardens, landscaping or local foods ) \_\_\_\_\_

## exhibitor registration 2021



**Garden & Landscape Expo 2021**  
**February 12-14 Friday 12-7 / Saturday 9-6 / Sunday 10-4**  
**Exhibition Hall / Alliant Energy Center / Madison**  
 presented by PBS Wisconsin

**Kristin Korevec/Special Events Manager**  
**PBS Wisconsin**  
**821 University Avenue**  
**Madison, WI 53706**

**608. 262. 5256 telephone**  
**608. 890. 4571 facsimile**  
**gardenexpo@pbswisconsin.org**  
**wigardenexpo.com**

all registration forms are available as PDFs at [wigardenexpo.com](http://wigardenexpo.com)

### early registration / February 15 - May 15, 2020

quantity  standard booth at **\$650** each +  additional standard at **\$525** each +  corner booth at **\$735** each +  additional corner at **\$590** each = \$ \_\_\_\_\_ total



**PLEASE NOTE:** We need to know how many booths of each type that you require. Please indicate the quantity of each booth type in the box to the left of each price break.

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	corner + additional corner
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	corner + additional standard
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	standard + additional standard

### booth information

Standard booth includes a 10 foot by 10 foot area with one 8 foot table, a sign, two chairs and a white fabric backdrop on metal piping. You may purchase additional equipment and electricity through the Alliant Energy Center. After October 1, go to the Alliant Energy Center website at [alliantenergycenter.com](http://alliantenergycenter.com) and click on *Exhibitors* to order booth services online.

### regular registration / after May 15, 2020

quantity  standard booth at **\$725** each +  additional standard at **\$585** each +  corner booth at **\$815** each +  additional corner at **\$650** each = \$ \_\_\_\_\_ total

**Exhibitors will receive 2 free one-day tickets for guests. Tell us how many additional one-day tickets you would like to purchase for \$7.00 each.**

I need  additional one-day tickets at **\$7.00** each \$ \_\_\_\_\_

**Exhibitors may request five exhibitor passes for each 10x10 ft. booth purchased.** These special passes are to be used only by your staff working at the show. A maximum of 20 complimentary passes are available for exhibitors who have purchased a minimum of four booths. For exhibitors requiring more than the maximum number of passes, up to 10 additional passes can be purchased for \$7.00 each.

I need  free passes. I need  additional passes @ **\$7.00** each. \$ \_\_\_\_\_

**One complimentary parking pass will be mailed with your confirmation packet. Until January 31, 2021 additional 3-day event parking passes can be purchased for \$23 each.**

I need  additional parking passes @ \$23 each. \$ \_\_\_\_\_

See other side for payment and signature release.

**booth signs/event program**

**Booth signs (11" x 17" white card stock) will be provided. Please print EXACTLY how your business name and city name should appear on the sign and in the event program.**

business name

city

**release**

**UNDER NO CIRCUMSTANCES**

may an exhibitor re-sell, sub-lease or loan Garden & Landscape Expo booth space with any other business, organization or person.

**You can submit a proposal to present a lecture or demonstration. Sign-up deadline is September 15, 2020. Please complete the separate proposal form.**

**exhibitors are subject to all Terms and Conditions of the Garden & Landscape Expo.**

- read the Terms and Conditions (see separate sheet)
- sign below (your signature is required for participation)
- keep the Terms and Conditions sheet for your records

The Exhibitor agrees to indemnify and hold harmless Friends of PBS Wisconsin Inc., its employees, agents, successors and assigns from claims arising out of its participation in the 2020 Garden & Landscape Expo, including claims caused by the negligence, errors or omissions of the Friends of PBS Wisconsin.

Friends of PBS Wisconsin will not be liable for injuries to, or loss or damage to property of, the Exhibitor, its employees, agents, guests or attendees, arising out of the 2021 Garden & Landscape Expo, including but not limited to injuries, losses, or damage due to theft, vandalism, fire, smoke, water from any source, electric current or failure of same, weather, or defects in booths, tables, or other equipment.

By signing this release, the undersigned warrants that he or she has read its terms and agrees to be bound thereby.

signature

date

**payment & fee information**

50% of registration fees are refundable if cancellation is received prior to October 31, 2020. After that date cancellations are not refundable. Exhibit registrations are confirmed by letter upon receipt of your payment.

- **A down payment of 50% of your total costs is needed to process your registration. Full payment is required if registering after October 31.**
- **Payment of the balance is due by October 31, 2020. A 10% late payment fee will be charged for any balance paid after October 31.**

**\$**

**grand total from other side**

- I am paying in full.
- I am making a down payment of 50% of my total costs. (Full payment is required if registering after October 31.)

- check enclosed payable to **Garden & Landscape Expo**
- Visa
- Mastercard

**Thank you.** Sign this form and fax or mail it with full payment or a downpayment of 50% of total costs, to Kristin Korevec. Contact information on the front.

card number

expiration date

3-digit security code

signature

print name as it appears on card

billing zip code