

FOX CITIES SPORTS & VACATION SHOW

March 9, 10 & 11, 2012 Tri-County Arena Neenah, Wisconsin

As we enter into our 22nd year of producing and developing consumer trade shows, we are pleased to provide information to your company on the 2012 Fox Cities Sports & Vacation Show.

Our company is developing this show after receiving numerous requests to develop events in high income markets that offer diverse employment and stable economies. These requests have come from local and regional companies as well as our numerous Midwest and Canadian vacation destinations contacts. The Fox Cities offers what these companies are seeking.

**The Fox Cities, One Of The Midwest's Largest Manufacturing and Retail Regions
"With One Of The Highest Median Family Incomes In Wisconsin"**

Median Family Household Income \$68,577.00

- Bioscience, Computer, Insurance, Paper Goods and its vast Manufacturing industries are the foundations of this region.
- The Fox Cities ranks as one of the 50 largest manufacturing centers in the U.S.
- The Fox Cities is comprised of 18 cities. The largest of which is the city of Appleton. The population of the three county Appleton-Oshkosh-Neenah Metropolitan Statistical Area is nearing 385,000.
- The Fox Cities serves as the retail hub for both North East and East Central Wisconsin. The many retailers in and around the Fox Cities Mall located with in miles of the Tri-County Arena, make it the largest concentration of retailers in Wisconsin.

Face To Face Is Impossible To Replace

- * Sports Shows should be aggressively utilized to directly communicate with potential customers.
- * Build relationships, sell, and generate leads from qualified buyers.
- * Maximize your marketing efforts, working with others to generate new leads and increase sales.
- * Demonstrate products and services in person where consumers can see, touch and buy your product.

Extensive Marketing Program

The areas leading news and entertainment mediums along with other advertising mediums will be utilized to promote this event. A Direct Mail program will also be utilized to extend invitations to our numerous business contacts in the Fox Cities and surrounding communities. Access to Internet Discount Admission Coupons will also be available through our web page, as well as being available to exhibitors for email distribution to your customers.

Learn More About The Fox Cities By Visiting

www.foxcities.org or www.foxcities-marketing.org

Do Not Miss Your Best Opportunity To Increase Sales In This Exclusive Market

Reserve your space today, for what is sure to be a successful addition to your promotional calendar. If you have any questions about this event, or information on the following pages, please contact our office at (507) 387-7469, by fax at (320) 438-2305, or by email at rochestermnshows@gmail.com

Your Interest and Consideration of this event is appreciated!

Sincerely,
B & J Promotions
Brad Hansen
Show Manager

Rochester Sports & Vacation Show
Fox Cities Seniors Show
Fox Cities Kids Expo
Wausau Seniors Show

UPCOMING SHOWS

January 27, 28 & 29, 2012
May 1 & 2, 2012
May 5, 2012
May 10, 2012

Mayo Civic Center - Rochester, Minnesota
Tri-County Arena - Neenah, Wisconsin
Tri-County Arena - Neenah, Wisconsin
Patriot Center - Wausau, Wisconsin

B & J Promotions

Exhibition Management and Consultants

P. O. Box 1926 North Mankato, Minnesota 56002-1926

Telephone (507) 387-7469 rochestermnshows@gmail.com Fax (507) 387-3425

FOX CITIES SPORTS & VACATION SHOW

2012 Exhibitor Fact Sheet

Location: Tri-County Arena 700 East Shady Lane Neenah, Wisconsin.

Dates & Hours: Friday, March 9 2 P.M. to 8 P.M. Saturday, March 10 10 A.M. to 8 P.M. Sunday, March 11 10 A.M. to 4 P.M.

Exhibit Details: Exhibit spaces are 10 Feet wide x 7.5 Feet deep and 10 Feet wide x 9 Feet deep. 8 Foot Back and 3 Foot Side Curtains will be provided for each exhibit space.

Exhibit Space Rates: Corner Exhibit Space \$375.00 each. In Line Exhibit Space \$350.00 each.

Bulk Exhibit Space Rates: 300 to 899 Square Feet \$1.95 per sq. ft. 900 to 1,500 Square Feet \$1.75 per sq. ft. 1,501 Square Feet Plus \$1.55 per sq. ft.

Electrical Services: \$45.00 per exhibit. *Price is based on 110 outlet. * Bulk displays requiring multiple plug power sources should contact SPONSOR regarding specific requirements. Grounded extension cords in a length of at least 20 feet should be brought for your exhibit.

Deposit, Final Payment & Reserving Exhibit Space: To reserve exhibit space, ½ of the total exhibit amount must be returned to B & J Promotions with a completed application. Final payment is due and payable by, February 12, 2012.

