

Muskie Expo Milwaukee Exhibitor Agreement

February 13-15, 2026
Washington County Fair Park, West Bend, Wisconsin



Contract and payment due Oct 1, 2025

Booth Rates - Muskie Expo Milwaukee

☐ Inside Booth - \$550.00 | ☐ Front of show Booths(*) - \$600.00
Denoted on Map

- **Receive a \$40 per booth discount if payment in full by September 1, 2025.**
- **\$100 down per booth by July 15, 2025, reserves space in the show.**
- **Free electric if paid in full by Oct 1, 2025.**

Booth includes 8'x10' draped booth, 8' high back drape, 3' high side drapes, 2 show badges per booth, and WiFi Internet access, The following items are available or may be rented for an additional fee. Please indicate the number of each item you would like rent.

___ Draped Tables - \$60 each ___ Chairs - 2 free per booth, \$3 extra per chair
___ High Draped Tables - \$80 each ___ Table - 1 free per booth, \$10 extra per table
___ High Padded Chair - \$30 each ___ Electric - \$25 (waived if paid in full by 10/01/2025)

Booth number you desire (not guaranteed) _____ 1st Choice _____ 2nd choice

I have read and agree to the rules and regulations on the second page of this contract.

_____ day of _____, 2025 by _____.

(sign here) _____

Exhibitor:			
Address:	City:	State:	ZIP:
Phone:	Email:		

Company Name as you would like it to appear: _____

Please sign and return with payment Mail to Milwaukee Muskie Expo c/o Mike Veserat, 2515 Gaston Rd, Cottage Grove, Wi 53527
Need to pay by Credit Card or Electronic payment transfer? Please contact Mike (608) 220-7392. Free for ACH electronic check or 3%
for Credit Card will be added to invoice.

Questions? Please contact Mike at the Muskie Expo at mveserat@yahoo.com or (608) 220-7392.

IMPORTANT: \$100 down payment to reserve prior years space by 7/15/2025

Muskie Expo Milwaukee Rules and Regulations

Who May Exhibit

The "Show" (see floor plan) is reserved for exhibits by retailers and manufacturers of fishing booths in the show area manned by manufacturers, representatives, retailers, wholesalers, and/or distributors. Subleasing/sharing is not permitted as example; Manufacturers renting or sharing a section from retailer.

Payment of Space

All monies paid shall be retained by show management in the event exhibitor fails to fulfill or violates contract or withdraws from the show.

Installation

- Booth Walls may not exceed 8' in height. Booth Space includes 1 draped booth, 8' high back drapes and 3' high side drapes.
- No partitions, frames or uprights over 4' in height are allowed in exhibit spaces unless approved by Show Management.
- No damage of any nature may be done to any portion of the exhibit area.
- **Setup Time: tentative**
Thursday: 12 noon to 6 p.m.
Friday: 7 a.m. to 12 p.m.
- **Tear Down: tentative**
Sunday: 2 p.m. to 6 p.m.
- **Show Hours: tentative**
Friday: 1 p.m. to 7 p.m.
Saturday: 9 a.m. to 5 p.m.
Sunday: 9 a.m. to 2 p.m.

Safety

All decorations and exhibit material must be made of flame proof material or be made flame proof.

Electrical Compliance

All electrical wiring and equipment must meet local electrical code.

Insurance

- Exhibitors who desire insurance on their exhibits must place the same at their own expense. Attention is particularly called to the necessity of covering all risks (liability, fire, theft, damage, etc.) on your exhibit from place of shipment to the exhibition building and return, including the period during which goods remain at the exhibition building. Attention is also called to the need for exhibitor to carry workman's compensation with Employers liability
- Your signed contract acknowledges that you have added the following entities as Additional Insureds to your existing liability policy: Vesperat Productions I, Inc 2515 Gaston Rd Cottage Grove WI 53527 and the Venue, 3000 Hwy PV, West Bend, WI, 53095.

Security

Expo secures the building after-hours but will not be responsible for any loss or damage suffered by the exhibitor or its employees or guests from any act of theft, vandalism, or accidental injury.

Liabilities

Exhibitor hereby agrees to indemnify, and save harmless, show management, Show Center, their managers, officers, sponsors, employees, agents, successors and assigns for any suit or claim for personal injury, or for property damage or for loss of use of property by whomsoever sustained on or about the exhibitor's display due solely to the negligence of the show management or show center.

Force Majeure

In the event the show or any part of the exhibit are thereof is unavailable whether for the entire event or a part of the event as a result of fire, flood, tempest, or any other such cause or as a result of governmental intervention, malicious damage, acts of war, strike, lock-out, labor dispute, riot, or any other cause or agency over which the show has no control. Or management of the show decides that because of any such cause it is necessary to cancel, postpone, or reschedule the show, or reduce the installation time, show time, or move-out time, the show shall not be liable to make whole for any losses direct or arising as result thereof.

Amendments

Show Management shall have the power in the interpretation and enforcement of all rules contained herein. Show management shall also have the power to make such amendments thereto and such further rules and regulations as shall be considered necessary for the proper conduct of the exhibition.

***Exhibitors tearing down early may not be considered for next year's show.
No carry in Alcohol.***

NO EARLY TEAR DOWN!