

General Rules and Regulations

Show Purpose

The Wisconsin Restaurant Association Midwest Foodservice Expo is a trade show designed to provide a showcase and selling opportunity for goods and services, either specifically designed for or customarily used by the foodservice and lodging industries. The Wisconsin Restaurant Association (hereafter referred to as WRA) reserves the right to refuse rental of display space to any company whose display is not, in the opinion of WRA, likely to be compatible with the general character and objectives of the trade show. Whenever possible, space assignments will be made by the WRA according to exhibitor preferences. WRA, however, reserves the right to make final determination of all space assignments in the best interest of the trade show.

State and Local Codes

Exhibitors are responsible for all state and local codes. Each exhibitor is charged with the knowledge of all laws, ordinances, and regulations pertaining to health, fire prevention and public safety, while participating in this trade show.

Liability

WRA shall not be responsible for any loss, damage or injury that may occur to the exhibitor, or his employees or property from any cause whatever, prior, during, or subsequent to; or in connection with said trade show. Exhibitor will hold WRA harmless from all claims for damages or injuries to the building, booth equipment, other exhibits, guests, employees, members of the public, or other persons arising through the act of the exhibitor or the employees, sponsors, servants or guests, occurring during, prior or subsequent to or in said trade show and the approaches or entrances thereto, by virtue of exhibitor's occupancy. In the event the Exhibition Hall's premises, or any part thereof, is damaged by fire or if for any reason, including, but not limited to, strikes, lockouts, failure of utilities, acts or potential acts of terrorists or demonstrators, acts of war or God, order or directives of any governmental official, agency or authority, failure of Exhibition Hall to perform any obligation or duty to or for the benefit of Show Management or the occurrence of any other event or circumstance not within the reasonable control of Show Management which in the opinion of Show Management renders fulfillment of this Exhibit Contract by Show Management impossible, Exhibitor hereby expressly waives, releases and discharges Show Management and the owner or manager of the Exhibition Hall, and their agents, from any and all demands, claims, actions and cause of action, in law or in equity, arising from any such causes. It is required that exhibitors obtain insurance coverage, at their own expense, which is adequate for coverage of loss or damage to property and liability for personal injury.

All property of the exhibitor remains under his custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither WRA, its service contractors, the management of the exhibit hall nor any of the officers, directors, or staff members of the same are responsible for the safety of the property of the exhibitors from theft, damage, fire, accident, vandalism or any other cause, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of the exhibitor.

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The exhibitor further agrees that this is a lease of space only and a tabletop exhibit space including a 7" by 44" exhibitor identification sign. Exhibitor is responsible for acquiring any other exhibit space services or decorations at the exhibitors expense. This includes rental of furniture, decorations, equipment, drayage, electrical, gas, sewer, water, telephone, labor, or any other service or products used in connection with said exhibit not included with the Something Special from Wisconsin event area.

Each exhibitor shall have regard for his fellow exhibitors and further shall be responsible for providing personnel and merchandise inside rented exhibit space throughout the entire show including all hours specifically designed for viewing of exhibits. Exhibitors shall abide by height regulations as outlined in the exhibitor prospectus. Any exhibit, sign, equipment or anything in the booth which extends past the height of the exhibit drapes on the sides or the back of the booth must be decorated or covered to the satisfaction of the WRA management.

All exhibits must remain intact and be staffed until the official closing of the Expo on Wednesday, March 11, 2020. Failure to do so may result in the loss of priority placement or the ability to exhibit in the 2021 Midwest Foodservice Expo.

Exhibitors will further refrain from causing any interference with other exhibitor's light or any other features or part of said exhibit space. Aisle space cannot be used by exhibitor employees, models, entertainers, robots or any other agents of exhibitors for exhibition purposes.

The use of helium balloons or any other articles which, when released may become caught or lodged on the show facility ceiling is prohibited. Exhibitors will not sublet, assign, or apportion the whole or any part of contracted exhibit space, nor permit the display therein of any goods or services other than those offered by the exhibitor in the regular course of business, nor permit any person or organization not authorized by WRA as an exhibitor to display, solicit business, or take orders in its space without written permission from WRA show management. Any exhibitor knowing about or suspecting the presence of an unauthorized individual inside the trade show shall be obliged to inform WRA show management immediately.

