



Applying for exhibit space at the 2010 Home Products Show™ on March 5–7
Exhibition Hall in the Alliant Energy Center Madison, Wisconsin

Register early to secure the best booth placement available.

Instructions: Please review items 1-6 below before submitting your application materials to ensure that you have completed all of the steps necessary to apply for exhibit space. Your application for exhibit space **cannot be processed** until MABA receives all six of the items listed below. Please submit all of these materials together to the MABA office. Please contact MABA Event Manager Laurie Kaiser at (608) 288-1133 ext. 12 or lkaiser@maba.org if you have questions.

- ___ **1. Contract for Exhibit Space**
 - complete, sign, & return the original contract to MABA, keep a copy for your records
 - read the enclosed Home Product Show Rules & Regulations
- ___ **2. Payment for Exhibit Space**
 - (MC, VISA & checks accepted)
 - Early Pay Discount**
 - to save \$50.00 per booth, submit payment in full or the appropriate minimum down payment for each standard booth request, plus any corner booth premiums (see below), along with all other required materials to MABA by October 30, 2009 & then payment in full by January 4, 2010
 - Corner Booth Requests / Fee**
 - enclose an additional payment of \$175.00 for each corner upgrade
- ___ **3. Booth Configuration Request Form**
 - register early to secure the best booth placement available
 - call event manager with special booth requests
 - provide any additional information that you feel is vital for the Committee to know about your booth preference
- ___ **4. Certificate of Insurance**
 - MABA must be listed as “additional insured” on your policy from March 3-8, 2010
 - you must have the following coverage:
 - 1. bodily injury liability coverage minimum limits of \$500,000 & property damage \$500,000 **or**
 - 2. combined single limit of \$500,000
- ___ **5. Wisconsin Temporary Event Operators & Seller Information**
 - complete & return all copies to the MABA office even if you are not selling produces/services
- ___ **6. Exhibitor Category List**
 - the categories you select are the sections in which your company listing will appear in the Official Show Guide & in the Home Products Show section of the MABA website (www.homeproductsshowmadison.com)

Service Order/Booth Furnishing Requests

If you want to order power, water, chairs, tables, carpet, make shipping & receiving arrangements, etc, you will need to order these items/services directly from the Alliant Energy Center at www.alliantenergycenter.com or call Candy DiMaggio at (608) 267-3950. You will need your assigned booth number(s) to place the order (booths are typically assigned beginning in December).

When the Committee has assigned your company’s booth(s), MABA will send notification of your assignment. You will also be able to find your booth assignment on the MABA website, www.homeproductsshowmadison.com in the exhibitor list section.

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