



Application #08/\_\_\_\_\_

## 2008 Exhibitor Booth Application June 6<sup>th</sup>-8<sup>th</sup> 2008 { Organization }

**PLEASE NOTE: No exhibitor booth application will be accepted after June 1<sup>st</sup> 2008.** Please complete this application page and the one following, along with the fees worksheet. Submit all forms with proper payment to:

**PrideFest, Inc.**  
P.O. Box 511763  
Milwaukee, WI 53203-0301

Name of Group: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Evening Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Booth Space Choice:** \_\_\_\_\_ 1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd Choice

### ORGANIZATIONAL EXHIBITOR BOOTH CATEGORY (Circle only one):

	BOOTH RENTAL FEES			
If received before:	March 15 <sup>th</sup>	April 15 <sup>th</sup>	May 15 <sup>th</sup>	*May 16 <sup>th</sup> – June 1 <sup>st</sup> *
Information booths	\$ 225.00	\$ 275.00	\$350.00	\$450.00
Sales booths	\$ 275.00	\$ 325.00	\$400.00	\$500.00

Booth spaces are 9' X 10'. **Some spaces may require a tent. If a vendor does not have a tent, framed 9X10 tents are available at an additional charge to the vendor. If electrical or phone lines are required, additional charges apply.**

Included with your rental:

- 3 free daily passes with each booth
- One table
- Two chairs

Need additional passes, tables or chairs? Indicate how many in the [ ]

Daily Passes:

First 6 additional passes @ \$5.00 each [ ]

Each additional after the first six are \$10.00 each [ ]

Tables and Chairs:

Each additional table @\$15.00 each [ ]

Each additional chair @ \$5.00 each [ ]

Casswood Insurance offers liability insurance. See application for details!

Verification of liability insurance is required!

\* = Money Order or Cashiers Check required after this date

**REFUND/CANCELLATION POLICY:** Due to limited spaces, PrideFest reserves the right to refuse refunds on all booth spaces that are reserved but not occupied during the Festival. Registered booth spaces will only be held till 4 p.m. on Friday. If your booth is not occupied and set up at that time, your booth space could be given away to a vendor adjoining your reserved space or to a vendor on a waiting list.

This Application is subject to approval and acceptance by PrideFest, Inc. and Milwaukee World Festivals, Inc., and to availability. PrideFest and Milwaukee World Festivals, in their sole discretion, reserve the right to reject this Application for any reason, including without limitation, booths which would be inappropriate given the nature and location of the event, or which may be offensive to PrideFest patrons. Since PrideFest 2008 occurs on property controlled by Milwaukee World Festivals and is subject to a lease between it and PrideFest, all rules and regulations of Milwaukee World Festivals apply to this Application and are strictly enforced. A copy of the rules and regulations will be provided to the Applicant upon request. Any violation of these rules and regulations by a person associated with the Applicant will result in immediate expulsion of the Applicant without refund or compensation.

Because space is limited, registered booth areas will only be held until 4 p.m. on Friday, June 6th, 2008. If the Applicant does not occupy and have its exhibit set up by then, PrideFest has the right, in its sole discretion, to award the booth reserved for the Applicant to another entity. PrideFest will not refund any portion of the amounts paid by Applicant pursuant to this Application if its booth is awarded to another entity because the Applicant has failed to have its exhibit set up by the required time.

Applicant represents that it has liability insurance of not less than \$\_\_\_\_\_ per occurrence with PrideFest, Inc. named as an additional loss payee, and will provide verification of such insurance upon acceptance of the Application by PrideFest.

Applicant will provide copies of all associated state and federal licenses applicable for offsite premise locations to PrideFest, Inc. Prior to June 6<sup>th</sup> 2008.

As a duly authorized representative of \_\_\_\_\_  
(Applicant), it and all persons associated with the Applicant will abide by the rules and regulations of Milwaukee World Festivals and PrideFest, and all applicable laws.

Dated: \_\_\_\_\_, 2008 \_\_\_\_\_  
On behalf of Applicant

**SIGNATURE REQUIRED**