Payment Methods: Business, Certified, Personal, Credit Card Convenience Checks, Money Orders as well as Discover, Master Card or Visa Credit Cards, are accepted forms of payments. All payments are to be made in U.S. funds.

Exhibit Move In: Thursday, March 8 10:00 A.M. to 8:00 P.M. Friday, March 9 8:30 A.M. to 1:00 P.M.
All exhibits must be assembled by 2:00 P.M. on March 9. Bulk Exhibit move in will be assigned a specific time and date.

Exhibit Move Out: Move Out will begin at 4:15 P.M. on Sunday, March 11. Final Move Out must occur by 11:00 A.M. on Monday, March 12.

Exhibit Accessories: Tables, chairs, carpet, and any other items needed for your exhibit may be rented from the Designated Decorator prior to the show. Use of your own tables, chairs, and carpet is permitted.

Exhibit Badges and Exhibit Passes: Two (2) Exhibit Badges and Two (2) Exhibit Passes will be provided for each single exhibit space.

General Liability Insurance: Exhibitor shall carry its own general liability insurance policy insuring its own conduct, including that of employees, agents and affiliates. A certificate of Insurance is to be provided to SPONSOR by February 24, 2012.

Table Skirting & Covering: Tables must be skirted and covered. Skirting must be clean, and reach from table top to just at the floor.

Security : Your company will be responsible for the security of your exhibit and personal items contained within. After show closing, the building is secured and accessed only by facility personnel.

Retail Sales & Resort Reservations: This is a selling event. The acceptance of payment for goods, services, or the receipt of a deposit for reservations at a vacation destination is encouraged.

Food Sales, Food Samples and Candy: Tri-County Arena has specific restrictions and guidelines on food sales and food samples. Please contact our office for specific details. The gratuitous distribution of "Wrapped Candy" is encouraged.

Lodging: A designated Lodging Facility for this event along with other lodging options will be provided with your final exhibit packet.

General Restrictions

Pets: Pets are not allowed in the Tri-County Arena.

Signage: All exhibits must have at least 1 sign identifying the exhibit. No hand lettered or stencil lettered signs will be permitted as exhibit identification.

Exhibit Line Of Sight: Exhibit materials in the general Exhibit Space area of the show higher than 4 feet that may block the view of an adjacent exhibit should not extend further than 4 feet from the back of Exhibit Space.

Batteries Fuel, & Propane Tanks: Display units containing flammable fuel must enter the facility with ¼ tank of fuel or less. Propane tanks containing any fuel must be removed from display units. Batteries must be disconnected.

Drawings, Registrations or Raffles: Drawings or Registration by the public for door prizes from exhibitors is permissible. Paid Drawings or Raffles conducted by exhibitors must meet Wisconsin Guidelines.

Distribution of Restricted Materials: The distribution of Helium Balloons and Stickers is prohibited.

Final Exhibit Packet: The Final Exhibit Packet will include detailed information on the following: Signage, Exhibit Badges, Exhibit Passes, Utilities, Draping, Lodging, Sales Tax, and other information related to participating in this event.

B & J PROMOTIONS

P.O Box 1926 North Mankato, Minnesota 56002-1926

Telephone (507) 387-7469 rochetermns@ gmail.com Fax (320) 438-2305

FOX CITIES SPORTS & VACATION SHOW

2012 Contract Application For Exhibit Space

B & J Promotions, hereafter referred to as SPONSOR, grants to the company listed below, hereafter referred to as EXHIBITOR, the right to exhibit space at the 2012, Fox Cities Sports & Vacation Show, subject to the terms and conditions on the reverse of this contract. We the undersigned, agree to the terms and conditions of this contract application and agree to abide by all rules and regulations governing this show as outlined on the reverse of this contract.

PLEASE TYPR OR PRINT ALL INFORMATION OTHER THAN REQUIRED SIGNATURE.

Exhibiting Company _____ Date _____
Address _____ Suite _____ PO Box _____
City _____ State or Province _____ Zip _____
Telephone _____ Cell Phone _____ Fax _____
Email Address _____
Web Address _____
By _____ Signature _____ Title _____
My Company Will Be Exhibiting

Exhibit Location Requested.

