

### **ADA COMPLIANCE**

The Americans with Disabilities Act (ADA) applies to events such as the Wisconsin Restaurant Expo. The ADA generally requires that convention facilities and services be accessible to those with disabilities. Wisconsin Restaurant Expo exhibitors must comply with ADA requirements.

### **ASSUMPTION OF RISK**

The exhibitor acknowledges that the layout of the exhibit area and the large number of people present in the exhibit hall make it impossible for 100% security to be provided to protect the exhibitor's merchandise and other property. Accordingly, the exhibitor assumes all risk of loss for exhibitor's merchandise, fixtures, displays, and any other property of the exhibitor located in the exhibit area, storage area, or any other area where access has been provided to exhibitors by the Wisconsin Restaurant Expo where such loss results from theft, vandalism, or any other damage caused by any agent or employee of the Wisconsin Restaurant Expo or caused by any other person either authorized or not authorized to be present at the exhibit hall. Furthermore, the exhibitor acknowledges that security guards and storage areas are provided by the Wisconsin Restaurant Expo merely as a service, and that Wisconsin Restaurant Expo has made no representation regarding the adequacy of such security measures. Wisconsin Restaurant Expo recommends that all exhibitors consult their individual insurance representative to obtain appropriate insurance coverage.

It is understood by the exhibitor that the nature of the facilities available, the presence and circulation of a large number of people, the difficulty of effective supervision over the protection of a large number of removable articles in many booths, and various other factors, make it reasonable that each exhibitor shall assume the risk of any injury, loss or damage. The exhibitor, by signing the Contract for Exhibit Space, thereby assumes such risk and expressly releases and agrees to indemnify Wisconsin Restaurant Expo and its members, officers, representatives and employees from any and all claims for any such loss, damage or injury.

Security Personnel will be furnished for the perimeter of the hall, but the furnishing of such personnel shall not be deemed to affect the non-liability of Wisconsin Restaurant Expo and its members, officers, representatives, and employees; the official service contractors; the Frontier Airlines Center, its officers, representatives and employees; nor to modify in any way the assumption of risk and release provided for above.

### **BOOTH STAFFING**

Your booth **MUST** be staffed during the hours the Expo floor is open. **THERE ARE NO EXCEPTIONS.** The Expo hours are: **Monday, 11 a.m.-5 p.m. • Tuesday, 10 a.m.-5 p.m. • Wednesday, 10 a.m.-3 p.m.**

### **CONTRACTOR SERVICES**

For services such as electrical, plumbing, telephone, standard decorating equipment (such as pipe & drape, tables, etc.), cleaning & drayage, no contractor other than the show's official contractor will be approved. The exhibitor shall provide only the material and equipment that he owns and that is to be used in his/her exhibit space.

### **DISTRIBUTION OF LITERATURE**

All exhibit materials and literature must be confined to the exhibit space contracted for in the convention center. Passing out literature or promotion materials is prohibited in the aisles or public areas.

### **EARLY TEARDOWN**

All displays must remain open for the full duration of the show. Exhibits cannot be dismantled before the 3:00 pm closing announcement on Wednesday.

### **EXCLUSIVITY CLAUSE**

The Wisconsin Restaurant Expo does not guarantee exclusive representation of a product on the exhibit floor.

### **HELIUM BALLOONS**

The use of helium balloons or any other articles, which when released may become caught or lodged on the show facility ceiling, are prohibited by the Frontier Airlines Center.

### **HOSPITALITY SUITES**

No exhibitor shall sponsor, promote, or encourage hospitality suites or rooms used for conducting business during official show activities including all show hours, social events, educational seminars or any other WRA sponsored convention activity without prior permission from WRA.

### **MODELS, HOSTESSES, AND PRODUCT SAMPLING**

- All exhibits must be staffed during trade show hours.
- Exhibitors are encouraged to pre-register models/hostesses to avoid any delay in booth operation.
- Product demonstrations and sampling involving the interaction of Exhibit personnel and their audience are restricted to the exhibit floor ONLY. Use of so-called "barkers" or "pitchmen" (mechanical or human) is prohibited.
- There shall be no demonstrations for sampling outside of contracted exhibit space. Should samplers interfere with normal traffic of neighboring exhibits, the Wisconsin Restaurant Expo will have no alternative but to request that the sampling be eliminated.

### **NON-EXHIBITING SUPPLIER POLICY**

Suppliers that have not purchased exhibit space are not allowed to attend the Expo. Exceptions include: (1) If a supplier is part of an exhibiting company's booth, and will be working that booth, they will be allowed on the show floor as an exhibitor; and (2) Companies who are scouting the Expo for future exhibition consideration may be pre-authorized to attend. They will be escorted by an Expo staff member and will be forbidden from soliciting business at the Expo. Individuals not approved or anyone violating these rules will be asked to leave the convention center.

### **REGISTRATION AND ADMISSION TO EXHIBITION**

Entrance to the Wisconsin Restaurant Expo during exhibit hours, move-in and move-out is restricted to persons in possession of an authorized badge. Each person working in your booth must register to receive an exhibitor badge. Exhibitor badges are NON-TRANSFERABLE.

### **SUBLETTING OF SPACE PROHIBITED**

Exhibitors are not permitted to assign, sublet or otherwise transfer a booth or any part of the space allotted to them, nor shall they exhibit or permit to be exhibited in their space, any merchandise, advertising materials or signage from another non-exhibiting company unless otherwise approved by the Wisconsin Restaurant Association. Exhibitors must show only goods manufactured or dealt by them in the regular course of business. Firms and organizations who have not purchased exhibit space are not permitted to solicit business of any kind in the aisles or other public areas of the Expo. Individuals not approved to be in the facility or those violating the rules will be asked to leave the convention center. To protect our exhibitors, we ask that you contact show management immediately if you see anyone violating these rules.

### **UNOCCUPIED SPACE**

The Wisconsin Restaurant Association reserves the right, should any space (for which a signed contract has been received and rental payment made) remain unoccupied by Sunday, March 11, 2012 at 5:00 pm, to rent or otherwise use such space and shall not be obligated to refund the space rental fee. **In addition, any charges incurred for necessary changes to the unoccupied exhibit space shall be borne by the original contracting exhibitor.**

### **USE OF SPACE – GENERAL**

All efforts to advertise, demonstrate and operate the exhibit must be conducted so as not to trespass the rights of other exhibitors. No exhibit will be permitted which interferes with the use of other exhibits or impedes access to them or impedes the free use of the aisles.

The Wisconsin Restaurant Expo reserves the right to limit or restrict operations that, for any reason, might be considered objectionable, without any liability for refund or damage.

### **USE OF SPACE – LIGHTS/AUDIO, ETC.**

- No spotlight, droplights or other special lighting device may be directed toward the aisles or so that it proves to be irritating or distracting to neighboring exhibit booths or guests.
- Operation of sound equipment that is of sufficient sound volume to be annoying to neighboring exhibitors or guests will not be permitted. Show Management will have jurisdiction over any disputes of this nature.

### **VIOLATION OF RULES & REGULATIONS**

The Wisconsin Restaurant Association may cancel the contract of any exhibitor in the event of any violation of the rules and regulations set by the Wisconsin Restaurant Expo and Frontier Airlines Center. WRA will not be responsible for any loss incurred.

## **IMPORTANT NOTICE**

**No one under 16 years of age (including infants) will be permitted on the show floor at any time.  
This includes all times during move-in, move-out and all regular show hours.**