

Boomers & Seniors Expo™

Saturday, November 2nd, 2019 from 9:00 a.m. to 1:00 p.m.

Camp St. Croix YMCA – RCU Discovery Center – 345 Riverview Drive, Hudson WI 54016

Presented by:



EXHIBITOR REGISTRATION FORM

Exhibitor space is not reserved until payment in-full is received along with the signed Hudson Boomers & Seniors Expo™ Vendor Agreement and WI s-240f Form.

Date Rec'd: _____
By: _____
Office use only

This registration form is a binding contract and **must be signed by an officer of the exhibiting company**. Registrations received after October 18th may miss publication deadlines. HUDSON BOOMERS & SENIORS EXPO™ (HBSE) management reserves the right to deny exhibit applications considered not appropriate for event. Note: There is limited exhibitor space and it is first come first served!

Company Name: _____ Industry/Category: _____
(as you want it to appear in event marketing) (i.e. Assisted Living, Financial Services, Medical Device)

Contact Name: _____ Title: _____

Contact Phone: _____ Contact Email: _____

Company Address: _____ Ste: _____

City: _____ State: _____ Zip: _____

Website: _____ Company Email: _____

EXHIBIT BOOTH RESERVATION (set-up times 7:45 a.m. to 8:30 a.m.):

Registration includes 8' x 7' booth, 6' linen covered table, 2 chairs, 5.5" x 17" sign with your company name for 2 people in booth. Exhibitor Breakfast 8:00 – 8:45 a.m.

Choose One:

- STANDARD Booth Reservation Fee for 2 People: **\$250 before October 18th**.

- ELECTRIC Booth Reservation Fee for 2 People: **\$275 before October 18th**.

(Exhibitor is responsible for providing extension cords suitable for desired use.) Identify electrical equipment & electrical needs: _____

Late Reservation Fee: \$100 late fee after October 18th. No exceptions!

Sponsorships & BINGO: Sponsorships provide extra recognition and attention for your organization, products and services. Sponsorships start at \$600 for organization recognition. BINGO is \$85. For more sponsorship information contact John Durham at (651) 231-2191 or visit BoomersandSeniorsExpo.com

Exhibit space fees must be paid in full to HBSE, Exhibitor Registration Form signed, and WI s-240f Form on file with HBSE before exhibitor allowed to set up their booth.

Exhibitor Booth set-up times are from 7:45 a.m. until 8:30 a.m. No booth set-up will be allowed after 8:30 a.m. No exceptions!

We will exhibit the following products, materials, and/or services (only products listed may be exhibited & must have Hudson Expo Management approval):

STANDARD Booth Registration Fee \$250:	\$ _____
ELECTRIC Booth Registration Fee \$275:	\$ _____
Additional Booth Space Fee \$250:	\$ _____
Late Reservation Fee \$100:	\$ _____
Sponsorship Fee:	\$ _____
BINGO (\$85):	\$ _____
TOTAL:	\$ _____

Internet: RCU offers complimentary WIFI but cannot guarantee connectivity. Hot spot suggested.

PAYMENT: Check Enclosed (Make Payable to Durham Executive Group, Inc.)

Credit Card # _____ Exp: _____

Name on Card: _____ CVV: _____

Authorized Signature: _____ Credit Card Billing Zip Code: _____

I authorize Durham Executive Group, Inc., to process all payments and processing fees on above credit card.

A 4% processing fee will be applied to all credit card payments.

Submit Signed 3-page Exhibitor Registration Form and WI s-240f Form along with payment to:

Mail: Durham Executive Group, Attn: BSE, 375 Stageline Rd., Ste. 200, Hudson, WI 54016
or Email: John@DurhamExecutiveGroup.com

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HUDSON BOOMERS & SENIORS EXPO™ (HBSE) VENDOR AGREEMENT

Enforcement of the Vendor Agreement serve to: 1. Protect the integrity of the HBSE 2. Ensure compliance with laws, codes, ordinances, and contract with the RCU Discovery Center of the Camp St. Croix YMCA. 3. Ensure that all exhibitors are treated consistently 4. The safety and security of all visitors/attendees to RCU and the HBSE. 5. HBSE management and Durham Executive Group, Inc., reserves the right, in its sole and unfettered discretion to determine the eligibility of exhibitors and exhibits for the HBSE.

