

### FAST FACTS

Tabletop Exhibit Spaces are 10' x 10'

One tabletop exhibit space is allowed per company.

NO Industry equipment can be placed on the floor. (See 'What can I place in my tabletop exhibit space?')

The cost for a tabletop exhibit space is \$1,600. (See 'What is included in my tabletop exhibit space?')

### TABLETOP EXHIBIT SPACE SELECTION

A ranked order Priority Points system will be used for WCMA members interested in purchasing a tabletop exhibit space at the 2025 CheeseCon. This "loyalty rewards" system tracks over ten years of exhibitor participation in WCMA events and awards a priority level to each company.

- Available tabletop exhibit spaces will be shown on the CheeseCon online floor plan.
- The top priority level companies will be contacted first to select their space. After that, priority assignments for tabletop exhibit space will begin. For each time slot, there will be 7 companies that can log in. Exhibitors may select a space at any time after their allotted time for as long as exhibit space remains available. Exhibitors are encouraged to sign up promptly for best selection and to secure a space.
- A schedule showing companies eligible to sign up and their assigned date/time, along with the live floor plan is available at [CheeseCon.org](https://www.cheesecon.org)
- All exhibitors will select their tabletop booth space online and make a credit card payment of \$1,600 for their space.

- If space sells out before an exhibitor is able to sign up, that company can be placed on a waiting list at the company's request. Company listing on the Priority Point ranked schedule does not guarantee booth space.
- All exhibitors must be active members of WCMA. To check your company's membership status, contact WCMA at [membership@wischeesemakers.org](mailto:membership@wischeesemakers.org)

### TABLETOP EXHIBIT HOURS & LOCATION

The exhibit hall will be open on one day:

Wednesday, April 16 from 10:00 a.m. to 5:00 p.m.

**Location:** All CheeseCon events will be held at the Alliant Energy Center, 1919 Alliant Energy Way, Madison, Wisconsin.

### EXHIBITOR MOVE IN

Early move-in will be available on Tuesday April 15 from 2:00 p.m. to 5:00 p.m. Exhibitors needing just a few hours to set up may also move in Wednesday, April 16 from 7:00 a.m. to 9:30 a.m. All exhibitors must be fully set up by 10:00 a.m.

### EXHIBITOR MOVE OUT

Dismantling and removal of displays will begin no sooner than the close of exhibit floor at 5:00 p.m. on Wednesday, April 16. All displays must be removed by 11:00 p.m. on April 16.

### TABLETOP EXHIBIT SPACE COST, SIZE, COLORS

**Cost:** \$1,600

**Size:** Each tabletop exhibit space is 10 feet wide x 10 feet deep. Only one exhibit space is allowed per company.

**Colors:** Show colors will be white and blue. Aisles and exhibit spaces will be carpeted with black carpet. Alliant Energy Center is the official general service contractor.

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### WHAT IS INCLUDED WITH TABLETOP EXHIBIT SPACE RENTAL?

Includes the following:

- Complimentary registration passes for your employees to work in your exhibit space. See 'Register All Exhibitors in your Booth' below for pass quantity and details.
- Attendee Contact List that includes name and address of attendees; does not include email address. To be distributed one week prior to event.
- One 10 foot x 10 foot black carpeted exhibit space.
- Drapery – Blue & white 8' back drape and 3' side drape.
- Furnishings – One 8 foot (white) skirted table and 2 chairs
- Booth sign listing company name.
- Networking opportunities that include complimentary lunches and evening reception refreshments.
- Company information, as entered by exhibitor, within printed CheeseCon Official Program.
- Company information, as entered by exhibitor, on CheeseCon online exhibit floorplan and event mobile app.

### REGISTER ALL EXHIBITORS IN YOUR BOOTH

Exhibitors must register all persons working in the booth, including the complementary passes received.

Complementary passes received:

- One complimentary Full Registration Pass which includes access to the exhibit hall, all seminars, complimentary hot lunches, and reception refreshments.
- One complimentary Single Day Registration Pass which includes access to the exhibit hall, complimentary hot lunches, and reception refreshments.

Additional exhibitors working in the tabletop exhibit space will need to pay the registration fee.

Registration options and fees can be found at [CheeseCon.org](https://www.cheesecon.org).

### WHAT CAN I PLACE IN MY TABLETOP EXHIBIT SPACE?

**What can I place on the floor?** Examples include floor pop-up displays; pull up banner stands; TV stands; magazine racks; furniture; lamps, etc.

**What can I place on the table?** Examples include tvs, tablets, small industry equipment if it is safe and stable, models of your equipment, custom printed table cover/throw, printed materials, etc.

**Important:** Cheese industry equipment (equipment used in a cheese plant or processing facility) is only allowed on the top of the table and must be stable and safe.

No industry equipment is allowed on the floor.

You may purchase electricity to be used in your space.

You may purchase additional tables or a different color skirting or different size table to be used in your exhibit space.

### WHAT IS NOT ALLOWED IN MY TABLETOP EXHIBIT SPACE?

Large or heavy industry equipment used by your customers is not allowed at this event and cannot be placed on the floor.

### EXHIBIT SPACE REGULATIONS

Exhibitors must comply with the Booth Rules and Regulations as provided in the Exhibitor Contract.

**Assignments** – No exhibitor shall reassign, sublet or share the whole or any part of the exhibit space allotted to the contracting firm without written consent of the Wisconsin Cheese Makers Association.

**Line of Sight** – Signage, graphics and structures cannot interfere with exhibit spaces behind/next to the space.

Display materials cannot obstruct sight lines of neighboring exhibitors. If the display is higher than the 8' rear drape, the rear of your display must be blank.

