

2017 Let's Play • June 30 – July 2 2017

Radisson Paper Valley Convention Center

E-mail: letsplayevents@gmail.com / Web Site: www.letsplayevents.com

Phone: 920-621-4263

PLEASE TYPE OR PRINT

Company Name _____ Contact _____

Mailing Address _____ City _____ State _____ Zip _____

Phone (____) _____ Email: _____

MANUFACTURER AND RETAIL EXHIBIT SPACE (Don't see what you like? Ask)

BOOTH TYPE

Manufacturer / Publisher (no retail sales allowed in booth)	COST	QTY	TOTAL
<u>Single Space</u> : 10'x10' – Includes 1 play tables w/ 6 chairs & 2 vendor wristbands	\$100	_____	_____
<u>Double Space</u> : 10'x20' - Includes 2 play tables w/ 10 chairs & 2 vendor wristbands	\$175	_____	_____

Electric - \$ 10 _____ Retail Sales Allowed \$50 _____ (5.5% Sales Tax must be collected)

SPONSORSHIP PACKAGES

Bronze Package 20 x 20 Demo Space 4 play tables, w/18 chairs, premium placement **\$300**
inclusion of logo on all print and online advertising, 9 month access for new product advertising on letsplayevents.com
and the Let's Play Facebook page, 4 vendor wristbands

Silver Package 30 x 30 Demo Space 6 play tables w/ 24 chairs, premium floor placement, ½ page ad **\$400**
Inclusion of logo on all print and online advertising, feature article in program and on www.letsplaygreenbay.com,
9 month access for new product advertising on www.letsplaygreenbay.com and the Let's Play Facebook page,
Event Banner placement. 6 vendor wristbands

Gold Package (LIMIT 4) 40 x 40 Demo Space 8 play tables w/ 32 chairs, premium floor placement, **\$750**
½ page ad, inclusion of logo on all print, radio, TV and online advertising on www.letsevents.com, 9 month access for
new product advertising on www.letsplayevents.com and the Let's Play Facebook page, Event Banner placement, 8
vendor wristbands

Manufacturer Lobby Sponsorship – (LIMIT 1) Your company gets the LOBBY! Every visitor will go through **\$2000**
throughout the weekend. You can set up demo tables, displays and enjoy a 40, x 40' area to show off as the
signature game manufacturer sponsor of the show. This is available only to a game manufacturer. Call Pat at (920)
621-4263 for details

Meeples Bag Sponsorship (LIMIT 1) **\$750**

*Other sponsorship levels can be tailored to your needs including – just call Pat at (920) 621-4263 or
email letsplayevents@gmail.com*

50% DEPOSIT REQUIRED WITH CONTRACT TO RESERVE BOOTH SPACE

**Final payment will be due June 1 2017. Any remaining balance after this date is subject to late fees.
Make checks payable to: Let's Play Events 2255 Main Street, Green Bay, WI 54302 Call for Credit Cards**

Signature: _____ Date: _____

Signature on application binds the Exhibitor to rental space indicated, subject to rates as indicated and to rules and regulations noted on the back side of this application. The Show Director reserves the right to make the floor plan and booth location adjustments, which may be deemed necessary for the successful operation of the show.