GENERAL BUILDING POLICIES

Decorations, signs, banners and similar materials may not be taped, nailed, tacked, stapled or otherwise fastened to ceilings, doors, floors, walls, glass, stone, concrete surface, columns, painted surfaces, decorative walls, or booth fabric. No holes may be drilled, bored, or punched in the building. Glitter, liquids, stickers, popcorn, sand, simulated snow, hazer/fogger machine, and confetti are prohibited. Pyrotechnics, flammable/combustible gases or liquids, hazardous chemicals/materials, blasting agents and explosive is prohibited. No open flames allowed. No smoking, smokeless/vaping products, alcohol, or weapons are allowed on the premises.

Exhibitors are responsible for any and all damages done to RCU property or equipment by their employees or their exclusive agents or materials during the event, including move-in and move-out. Exhibitor agrees HBSE, Durham Executive Group, Inc., or Camp St. Croix YMCA shall not be liable for any damage to RCU caused by an Exhibitor, their employees, contractors, or guests.

Exhibitor conduct must be respectful to all guests and fellow vendors. HBSE, Durham Executive Group Inc., and Camp St. Croix YMCA reserves the right to eject or cause to be ejected from RCU any person or persons creating a discernable risk to the public. There will not be foul language used or swearing at any time. Any act or course of conduct, during or in connection with any event, which is reasonably calculated to be offensive to any religious or ethnic group is strictly prohibited.

BOOTH SPECIFIC REGULATIONS

Booth decorations and displayed items must fit within the assigned 8' x 7' floor space of a booth unless an additional booth space is requested. The back wall, including booth decorations and displayed items, may not exceed 8 feet high. Exhibit structures are not permitted to block the sight lines of adjacent booths. Exhibitors may not hang anything from the drapery back-drop as this may damage the fabric. Show management retains the exclusive right to determine type & amount of signage and displays in & around booths.

Aisles and booth floor space should remain clear and free of obstruction. Exhibitors' materials or booth furnishings may not extend into the aisles or into neighboring booths. Exhibitors may not use or display any materials that may pose a tripping hazard. Excess marketing materials and booth supplies must be stowed under tables or off the premises during open hours to attendees.

Exhibitors not permitted to produce or release odors, make excessive or loud noises, do demonstrations, or play recorded or live music that is overpowering or obnoxious. The HBSE Show Manager shall determine when an odor, noise, music, or behaviors are offensive and may require an exhibitor to cease producing said odor, noise, music, or behavior. Medications or supplements; prescription or over-the-counter, may not be distributed, sampled, or sold at HBSE. Over-the-counter topical products, such as creams, lotions, or cosmetics may be distributed as samples. Exhibitor agrees to assume all risk and liability associated with any such distribution.

No solicitation is allowed outside your rented booth space. HBSE runs 9:00 a.m. to 1:00 p.m. Exhibitors may move into the exhibit area beginning at 7:45 a.m. until 8:30 a.m. on November 2nd, 2019. **No exhibitor unloading, move-in, or set-up will be allowed after 8:30 a.m. Refunds will not be issued to exhibitors that are not allowed to set up their booth due to late arrival.** After unloading your displays, exhibitors are asked to park in the far end of the HBSE parking lot to allow attendees with mobility impediments to use the parking spaces closer to the building. Please inform your booth staff to also park at the far end of the lot when they arrive.

Electricity is available only in designated Electric Booths. If you require electricity, you must register for an Electric Booth and pay the Electric Booth Registration Fee. **Only the electric items indicated on page 1 of your Exhibitor Registration Form will be allowed.** Electric appliances not listed on your Registration Form will not be allowed. Extension cords are not provided but if you bring your own, must be safe and in good condition, and may not be a tripping hazard.