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.

Exhibitors shall abide by the noise regulations as outlined for the use of loudspeakers, microphones or any other device to amplify sound in their exhibit booth. If any food or drink samples are served in the exhibit space, the exhibitor responsible for said space shall furnish waste containers so that aisle space does not become cluttered with paper cups, spoons, toothpicks, and other refuse. Proper floor covering shall be provided by the exhibitor at the exhibitor's expense to protect the floor in exhibitor's booth from becoming soiled by any food or drink products served in said booth. Bags passed out shall be limited to a size of 14" x 16".

Any exhibitor of any beer, wine, liquor or any other alcoholic beverages must observe all rules, regulations and policies of the WRA show, facility management and any representative or other management agency which may be designated by said facility management to have jurisdiction, priority or permission to control the sale, dispensation, and/or exhibition of said beverages. Exhibitor assumes all responsibility for obtaining knowledge of all rules, regulations and policies and failure to observe said rules may result in expulsion from the show and forfeiture of any and all booth payments.

WRA Show Management

WRA reserves the right to dispose of any space which is not paid for in full, and to dispose of any space which is paid for, but not occupied at the start of the show. WRA may cancel the contract of any exhibitor in the event of any violation of the rules and regulations set forth in this contract, or upon violation of any other show rules which WRA shall establish and make known to the exhibitors regarding said show. All exhibit aisles remain under the jurisdiction of WRA and any exhibitor may be required by WRA show management to move out of the aisle at anytime during the show. WRA further reserves the right to add any rules, regulations, instructions or guidelines to become part of this contract upon informing exhibitors of said changes. All matters not covered in this contract shall be subject to the judgement of WRA management and any decision made by WRA management shall be final.

Jurisdiction and Venue

No one under 16 shall be allowed in the convention. This is to include the move in and move out process as well. For any disputes arising under this contract, jurisdiction shall be in Wisconsin and venue shall be in Dane County.

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All signed contracts, regardless of payment, accepted by the Wisconsin Restaurant Association are binding and must observe the reservation policy as outlined on side one of this exhibit contract.

Midwest Foodservice Expo – Product Category Code List

(See Section E of the Exhibit Contract)

