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Friends of PBS Wisconsin, Inc. (hereinafter "Friends") hosts an annual Garden & Green Living Expo (hereinafter "Garden Expo") to bring together gardening enthusiasts and educators, designers, service providers and vendors to help them maximize their gardening efforts. This event was conceived as a way to deliver the expertise of University of Wisconsin-Madison Extension Horticulture Program, non-profit organizations, the home gardening industry and related businesses to the community. It is also an important fundraiser for Friends that generates funding for PBS Wisconsin programming and community outreach.

Friends staff and volunteers, along with PBS Wisconsin staff are committed to making the Garden Expo successful for exhibitors and attendees. Friends of PBS Wisconsin relies heavily on the Garden Expo Committee to establish and implement event policies and practices. To develop a shared set of expectations, we have developed the following terms and conditions for Garden Expo participants.

## **terms and conditions 2027**



**Garden & Green Living Expo**  
**February 13-15 Friday 12-7 / Saturday 9-6 / Sunday 10-4**  
**Exhibition Hall / Alliant Energy Center / Madison**  
**presented by PBS Wisconsin**

**Amanda Balistreri/Expo Manager**  
**PBS Wisconsin**  
**821 University Avenue**  
**Madison, WI 53706**

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**wigardenexpo.com**

all registration forms are  
available as links at  
wigardenexpo.com

### **Exhibitors are subject to all terms and conditions of Garden & Green Living Expo.**

- 1 Friends has sole discretion over acceptance of exhibitors for Garden Expo. Exhibitor businesses and non-profit organizations will demonstrate the quality and relevance of exhibitors to make Garden Expo successful. Only Friends is allowed to sell booth space. Exhibitors may not, under any circumstances, re-sell, sub-lease or loan Garden Expo booth space with any other business, organization or person. Booths may not be shared between more than one business entity without prior written consent. Friends reserves the right to ban an exhibitor from the show or future shows for such a violation.
- 2 Exhibit space is limited and is offered "as available." Friends will try to fulfill requests for space, but retains sole discretion over the assignment of all exhibit booth spaces.
- 3 Upon timely receipt of down payment and confirmation of renewed participation, current exhibitors will generally be able to maintain their approximate booth space for next year's Garden Expo. However, Friends retains sole discretion over the assignment of all exhibit booth space.
- 4 Exhibitor participation is renewable annually and in effect upon issuance of written confirmation and receipt for fees.
- 5
  - a) Businesses and organizations wanting exhibit space at Garden Expo must submit a completed event application/registration form.
  - b) All event exhibitors must provide, as a normal part of their business, products and/or services directly related to gardens, landscaping, local food culture, or ecological sustainability. 75% of each exhibitor's products for sale must also meet this requirement. Applicant exhibitors must specifically define products and services to be exhibited on the registration form. Friends has sole discretion over acceptance of exhibitors.
  - c) To be eligible for participation, all exhibitors must be free of outstanding debts to Friends or any previous Garden Expo.
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  - a) Booth fees are outlined on the registration form.
  - b) Service order charges: Exhibitors must make requests for additional service orders (private wi-fi, electricity, tables, chairs, etc.) directly to the Alliant Energy Center. Separate, additional charges for service orders are set by and handled by the Alliant Energy Center.
  - c) Payment for space: Exhibitors will be allowed to set up for the event **only** if the final booth payment has been received by Friends. If payment is not received, the exhibitor forfeits the space. This space may be reassigned or used by Friends. Refunds, if any, will be dependent on date of forfeiture unless arrangements for delayed occupancy have been approved in advance. In all cases, the Exhibitor shall remain liable for any unpaid fees to Friends.
- 7
  - a) The event registration form will include an opportunity for business/for-profit exhibitors to express preference for booth configuration and will specify the maximum number of booths available per exhibitor. However, Friends retains sole discretion over the assignment of all exhibit booth space. Friends cannot guarantee booth preferences or configurations. Because Non-profit Exhibitors receive discounted registration fees, a preference of booth location is not possible.
  - b) Friends reserves the right to limit the amount of space for any Exhibitor.