MEDIA: PHOTOGRAPHY, VIDEO, SOCIAL MEDIA, MUSIC RIGHTS FEES, & COPYRIGHTS

Personal recording and photography devices (such as smartphones & tablets) are allowed only as paid exhibitors on the exhibit floor. Exhibitors are permitted to record and share their **'own images, products, & booth'** through social networks. Filming on exhibit floor outside of your booth, including wide-shots during Expo hours is not permitted unless written permission has been granted by Durham Executive Group, Inc., and HBSE management. Same rules apply to social media posting and live streaming for companies posting to their official company pages. For those organizations who have received written permission to video outside of their booth on the exhibit floor we strongly encourage you to seek signed release forms from anyone who you film & where you intend to use their image commercially. HBSE management and Durham Executive Group, Inc., reserves the right to video, audiotape, or take photographs of any and all individuals, organizations, and exhibits at the HBSE for training, or for any marketing and advertising purpose.

Filming or recording of HBSE presentations/training events for social media during the event **is not permitted** without written permission from Durham Executive Group, Inc. Microphone and speakers for presenters will be provided.

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BUSINESS LICENSE AND SELLER'S PERMIT

No selling of products or services on-site are allowed at RCU without first obtaining approval from Durham Executive Group, Inc. and HBSE. This policy applies only to sales of products/services with transactions conducted on-site during the event.

TEAR DOWN AND CLEANING

Exhibitors may not begin to remove their booth or leave their booth until after 1:00 pm. Exhibitors are responsible for removing their exhibit materials and any debris and trash from the exhibit hall immediately upon the close of the attendee show. Any exhibit materials remaining on the floor 30-minutes after the close of attendee show are deemed to be abandoned by the exhibitor. Any costs, penalties and fines associated with removal of the materials from the show floor and exhibitor will automatically be billed **\$100, plus tax**. Any item/materials left on the show floor 60-minutes after the close of the event will be disposed of without compensation to the owner.

SECURITY

Exhibitors must be mindful of the security of items in their booth at all times, including non-public hours such as the hours exhibitors are allowed in the hall early and after hall hours at tear down. WBSE is not responsible for loss or damage to exhibitor's property.

CANCELLATION POLICY

Non-refundable payment in full for exhibit space in HBSE is required before space may be reserved. In event the facility in which the HBSE is to be held is destroyed or becomes unavailable for occupancy, or if the HBSE is cancelled or curtailed, for any reasons beyond the control of Durham Executive Group, Inc., including but not limited to, casualty, explosion, fire, lightning, snow and ice storms, flood, weather, epidemic, earthquake, or other Acts of God, acts of public enemies, riots or civil disturbances, strike, lockout or boycott, Durham Executive Group, Inc., will not be responsible for any loss of business, loss of profits, consequences or special damages or expenses of whatever nature the exhibitor may suffer.

RELEASE OF LIABILITY AND WAIVER AGREEMENT:

By signing below, each exhibitor states they shall obtain and maintain at its own expense a comprehensive general liability and all risk property insurance policy naming Durham Executive Group, Inc. and Camp St. Croix YMCA as additional insureds for the day of the event. The Policy shall insure the exhibitor against all claims of any kind arising from or in any way connected with the exhibitor's presence or operations at the HBSE. HBSE, Durham Executive Group, Inc., the Camp St. Croix YMCA, and the employees, agents and volunteers of each of these entities, shall not be liable for any claim, demand, injury, damage, action, or causes of action whatsoever to exhibitor's staff, guests, or property due to the passive or active negligence of HBSE, Durham Executive Group, Inc., the Camp St. Croix YMCA, and the employees, agents and volunteers of each of these entities, arising out of or, connected with: (i) participation in the event or use of the facility; (ii) use or operation of equipment before, during or after the event or use of the facility or (iii) action of any participant in the event or their use of the facility. Exhibitor agrees to expressly release and discharge HBSE, Durham Executive Group, Inc., the Camp St. Croix YMCA, and the employees, agents, and volunteers of each of these entities, from all such claims, demands, injuries, damages, actions or causes of action whatsoever. Exhibitor understands that agreement to the foregoing terms is required before use of the facility is allowed.