NUMBER OF EXHIBIT SPACE(S) REQUESTED

My company will need 1 or 2 Corner Exhibit Space(s) at \$375.00 per space. () x \$375.00 per space.-----\$ _____
My company will need 1 or 3 In Line Exhibit Space(s) at \$350.00 per space. () x \$350.00 per space.-----\$ _____

AMOUNT OF BULK EXHIBIT SPACE REQUESTED

My company will need _____ Bulk Square Feet at \$1.95 per Square foot. (300-899 Square Feet)-----\$ _____
My company will need _____ Bulk Square Feet at \$1.75 per Square foot. (900-1,500 Square Feet)-----\$ _____
My company will need _____ Bulk Square Feet at \$1.55 per Square foot. (1,500 Square Feet Plus)-----\$ _____
Total Exhibit Investment.-----\$ _____
Deposit: (1/2 of the Total Investment of the Exhibit Space Leased) to be returned with contract.-----< \$ _____
Final Payment: Final Balance due and payable by February 12, 2012.-----\$ _____

Please Complete The Following Only If Paying By Credit Card

PLEASE TYPE OR PRINT ALL INFORMATION OTHER THAN REQUIRED SIGNATURE.

____ Visa ____ MasterCard ____ Discover Authorized Amount Of Payment \$ _____ - ____ Authorization Date ____ / ____ / ____

Credit Card Number _____ Credit Card Expiration Date ____ / ____

Signature Of Card Holder _____ Please Print Same Name _____

Name On Credit Card _____ Card Holder Telephone () _____

Card Holder Address _____ City _____ State _____ Zip _____

OFFICE USE ONLY

Received and Adopted, Month _____ Date _____ Year _____ By: _____

Spaces Assigned: 1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ 7. _____ 8. _____

First Deposit # _____ Deposit Date _____ Year _____ Amount \$ _____ Final # _____ Deposit Date _____ Year _____ Amount \$ _____

All Payments Are To Be Made Payable To:

B & J Promotions

PO Box 1926 North Mankato, Minnesota 56002-1926

Telephone (507) 387-7469

rochestermnshows@gmail.com

Fax (320) 438-2305

A copy of this contract application will be returned with final billing.

FOX CITIES SPORTS & VACATION SHOW

2012 CONTRACT RULES AND REGULATIONS

B & J Promotions, hereafter referred to as SPONSOR, grants to the company listed below, hereafter referred to as EXHIBITOR, the right to exhibit space at the 2012, Fox Cities Sports & Vacation Show, subject to the terms and conditions of this contract as outlined below. This contract shall not be binding until accepted and signed by show SPONSOR.

Show Location: Tri-County Arena 700 East Shay Lane, Neenah, Wisconsin

Show Dates : Friday, March 9, Saturday, March 10, and Sunday, March 11, 2012

Show Hours: Friday, 2:00 P.M. to 8:00 P.M. Saturday, 10:00 A.M. to 8:00 P.M. Sunday, 10:00 A.M. to 4:00 P.M.

Exhibit Deposit and Reserving Exhibit Space: A deposit of ½ of the "Total Investment" for the exhibit area leased must accompany the signed contract to reserve exhibit space.

Final Payment: Final payment is due by Friday, February 12, 2012.

Move In: Exhibits can be assembled on Thursday, March 8, from 10:00 A.M. to 8:00 P.M. and on Friday, March 9, from 8:30 A.M. to 1:00 P.M. All exhibits must be assembled by the opening of the show at 2:00 P.M. on Friday, March 9. SPONSOR reserves the right to substitute and or reassign exhibit location in the event of uncontrollable circumstances.

Move Out: Exhibit Move Out will begin at 4:15 P.M. on Sunday, March 11. EXHIBITOR will not remove their exhibit in part or whole, prior to 4:15 P.M. on Sunday, March 11. All exhibits must be removed from the interior of the facility by 11:00 P.M. on Monday, March 12.

If EXHIBITOR fails to remove their exhibit, the SPONSOR will do so and expenses incurred shall be the responsibility of the EXHIBITOR.

Exhibit Space: Exhibit spaces are 10 Feet wide by 7.5 Feet deep or 10 Feet wide by 9 Feet deep. All exhibits must be confined to the limits of the EXHIBIT space. Exhibitors in skirted exhibit spaces may not install any exhibit materials higher than eight (8) feet on the side walls projecting further than 4 feet from rear of exhibit space. Aisle space shall not be used for exhibits or demonstrative purposes. SPONSOR has final authority to allocate the amount and location of space in the exhibition facility. SPONSOR will provide 8 foot back and 3 foot side curtains for each exhibit space.

Character of Exhibits: SPONSOR reserves the right to restrict, prohibit, or remove any exhibit or exhibitor which in the SPONSOR'S judgment may be offensive or detract from the general character of the show. This reservation includes persons, noise, items, conduct, material, or anything of an objectionable character which may detract from the general character of the show. All display surfaces visible to the public must be finished. Personal items should remain out of view. EXHIBITOR may not assign contract, or sublet the contracted space without prior approval of SPONSOR.