0999	Accountants	0019	Chef Clothing	1110	Doughnut Products
1000	Accounting Systems	0005	Chili	2056	Draperies/Curtains/Window Treatments
3002	Advertising Services & Specialties	2031	Chinaware	1112	Drive Thru Service Equipment
3005	Advertising; Digital/Computerized	2024	Chocolate Products		
1001	Air Conditioning Equipment	1046	Choppers; Food	2059	Educational Materials
1003	Air Duct Ventilation Cleaning	0002	Cigars/Cigar Accessories	0029	Egg Products
1002	Air Purification & Dust Collecting Equipment	2034	Cleaners; Oven	1343	Embroidery
1004	Alarm Systems	2036	Cleaners; Window	1152	Employee Benefits; Non-Insurance
1008	Apparel	2037	Cleaning Products	3009	Employment Recruiting
1006	Appetizers	2038	Cleaning Services	3012	Employment Services
2003	Aprons	1047	Cleaning Systems; Drain & Sewer	1117	Energy Conservation Equipment/Ideas
1325	Aquatic Tanks & Supplies	1048	Cleaning Systems; Pressurized	3013	Energy Management Services
3003	Architecture; Layout & Design	1049	Clocks	1317	Entertainment
1099	Art	0047	Closed Circuit Television	0030	Entrees
1103	Asphalt Maintenance, Repair, Striping	4003	Cloud-Based Accounting/Bookkeeping	1120	Equipment
0010	Associations; Trade	4004	Cocoa & Chocolate Beverage Products	1121	Equipment; Leasing/Rental
1111	ATM Machines	1279	Coffee	3015	Equipment; Services & Parts
1113	Attorneys	1053	Coffee Urns & Makers	1122	Equipment; Used or Refurbished
2005	Awnings	1055	Communication Systems, Services and/or Equipment	1127	Espresso/Cappuccino Equipment
		1056	Compactors; Waste	4006	Espresso/Cappuccino Products
0001	Baked Goods; Fresh and/or Frozen	1057	Computer Security	1126	Ethnic Foods
1009	Baking Equipment	1058	Computerized Hotel Management Software	3018	Exhaust Fan/Motor Repair and/or Replacement
1010	Baking Ingredients	1059	Computerized Restaurant Management Software	3016	Exhaust System Cleaning
1014	Baking Supplies	1060	Computers	3019	Exterior Design and/or Outdoor Services
2130	Banking	1310	Concession Equipment & Supplies	3017	Exterminators
2131	Banners, Murals, Etc.	1061	Condiment Holders	1129	Fans; Electric & Ventilating
1011	Banquet Equipment & Supplies	1062	Condiments	0033	Fats & Oils; Cooking
1012	Bar Equipment & Supplies	1272	Conservation Equipment/Ideas	0034	Faucets
1013	Barbecue Products and/or Machines	1005	Construction/Remodeling/Repairs	2062	Filters; Air Conditioning
1299	Bars; In-Room & Portable	1007	Consultants; Accounting & Financial	2063	Filters; Cooking Oils
1016	Bases & Legs; Table & Booth	3008	Consultants; Foodservice	2065	Filters; Exhaust System
2011	Bathroom Accessories & Equipment	1063	Consultants; Selling A Business	2066	Filters; Water
4000	Beer & Ale	1064	Convention & Visitors Bureaus/ Chambers Of Commerce	2067	Financial Services
1019	Beer Service Equipment	1066	Conveyors	1131	Fire Extinguishers & Suppression Equipment
4002	Beverages; Alcoholic	1067	Cookies	1132	First Aid Equipment & Supplies