Nothing may be hung from the ceiling.

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### EXHIBIT SPACE REGULATIONS CONTINUED

**Noise** – Public address, sound amplifying or producing devices which project excessive sound beyond an exhibitor’s booth, or excessive operating noise that disturbs neighboring exhibits, are prohibited. Exhibitors are asked to take every reasonable precaution to minimize the noise of operating exhibits. WCMA will not allow public addresses to be made on behalf of any exhibitor or attendee.

**Obstruction of Aisles or Booths** – Activities that result in obstruction of aisles or prevent ready access to a neighboring booth are not allowed.

**Food and Beverages** – All food and beverage samples must be approved by Centerplate Catering, the Alliant Energy Center’s Official Caterer.

### BUSINESS CONDUCT

CheeseCon is presented within the framework of rules and regulations established by the Internal Revenue Service. Exhibitors must understand and agree that:

- CheeseCon is not a specific sales facility for individual exhibitors. However, exhibitors may take orders for future delivery.
- The main purpose of CheeseCon is the promotion and stimulation of interest in, and demand for, the industry’s products and services in general, and is conducted in a manner reasonably calculated to achieve that purpose.
- CheeseCon is presented as a service to the industry and for the information and education of members and attendees through contact with exhibit personnel and products.
- No exhibitor will be allowed to display materials in the exhibit hall without full payment of all rental fees and supplier dues where applicable. Under no circumstances can a supplier display materials outside the exhibit hall.

### EXHIBITOR INSURANCE

The Exhibitor warrants that it has in effect and shall maintain for the period of the Contract and the Conference, for the mutual benefit of both parties, a policy of general public liability insurance against claims for personal injury or death or damage to property occurring upon, in or about the Display Space or the Conference Site, with a coverage limit of not less than \$1,000,000 per occurrence.

The Certificate of Insurance must have Wisconsin Cheese Makers Association named as Additional Insured: Wisconsin Cheese Makers Association, 5117 West Terrace Dr. Ste 402, Madison, WI 53718.

### PROTECTION OF ALLIANT ENERGY CENTER

Nothing shall be pasted, tacked, nailed, screwed or otherwise affixed to columns, walls, floors or other parts of the building or furniture.

### CONFLICTING EVENTS DURING SHOW HOURS

The exhibitor agrees not to extend any invitations in any way whatsoever to encourage the absence of industry professionals from any part of CheeseCon during official CheeseCon hours. Exhibitors are strictly and expressly prohibited from conducting any privately scheduled display of merchandise or conducting any social functions away from scheduled CheeseCon events.

### BOOTH CANCELLATION POLICY

If an exhibitor must cancel space for what is deemed good reason by Wisconsin Cheese Makers Association, the following refund policy will be observed:

If exhibit space is canceled prior to January 2, 2025, 75% of the booth fee will be refunded.

Cancellation received between January 2 and February 3, 2025: 50% of the booth fee will be refunded.

No refund of any type will be issued if an exhibitor cancels space after February 3, 2025.

Cancellation notices must be received in writing to [cpeirick@wischeesemakers.org](mailto:cpeirick@wischeesemakers.org)

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### LIABILITY

The exhibitor agrees that the Wisconsin Cheese Makers Association and Alliant Energy Center and any of their officers, staff members, sponsors, agents or employees are not responsible for and are released from all liability as to injury, loss or damage that may occur to the exhibitor, the exhibitor's agents or employees, or to any other person or to the exhibitor's property prior, during or subsequent to the holding of CheeseCon.

The exhibitor agrees to make no claim against the Wisconsin Cheese Makers Association and their members, employees or agents or sponsors, or against Alliant Energy Center, nor their agents or employees for any loss by fire, theft, damage, delay, mechanical failure, labor trouble or any cause whatsoever while exhibitors and merchandise are in transit, within the exhibit hall, nor for any damage to their business, for failure to provide space in the exhibit, for any action of the Wisconsin Cheese Makers Association, its members, employees or agents or sponsors for failure to hold CheeseCon as scheduled.

The Wisconsin Cheese Makers Association also reserves the right—with no liability whatsoever for damage or loss, for inconvenience, or business interference—to close down, dismantle, dispose of, store or clear away from the premises, or to order such work to be done at the expense of the exhibitor, any exhibit display material, goods, property, or merchandise of any exhibitor who has failed to comply with the official rules and regulations of the show as set forth herein.

Cancellation of CheeseCon at any time will not subject the Wisconsin Cheese Makers Association to any damages or other liability of any kind. However, the exhibitor will be reimbursed pro rata for any prepaid exhibit space fees paid.

### AGREEMENT TO CONTRACT RULES, TERMS AND CONDITIONS

It is understood and agreed that we, the company signing up for a 2025 CheeseCon exhibit space, will exhibit under and comply with information presented to exhibitors here and in all Exhibit Rules and Regulations, Exhibitor Service Manual, and all supporting documents. We understand that the exposition managers reserve the right to change the exhibit layout and assign exhibit space to provide the best possible traffic pattern for exhibitors and attendees.

Wisconsin Cheese Makers Association, the exposition managers, will have the right of interpretation and approval of all matters pertaining to the Exhibit Contract, Exhibit Rules and Regulations, Exhibitor Service Manual, and all supporting documents.

In addition, the exhibitor agrees to allow CheeseCon representatives to publicize the exhibitor applicant and attendees in pre-, during- and post-event promotional coverage, including written and photographic, in print, on the web and any other means.

By confirming exhibit space on the 2025 CheeseCon online floor plan, I confirm that our company agrees to accept all rules, terms and conditions of this contract.