Distribution of Literature and Promotional Materials: All promotional materials including printed advertising literature may only be distributed by Exhibitor from the exhibit space. Exhibitor must confine all sales activities to the limits of its own exhibit space.

Drapery and Signage: Tables must be skirted and covered. Use of your own display materials such as: tables, skirting, chairs and carpet are permissible. Skirting must be clean, of a solid color, and reach from table top to just at the floor. Each Exhibit must be identified by at least one sign. Hand lettered or stenciled signs will not be permitted.

Utilities: Each exhibitor is responsible for contracting in advance of the show for all utilities. Grounded extension cords, in a length of at least 20 Feet should be brought for your exhibit.

Building, City, and State Regulations: EXHIBITOR agrees to, upon inspection, obey and abide by all rules related to participation by Building Inspector, Fire Marshal, State Health Inspector and such other departments and officials who regulate exhibits.

Sales Tax: All EXHIBITORS making sales during the show which subject to sales tax are responsible for the proper collection and reporting thereof.

Food and Beverage: EXHIBITORS may not distribute or sell food items without prior approval from SPONSOR.

Use of the Exhibitor's Name: Exhibitor authorizes Sponsor, its agents and employees, to use Exhibitor's name and contact information for the purpose of promoting this and future Shows, and to solicit other exhibitors for this and future shows.

Security: EXHIBITOR and their employees are responsible for the security of their exhibit.

General Liability Insurance: Exhibitor shall carry its own general liability insurance policy insuring its own conduct, including that of employees, agents and affiliates. A certificate of Insurance is to be provided to SPONSOR by February 24, 2012

Liability, Indemnification & Insurance: The SPONSOR, Co-SPONSORS, Tri-County Arena, City of Neenah, City of Menasha, Show Decorator and or affiliates or employees of, shall not be liable for the safety or security of exhibits or any other property nor shall they be liable for any bodily injuries or other damages arising out of the exhibit area or on Tri-County Arena property. EXHIBITOR agrees to indemnify and hold SPONSOR, Co-SPONSORS, Tri-County Arena, City of Neenah, City of Menasha, Show Decorator and or affiliates or employees of, harmless from any damage, liability, loss or deficiency arising out of, or resulting from the contracting for exhibit space by EXHIBITOR, employees, sub-contractors, suppliers, and guests. Exhibitor shall insure its own exhibit, goods and sales materials prior to, during and after the show. Exhibitor are responsible for any damage to the facility or liability or injuries related to participation in this event. Exhibitor shall carry its own general liability insurance policy insuring its own conduct, including that of employees, agents and affiliates.

Final Exhibit Packet: The Final Exhibit Packet will include detailed information on the following. Drapery, Lodging, Name Badges, Sales Tax, Signage, Utilities and Fuel Powered Equipment regulations, as well as other information related to participation in this event.

Cancellation and Forfeiture of Payment: If an EXHIBITOR'S leased space is not fully paid for by February 12, 2012 SPONSOR may terminate this contract and reassign the space to another EXHIBITOR. If Exhibitor does not claim or occupy the assigned space(s) by 10 A.M. on Friday, March 9, 2012, SPONSOR may terminate this contract and reassign the space(s) to another EXHIBITOR. In neither case shall the defaulting EXHIBITOR be entitled to the refund of any sums paid in advance for such space. Should SPONSOR fail to hold this event it shall promptly refund all EXHIBITOR sums paid. Such refund shall be accepted by the EXHIBITOR in full settlement of all loss or damage suffered by the EXHIBITOR. Should EXHIBITOR find it necessary to cancel his exhibit space, all funds will be returned if another EXHIBITOR can be found to replace the canceling EXHIBITOR prior to February 12, 2011. Cancellation by EXHIBITOR after that date will result in the forfeiture of all payments received.

Collection and or Insufficient Fund Fees: Collection and Legal Fees will be charged to EXHIBITORS, who have either contracted for exhibit space and fail to appear at event or for any and all outstanding balances as they may be. Returned check fees are \$35.00 per occurrence.

Force Majeure: If the Tri-County Arena or any part of the exhibit area thereof is unavailable whether for the entire Show, or a portion of a Show as a result of fire, flood, tempest or any other such cause, or as a result of governmental intervention, malicious damage, acts of terrorism, acts of war, strike, lock-out, labor dispute, riot or any other cause it is necessary to cancel, or postpone the Show, or reduce installation time, event time, or change in exhibit location the SPONSOR shall not be liable to indemnify or reimburse the EXHIBITOR in respect of any damage or loss, direct or indirect expenses arising as a result thereof.

Revisions: SPONSOR may revise or amend terms and conditions of this contract, which are binding upon exhibitor.

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