EXHIBITOR RULES & REGULATIONS

- 1) **CONTRACT:** This contract for space constitutes a contract between the Exhibitor and the Sponsor (Let's Play Events LLC), and in addition to its terms, shall include and incorporate the Exhibitor's Rules and Regulations printed on this application.
 - 2) **LICENSE AND TERM:** The license given hereunder shall be solely for the use and occupation of the space allocated to the Exhibitor. This shall be for the period commencing at the move-in start time and ending at the conclusion of the move-out, including the installation and the removal of exhibits.
 - 3) **INSURANCE:** Full insurance coverage during the entire duration of the Exhibition including move-in and move-out must be obtained by the Exhibitor. The Exhibitor must be prepared to furnish Certificate of Insurance to Sponsor upon request.
 - 4) **QUALIFICATIONS TO EXHIBIT:** All Exhibitors must refrain from creating obnoxious odors or operating any machine to project sound at a level which might be objectionable and might interfere with the overall success and enjoyment of the show by those in attendance or neighboring vendors. The Sponsor reserves the right to decline or prohibit any exhibits or parts of an exhibit, which in its opinion is not suitable to or in keeping with the character of the exhibition. Exhibitor must provide any safety guards, shields or precautions to prevent possible injury to spectators. Exhibitor must comply with State, County, Town or City Ordinances, which govern operation of public events and to refrain from consuming or dispensing beer or liquor or other intoxicating beverages in the facility.
 - 5) **LOCATION OF EXHIBIT:** Sponsor reserves the right to relocate an exhibitor, as it shall deem necessary to the proper conduct of the Exhibition. 6) **SUBLET OF SPACE:** The Exhibitor shall not sublet, transfer, or apportion any part of its allotted space, shall not exhibit nor permit to be exhibited in its space any merchandise NOT a part of its own regular products, and shall not exhibit any advertising material not directly pertaining to the products exhibited except as specifically approved by the sponsor.
 - 7) **NON-DELIVERY OF THE BUILDING:** The Sponsor will not be liable for failure to provide space in the event of the building becoming unavailable through fire, act of God, public enemy, strikes, the authority of the law, or any other cause beyond its control.
 - 8) **DAMAGES:** The Sponsor shall not be liable for any theft or damages, loss or injury; whether direct, indirect, general, special, consequential or otherwise to the Exhibitor, its agents and employees or visitors to its exhibit whether occasioned by Sponsor, its officers, agents or employees, or by another Exhibitor. Security is not maintained after close of show. Any properties, literature, etc. must be boxed, labeled and secured if left in the building after the close of the show and the Sponsor assumes responsibility for safe-keeping.
 - 9) **CANCELLATION BY SPONSOR:** In the case the Exhibition shall not be held for any reasons whatsoever, then and thereupon the license of the space to the Exhibitor shall be terminated. In such case, the limit of the claim for damage and/or compensation by the Exhibitor shall be returned to the Exhibitor of the amount received by the Sponsor from the Exhibitor for license of the space.
 - 10) **EXHIBIT SPACE RENTAL INCLUDES:**
 - Standard booth equipment as outlined in booth selection.
 - General exhibition security services.
 - Listing in official program subject to deadline. All other requirements and furnishings, including electrical, are the responsibility of the exhibitor.
 - 11) **EXHIBITOR'S PACKET:** The Sponsor will publish Exhibitor Packet on show website by June 15, 2017. Exhibitor is responsible for obtaining this packet. If Exhibitor cannot access website, Exhibitor should inform Sponsor in writing and packet will be mailed. Exhibitor Packet contains a copy of the Rules & Regulations, shipping instructions, lodging information and order forms for all services needed.
 - 12) **PAYMENT OF SALES:** Exhibitor is responsible for calculation and payment of all taxes applicable to any and all sales. The Sponsor will not assume responsibility for taxes or their payment.
 - 13) **CANCELLATION OF CONTACT:** Contracts cancelled before June 1st 2017 are subject to a cancellation fee of 50% of the contracted amount. After June 1st 2017 the full contracted amount remains due and payable. Payment of show fees must be paid by due date shown on invoice. All invoices will accrue interest at the rate of 1.5% per month. In the event of non-payment, Let's Play Events will be entitled to recover all costs of collection, including reasonable attorney's fees.
 - 14) **BOOTH DISPLAY:** Exhibitor is responsible for assembling and dismantling its booth. Exhibitor agrees to have booth set-up one hour prior to show start and will not dismantled booth or remove goods until conclusion of the Show. The Exhibitor also agrees to remove its display and equipment by the conclusion of move-out hours. Exhibitor is liable for any damage to booth materials, walls, floor or any other part of building. **Noncompliance is subject to penalty fees and possible exclusion from future shows.**
- Equipment, labor and electrical service will be furnished according to rates established by the Radisson Paper Valley Hotel & Convention Complex. It shall be understood that the liability of the Sponsor shall be limited to refunding of rental fees paid should cancellation of the above named exhibition be necessary. Payments of rental fees paid are not refundable in the event of Exhibitor cancellation (or exhibit size reduction) less than thirty days before the show. Exhibitor cancellation must be given to Show Management in writing. A service fee of 25% of the total amount due will be assessed when refunds are made. *The Exhibitor further agrees to abide by any other rules that are deemed necessary to the successful conduct of the above event. Any other matters not expressly provided herein shall come under the jurisdiction of the Chief Operating Officer*