Exhibitors agree to hold HBSE, Durham Executive Group, Inc., show management, or the Camp St. Croix YMCA, and the employees, agents, and volunteers of each of these entities harmless and defend and indemnify HBSE, Durham Executive Group, Inc., the Camp St. Croix, and the employees, agents and volunteers against any claims related to the use of RCU by Exhibitor, its agents, employees, or subcontractors. Exhibitor further agrees to defend, indemnify and hold harmless HBSE, Durham Executive Group, Inc., the Camp St. Croix YMCA, and the employees, agents and volunteers from any liability, claims, damages, costs, judgements or expenses, including reasonable attorney's fees, occasioned by or arising in connection with the use of RCU by Exhibitor, or Exhibitors employees, subcontractors, members, guests or invitees including any and all claims for bodily injury or death or property loss or damage sustained as a result of RCU by Exhibitor or Exhibitor's employees, subcontractors, members, guests or invitees.

I have read this Vendor Agreement and know and understand its contents and agree to its terms.

Signed: _____ Date: _____
Authorized Officer of Organization Signature

Print Name: _____ Title: _____

ALL EXHIBITORS, including non-profit organizations, must complete and submit WI FORM S-240 (WI Temporary Event Operator and Seller Information.) Your booth will not be reserved until required forms and payment are submitted.

Logo Use Policy: Durham Executive Group and Boomers & Seniors Expo™ are not responsible for your company's logo use guidelines or other company marketing policies. Due to the volume of work in managing many companies' logos, we are unable to accommodate preapproval requirements for print and digital materials we produce to promote Boomers and Seniors Expo™ events. We are committed to producing quality marketing materials that reflect the high standard of Durham Executive Group and Boomers & Seniors Expo™. We will not accept responsibility for any errors, omissions, misprints, or other violations of your company's logo use policies for any reason. Use of your logo will be limited to promoting your sponsorship and participation in Boomers & Seniors Expo™ as agreed to in the Exhibitor Agreement, which includes the Boomers & Seniors Expo™ website and blog, print and digital advertising, and event signage. By signing this Agreement, you are agreeing to our Logo Use Policy.

Wisconsin Temporary Event Operator and Seller Information

Information on this form is required under sec. 73.03(38), Wis. Stats.

Instructions on reverse side.

E V E N T O P E R A T O R	<p>PART A: Event Information: To be completed by the operator of the temporary event</p> <p>1. Name of Temporary Event _____</p> <p>2. Date(s) of Temporary Event _____</p> <p>3. Location of Temporary Event (e.g., Venue, City) _____</p> <p>PART B: Operator Information: To be completed by the operator of the temporary event</p> <p>1. Name and Address _____</p> <p>2. Daytime Telephone Number () _____</p> <p>3. Email Address _____</p> <p>4. Wisconsin Tax Account Number _____ - _____ - _____</p> <p>If blank, check appropriate box:</p> <p><input type="checkbox"/> No Taxable Sales <input type="checkbox"/> Exempt under Occasional Sales Rule <input type="checkbox"/> Exempt Nonprofit Organization</p> <p><input type="checkbox"/> Other – Explain: _____</p>
	<p>PART C: Seller Information: To be completed by seller and given to event operator on or before the first day of event.</p> <p style="text-align: center;">THIS IS NOT AN APPLICATION FOR A WISCONSIN TAX ACCOUNT – SEE INSTRUCTIONS</p> <p>1. Legal Name _____</p> <p>2. Business Name _____</p> <p>3. Address (Street or Route) _____</p> <p>4. City, State and Zip Code _____</p> <p>5. Home Telephone Number () _____</p> <p>Business Telephone Number () _____</p> <p>6. Wisconsin Tax Account Number _____ - _____ - _____</p> <p>7. Social Security Number X X X - X X - _____</p> <p>8. Federal Identification Number (FEIN) X X - X X X _____</p> <p>9. Check one box indicating the type of activity you intend to engage in at this event:</p> <p><input type="checkbox"/> Selling Taxable Merchandise or Service <input type="checkbox"/> Display Only</p> <p><input type="checkbox"/> Selling Exempt Merchandise or Service <input type="checkbox"/> Exempt under Occasional Sales Rule</p> <p><input type="checkbox"/> Direct Sellers, Company Name _____ <input type="checkbox"/> Nonprofit Organization</p>
S E L L E R	

I declare that the information on this form is true and correct to the best of my knowledge and belief and that I am authorized to sign this form.