4001	Beverages; Non-Alcoholic	1068	Cooking Equipment	0035	Fish & Seafood; Fresh & Frozen
2250	Biodegradable Products	1070	Coolers; Beverage	1349	Fixtures; Food Service
3000	Blast Chillers	1072	Costumes	2070	Floor Products
1020	Blenders	1073	Counters; Serving & Kitchen	2071	Floor Safety
1018	Boilers	0020	Crackers	1138	Food Brokers
1021	Booths	3010	Credit Cards and/or Processing	0039	Food Distributors
1282	Braising Pans	2041	Culinary Software	0040	Food Manufacturers
1283	Branded Concepts	2042	Cups; Disposable	2128	Food Packaging
1600	Breading & Batter Machines	2044	Cups; Thermal	1156	Food Pantry
0009	Breading & Batters	1289	Currency & Coin Counters	1137	Food Safety
0007	Breads & Rolls	1311	Custom Built Kitchen Equipment	2129	Food Transportation Units; Hot & Cold
0008	Breadsticks	1312	Customer Feedback Solutions	0087	Foodservice Ideas
0100	Breakfast Items	2045	Cutlery	1291	Footwear
1023	Breath Testing; Alcohol	2047	Cutting Boards	2073	Formalwear
1025	Broilers; Electric and/or Gas			4007	Fountain Syrups & Flavors
2019	Brooms			3021	Franchises
				1139	Freezers
1029	Cabinets; Display & Refrigerated	0024	Dairy Products	0004	Frozen Beverages
1030	Cabinets; Food Warming & Convection	0025	Dairy Substitutes	2079	Frozen Custard
1286	Cabinets; Holding	2048	Decorations	1307	Frozen Foods
1033	Cafeteria Equipment & Supplies	0048	Deli Meats, Cheeses & Supplies	0043	Fruits
0012	Camera Surveillance	0050	Delivery Products	0044	Fruits & Vegetables; Canned
1024	Candles	2199	Delivery/Take-Out Services	0045	Fruits & Vegetables; Fresh
0013	Candy	2049	Deodorizers	0046	Fruits & Vegetables; Frozen
1037	Canopies	0026	Dessert Products	1142	Fryers
1341	Carbonation; Services & Supplies	0027	Dietetic Foods	1144	Furniture/Furniture Accessories
3006	Carpet Cleaning & Equipment	1298	Dinnerware	1296	Furniture; Pool & Patio
2026	Carpets & Rugs	1087	Discount Programs	1297	Furniture; Repair/Reupholster
1040	Carts; Food Service	1086	Dishwashers		
1041	Cash & Carry Restaurant Supplies	2053	Dishwashing Compounds	1098	Games
1339	Cash Balancing Systems	2054	Disinfectants	2075	Garbage Containers; Metal or Plastic
1042	Cash Registers & Supplies	1088	Dispensers; Beverage	1342	Garlic Products
2029	Catering Supplies & Equipment	1094	Dispensers; Liquid Foods	1114	Gas
1315	Ceiling Cleaning	1095	Dispensers; Liquor	1115	Gift Certificate/Gift Card Services
1313	Ceiling Systems & Supplies	1097	Dispensers; Napkin, Straw, Cup, Lid	1149	Glass Washers
1359	Cellular Phones; Services & Products	2000	Dispensers; Paper Towel	2077	Glassware
2030	Chafing Dishes	1108	Display Cases	2076	Gluten-Free Food Options
1043	Chairs	1218	Disposable Supplies	0090	Gourmet Foods
1478	Check Encoders	1107	Disposers; Garbage	2078	Government Agency
1287	Check Verification & Recovery	1106	Distributors; Broadline	1146	Graphic Design
0015	Cheese	1109	Doors	1150	Grease Removal Services
0017	Cheesecakes				