**eligibility**

**exhibitor charges**

**booth assignment**

<b>code of conduct</b>	<p>8 Exhibitors and their employees and/or volunteers may not engage in physical or other conduct that is damaging or detrimental to the Garden Expo, Friends or Garden Expo staff, volunteers, exhibitors, presenters or attendees. This includes sexual or other harassment. Reported incidents will be taken seriously and offenders will face consequences, including possible expulsion from the event in progress and/or suspension from participation in future events.</p> <p>9 a) Building rules and municipal ordinances: Exhibitors agree to obey all the rules of the Alliant Energy Center which are in effect at the time of the event, and to abide by all city and county rules and regulations to which the event is subject.</p>
<b>exhibitor &amp; booth display requirements</b>	<p>b) Exhibits must remain within the 10 feet by 10 feet configuration or multiples thereof depending on confirmed reservation. <b>No extension into aisles is permitted.</b> Booths located by the wall must have a one foot space between the wall and booth curtain. Displays cannot be pushed against the walls, nor can boxes or other materials be stored in the space. Friends reserves the right to use Alliant Energy Center staff to move an exhibitor's booth display, if not in compliance with show rules, and assess that cost directly to that exhibitor.</p> <p>c) All Exhibitor activities (including sales and information distribution) must remain within the purchased booth configuration.</p> <p>d) Friends reserve the right to control the use and volume of any sound device or instrument.</p> <p>e) All Exhibitors may decorate booths as desired except that Friends reserve the right to have changed or removed any installation deemed to be detrimental to the best interest of Garden Expo. Changes requested may include but are not limited to requiring additional screening/curtaining to be added at the exhibitors' expense. Exhibitors shall make every effort to decorate booths in a tasteful and aesthetically pleasing manner as determined by the Garden Expo Committee.</p> <p>f) Friends reserve the right to photograph any booth for show use only.</p> <p>g) All booth displays must remain completely set up until the previously published closing time of the event. Dismantling the booth set up early may result in a fine.</p>
<b>failure to occupy space</b>	<p>10 Any space not occupied or any booth not completely set up one half hour before the event begins will be forfeited by the Exhibitor and this space may be re-assigned or used by Garden Expo as it sees fit, without refund, unless arrangements for delayed occupancy have been made in advance by Friends.</p>
<b>staffing</b>	<p>11 Booths must be staffed during show hours, Noon-7 p.m. Friday, 9 a.m.-6 p.m. Saturday, and 10 a.m.-4 p.m. Sunday. This rule is enforced to give both exhibitors and guests the best possible experience. Leaving your booth unstaffed may result in a fine.</p> <p>Any Exhibitor in violation of these guidelines will receive a verbal warning from Friends. Should the Exhibitor not comply with the guidelines after the first warning, a second verbal warning will be issued. Continued violation after a second verbal warning will result in fines and possible suspension from participation in the next Garden Expo. If, in judgment of Friends the violation is judged to be severe, in addition to the penalties noted above, the Exhibitor will be expelled from the event in progress without refund.</p>
<b>cancellations</b>	<p>12 Exhibitors must give written request for refunds for booth cancellation. Refunds for cancelled registrations will be provided based on the schedule as detailed on the Garden &amp; Green Living Expo registration.</p> <p>13 Animals are not permitted in the Exhibition Hall or in exhibitors' booth space. Service dogs are the only animals permitted and must be leashed and clearly identified as service dogs.</p>
<b>additional rules/penalties</b>	<p>14 a) In addition to the rules and penalties listed elsewhere in these policies, Friends may establish additional rules and penalties as shall be deemed necessary for Garden Expo. Penalties established may include suspension from participation in future events.</p> <p>b) By completing and submitting registration materials and payment, Exhibitors agree to these terms and conditions.</p>
<b>force majeure</b>	<p>15 Friends shall not be liable for any failure or delay of performance of this contract or the postponement, cancellation or delay of Garden Expo, a reduction in installation time, show time or move-out time, nor shall it hold any exhibitor responsible for performance due to fire, flood, storm, natural disaster, or any other such cause or as a result of government intervention, malicious damage, acts of war, terrorist acts, strike, lock-out, labor dispute, riot or any other cause or agency over which the show has not control, which affects the Exhibition Hall at the Alliant Energy Center, or the surrounding areas.</p>