Print Name: _____

Signature: _____ Date: _____

Information about temporary events, including forms, instructions and Common Questions can be found on the Department of Revenue's website at revenue.wi.gov/html/temevent.html. If you have additional questions, please contact the Department of Revenue by email at DORBusinessTax@revenue.wi.gov or telephone at (608) 266-2776. See reverse side for submission instructions.

**** Do not email event reports to maintain confidentiality of seller information ****

Instructions for Completing Operator and Seller Information

EVENT OPERATOR:

An “operator” is defined as a person or entity (such as an individual, association, partnership, corporation, or non-profit organization) that arranges, organizes, promotes, or sponsors an event. An operator may also be referred to as an organizer, exhibitor, or decorator. An operator may or may not be the owner of the property or premises where the event takes place. An operator may also be a seller at the event.

Note: A Wisconsin tax account number (formerly seller’s permit) is required if selling taxable merchandise or services. Admission fees are subject to sales tax in Wisconsin.

Step 1: Complete Parts A and B.

Step 2: Provide a copy of *Wisconsin Temporary Event Operator and Seller Information* (Form S-240) with Parts A and B completed to each seller participating in your event.

To obtain additional copies of Form S-240 go to the Department of Revenue’s website at revenue.wi.gov/forms/sales/index.html. If you prefer, you may use the fill-in form available from the same website.

Step 3: Submission – Event Operator.

Submit compiled vendor information to the department as soon as possible but no later than 10 days from event closing using one of the following methods:

- **Electronic Reporting:** If you have all the required sellers’ information, use the Excel spreadsheet provided at revenue.wi.gov/html/temevent.html. (Excel viewer is available.) Fill in the information for all sellers participating at the event and submit using the department’s secure file transmission application at revenue.wi.gov/eserv/wteptran.html or by U.S. Mail. **Do not email event reports to maintain confidentiality of seller information.**
- **Paper Reporting:** Mail completed Forms S-240 or a printed version of spreadsheet to:

Temporary Events Program
Wisconsin Department of Revenue
PO Box 8910
Madison WI 53708-8910

Revenue Field Agents attend temporary events to verify registration of sellers. Sellers must have evidence of their Wisconsin tax account number at the event.

SELLER:

A “seller” is defined as a person or entity involved with selling merchandise or providing taxable services at a temporary event. A seller may also be referred to as a vendor, exhibitor, or booth owner.

Important: This form is not an application for a Wisconsin Tax Account Number. If you do not already have a tax account number but are required to, you will need to apply for one directly with the Department of Revenue prior to the event. You can apply online or download an application, *Application for Business Tax Registration* (Form BTR-101) on the department’s website, revenue.wi.gov/forms/sales/index.html. Not all sellers are required to obtain a Wisconsin tax account number. Some of the reasons a seller may not need a tax account number are:

- The seller only sells tax-exempt items, such as vegetables for home consumption.
- The seller is only displaying at the event, no onsite orders are being taken, and taxable merchandise is not later shipped into Wisconsin.
- The seller qualifies for the occasional sale exemption. (See Publication 228, *Temporary Events*.)

If you have questions regarding applying for a Wisconsin tax account number, contact any Department of Revenue office, visit our website, or call (608) 266-2776.

Step 1: Complete Part C (event operator should complete Parts A and B).

Line 1: Enter your individual, partnership, association, or corporate name.

Line 2: Enter your business name, if different.

Line 3: Enter the address of the physical location of your business. If different, also provide your mailing address.

Line 6: Enter your 15-digit Wisconsin tax account number. You can find this number on your Form ST-12.

This number is **not** your 6-digit seller’s permit number issued to you prior to December 31, 2002.

Lines 7 & 8: Enter the last four digits of your social security number and/or federal employer identification number. This is required under sec. 73.03(38), Wis. Stats., if you do not provide a tax account number.

Step 2: Submit completed form to event operator on or before the first day of the event.