

2010 SE² CONFERENCE AND TRADESHOW

YOU ARE INVITED TO BE AN EXHIBITOR

September 21-22, 2010

Wisconsin's 7th annual Sustainability & Energy Efficiency Leadership (SE²) Conference will be held on September 22, 2010 at the Olympia Resort in Oconomowoc, WI. The Wisconsin Green Building Alliance (WGBA) invites you to exhibit at this dynamic conference targeting professionals in the commercial building industry. Attendees will include building owners, architects, engineers, developers, contractors, planners, policy makers, and academics from Wisconsin and the region. For information on this event and to see a list of exhibitors to date visit: <http://wgba.org/se2/se2ex.html>

SET UP:

- September 21, 1-5pm

EXHIBIT HALL OPEN:

- September 21, 5-7pm (Kickoff reception, open to the public with food and activities)
- September 22, 7:45am - 5pm

EXHIBITOR FEE:

- WGBA Member: \$500 (includes 1-8' x 10' booth, 1-skirted table, 1 chair, 1 ID sign for booth, 2 full conference registrations.
- Non-Member: \$650 (includes 1- 8' x 10' booth, 1-skirted table, 1 chair, 1 ID sign for booth, 2 full conference registrations.
- Non-Profit: \$250 (includes one 8' skirted table and 2 full conference registrations.

Members & Non-Members receive a \$50 discount until June 30, 2010

NOTE: Both conference registration and exhibitor-only registration includes lunch and freedom to attend sessions.

EXHIBITOR BENEFITS:

- Alphabetized company listing on the conference website
- One electronic attendee list to be distributed after the conference

INSTALLATION, EXHIBITION AND TEAR DOWN

The set up time period will be on September 21, 1:00 - 5:00pm.

On or before September 1st, exhibitors will receive specific information regarding booth location. No display shall be dismantled or removed from the Exhibit Hall until the end of the Exhibit Show at 5:00 pm on Wednesday, September 22.

All displays must be removed by 6:00 pm September 22. Any exhibit remaining on the floor after 6:00 pm may be dismantled and moved to accommodate another show or for any other reason.

The Exhibitor agrees to pay any extra charges incurred for the removal of displays and to release the Wisconsin Green Building Alliance from any liability for loss by theft or damage caused in moving property of the Exhibitor after 6:00 pm on September 22.

PAYMENT FOR BOOTH

All booth fees must be paid in full and payment received by WGBA on or before September 15, 2010. After September 15, 2010, the Wisconsin Green Building Alliance does not have to hold space that is not fully paid.

REFUNDS

There will be no refunds on cancellations received after September 10, 2010. WGBA may cancel any exhibit space for non-compliance with the terms, condition and regulations of this contract for nonpayment of the space rental.

HOTEL ROOMS

A block of rooms are being held for exhibitors and attendees at the Olympia Resort in Oconomowoc at the rate of \$109 per night until August 21, 2010.

Direct inquiries and reservation requests to Olympia Resort - 1350 Royal Mile Road, Oconomowoc, WI 53066, Toll-Free: (800) 558-9573, Phone: (262) 369-4999. Please tell them you are with the *Wisconsin Green Building Alliance*.

LIABILITY INSURANCE

The convention center and its owners do not maintain insurance covering property brought on to the convention center's premises by exhibitors and it is the sole responsibility of the exhibitor to obtain insurance covering such losses.

BOOTH ALLOCATION

Assignment is in order of receipt of a signed contract and in order of preference, as stated by the Exhibitor or from space available. WGBA reserves the right to alter locations of Exhibitors or of booths as shown on the official floor plan at its sole discretion, if deemed advisable in the best interests of the show, or to separate competitors.

BOOTH SPECIFICATIONS

Rent includes an 8 ft. deep by 10 ft. wide booth with draped sidewalls, 1-skirted table, 2 chairs and 1 booth sign. Counters, additional chairs or tables, electrical outlets, carpeting, freight, storage, etc. are not included in the booth rent. A packet of services and equipment that can be ordered will be returned with a confirmation of booth space. The Exhibitor is required to make any arrangements for equipment and services at their own expense. WGBA assumes no obligations for these arrangements.

REGISTRATION AND BADGES

Convention badges for exhibit attendants are provided. The booth registration includes two exhibitors. Any additional staff will be required to register separately via the main conference registration.

USE OF SPACE

Exhibitor shall not sublet, divide or share exhibit space with any person not identified in the Exhibit Space Contract without written permission of WGBA. Distribution of advertising materials is limited to the area of each exhibit space. Exhibitor shall not obstruct the aisles adjacent to exhibit space. No booth structure or sign will be allowed if it obscures adjoining exhibits or which extends above the backdrop of the booth area.

CARE AND SURRENDER OF EXHIBIT SPACE

Exhibitor agrees it will not in any way injure, damage, mar or deface the building premises, furniture, fixtures or equipment on or about the Olympia Resort premises and shall be liable for any such damage or injury caused by its employees, agents or other persons admitted to the premises by the Exhibitor, its agents or employees. Exhibitor agrees to quit and surrender exhibit space at the time set forth herein, and to comply with the Olympia Resort for handling vehicular traffic in and out of dock area.

LIABILITY

The Exhibitor agrees to indemnify and hold harmless WGBA, its officers, agents and employees from and against any and all claims, demands or suits alleging liability for losses, damages, expenses, costs and disbursements, including reasonable attorneys fees, and any other relief, for any actual or claimed injury or death to any person or damage to any property sustained as a result of the Exhibitor's use of or presence on the premises described in the Exhibit Space Contract, regardless of whether proximity caused by the WGBA, its officers, agents or employees, unless Exhibitor can prove that such injury, death or damage was caused solely by the active negligence of WGBA, its officers, agents or employees.

If the event is cancelled due to circumstances substantially beyond control of WGBA, the WGBA's sole liability to Exhibitor due to cancellation shall be to refund the rent paid.

FREIGHT

Freight will be handled by the drayage company. Information will be included with your confirmation letter. WGBA assumes no obligation for these arrangements and the Exhibitor must assume all of the costs.

OFFICIAL REGULATIONS

Exhibitor will comply with all laws of the U.S. and the state of Wisconsin and all ordinances of the City of Milwaukee and all rules and requirements of the police and fire departments or other municipal authorities of the City of Milwaukee, and will not permit anything to be done in its exhibit space in violation of any such law, ordinance, rule or regulation. Exhibitor will also conform to rules and regulations adopted or prescribed by the Olympia Resort.