1186	Grease Trap Maintenance Products/Services	0066	Nuts	0072	Smoothies
1151	Griddles & Grills	1187	Office Supplies	0093	Snack Foods
2080	Guest Checks	1189	Oils; Cooking	1228	Social Media
		1190	Olives	1230	Soda Fountain; Products & Equipment
2083	HACCP Compliance/Products	1194	On-Line Order Entry	1233	Softserve Mixes & Dispensers
2074	Handwashing Stations	1196	Organic Foods	0094	Soup Bases
2081	Handyman Services	1183	Ovens	0095	Soups
2082	Hats & Caps	1281	Ovens; Cook & Hold	2145	Souvenirs
1153	Health-Related Products/Services	1184	Ovens; Microwave	0031	Specialty Equipment
1154	Healthy Food Options			0097	Specialty Foods
0051	Hors D' Oeuvres	1188	Paging Systems	0099	Specialty Services
2084	Hoses; Gas, Quick-Connect	1347	Painting; Interior, Exterior, Custom	3040	Stainless Steel/Metal Fabrication
2181	Hot Food/Steam Tables	2193	Paper & Paper Products	3041	Steam Cleaning Equipment
2086	Hotel Amenities	2121	Party Decorations & Supplies	1236	Steam Cookers
2085	Hotel Equipment & Supplies	0070	Pasta Products	1239	Stools; Bar & Counter
2088	Human Resource Services	0071	Pastry Products	2097	Supplies; Foodservice
		3032	Patio Supplies	2096	Syrups
0052	Ice Cream	3033	Payroll Services		
0053	Ice Cream Cones	3036	PCI Compliance	2154	Table Skirting
1162	Ice Cream Freezers	1321	Pest Control Services	1323	Table Tents
1163	Ice Dispensers/Ice Storage	1322	Photography	2150	Tablecloths & Napkins
1164	Ice Makers	0073	Pies; Baked & Frozen	1242	Tables
0055	ID Checking Systems	1191	Pizza Equipment	2196	Tableware
1165	Incentives; Customer	0075	Pizza Products	4019	Tea
1166	Indoor Air Quality	2124	Place Mats	1245	Tea Making & Dispensing Equipment
2010	Infant Changing Stations	2127	Plasticware	1246	Telephone Systems & Products
2013	Information Kiosk	1182	Plumbing Services	1300	Television Products
3027	Insurance	0014	Point of Sale Systems	1301	Tents
3025	Insurance; Health, Life, Dental or Vision	1350	Popcorn & Equipment	1250	Time Recorders
3026	Insurance; Property/Casualty, Worker's Compensation	1357	Pork Products	1251	Toasters
		0076	Potato Products	0105	Toppings; Dessert
3028	Interior Design	0077	Pots/Pans/Kettles	2165	Towels; Cotton or Linen
2009	Internet Services	0078	Poultry Products	3014	Training; Employee
2012	Inventory Control	0016	Pre-Employment Screening	3011	Transportation
		1198	Pressure Fryers	2171	Tray Stands
0054	Jams, Jellies, Marmalades & Preserves	2133	Printing	2173	Turners & Spreaders
2090	Janitorial Supplies	1303	Produce		
4011	Juice; Fruit and/or Vegetable	1302	Produce; Pre-Cut	2172	Umbrellas; Aluminum or Outdoor
		2134	Publications	2198	Uniform & Towel Rental
2197	Kitchen Accessories & Supplies			2174	Uniforms
1169	Knife Sharpeners	1202	Racks; Dishwashing	2177	Utensils; Cooking
		1204	Racks; Storage	2179	Utilities
2094	Labels	1205	Ranges; Kitchen		
2093	Ladders	1344	Reach-In Coolers	1258	Vacuum Cleaners
1319	Laminating; Menus, Signs, ID's	1346	Real Estate Services	1261	Valet Services
2095	Lamps	1203	Recycling Equipment & Services	1304	Vegetables
1168	Latin American/Hispanic Products	1201	Refrigeration; Gasket Repair	1305	Vegetarian Food Options
1170	Laundry Machinery	1206	Refrigeration Equipment	1308	Vehicle Sales & Leasing
1171	Lighting Fixtures	1207	Rentals; Party Equipment	1259	Vending Machines
1172	Liquor Portion Control Systems	1208	Rentals; Table & Chair	1260	Ventilation Systems & Equipment
4013	Liquors & Liqueurs	1215	Reservation Systems	1262	Video Games
1174	Loans/Lending; Commercial	1213	Restroom Cleaning Services	1257	Visitor Information & Services
1175	Loss Prevention	0083	Rice		
1176	Loyalty Programs	2135	Roofing	1263	Waffle Products
		1209	Rotisseries	1264	Wait Staff Call Systems
3030	Management Services/Consulting			1265	Walk-In Coolers
3050	Manufacturers' Representative	1210	Safes & Vaults	1340	Walk-In/Reach-In Cooler Repair & Supplies
2101	Marketing Materials & Services	1211	Safety Products; Personal & Workplace	2183	Wall Panels & Partitions, Tile, Wallboard, Etc.
2102	Mascots	1212	Salad Bars	1345	Wall Treatment
2103	Matches	0084	Salad Dressing & Oils	1277	Warehousing
2104	Mats; Rubber or Composition	0086	Salads	1267	Warmers; Beverage & Liquid
0059	Meat Products; Fresh & Frozen	1214	Sanitation Equipment & Supplies	1269	Warmers; Dish or Plate
2106	Meats; Game & Exotic	0088	Sauces	1268	Warmers; Food/Bain Maries
2107	Menu Boards	1288	Sauces; Food	1271	Waste Disposal Systems
3029	Menus; Digital	3039	Schools & Educational Services	4022	Waste Services
3031	Menus; Printing, Design, Supplies	2132	Screen Printing	0021	Water
2112	Microwave Service & Repair	0018	Seasonings & Spices	1275	Water Heaters
1178	Mixers; Equipment	5001	Security; Services & Systems	1274	Water Softening Equipment
4017	Mixes; Cocktail	1216	Sharpening Services	1273	Water Treatment
0065	Mixes; Prepared Flour	1220	Shellfish	1278	Website Design
4040	Mobile Kitchens/Trailers	1219	Shelving & Shelving Products	4020	Wi-Fi
4050	Mobile Marketing	1221	Shoes	4021	Wine
4060	Mobile Website/App Design/Development	0092	Shortening	4023	Wine Service Accessories & Equipment
1316	Music & Entertainment	2140	Signs	4024	Wireless/Handheld Devices
1180	Music Licensing	1223	Sinks; Kitchen	4025	Wood Floors; Installation, Repair, Refinishing
1179	Music Systems & Equipment	1224	Sinks; Under-Bar		
1181	Mystery Shopping	1225	Slicers	0106	Yogurt
		1227	Slush Machines	0107	Yogurt; Soft Serve
2116	Napkins	0068	Smoke Ventilation/Isolation		
2119	Nutritional Information	0069	Smoked Meats/Fish		