



# - TRADE SHOW REGISTRATION FORM -

Exhibitor / Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Contact Phone (Day) \_\_\_\_\_ Alternate Phone # \_\_\_\_\_

Contact Email Address \_\_\_\_\_

Items to be displayed at your booth\* \_\_\_\_\_

*\*Note - If you are Selling products: New Products only - This is Not a Swap Meet.*

I will be setting up my display on: (Check One) Weds.  / Thurs.  / Fri.

**\*\*I will need access to Electricity (Check Here)**

**MAIL TO** Racers' Auction  
PO Box 853  
West Salem, WI 54669

**FAX TO** 608.786.1524

**CALL / EMAIL** Contact: Dave Noelke  
608.792.4846 cellular  
608.786.3959 office

[midwestracersauction@yahoo.com](mailto:midwestracersauction@yahoo.com)

**NOTE!: Large Displays (Trailers & Cars, etc) will need to be in place the FIRST Day of Setup.**

SELECT A BOOTH SIZE			
SINGLE	<input type="checkbox"/>	10 X 10	\$275
DOUBLE	<input type="checkbox"/>	10 X 20	\$375
TRIPLE	<input type="checkbox"/>	10 X 30	\$475
QUAD	<input type="checkbox"/>	10 X 40	\$575

**Note:** Management will cooperate with exhibitors in providing the best locations based on early reservation of space and the types of vendors displaying. Space is limited; assignments of booth location will be on a first-come basis. A 50% deposit must accompany all reservations.



**Make Checks Payable to: Midwest Racers' Auction**

TOTAL DUE: \$ \_\_\_\_\_  
DEPOSIT (50% or Greater) \$ \_\_\_\_\_

Check Enclosed  
 Charge My Credit Card

VISA / MC Card # \_\_\_\_\_ exp. \_\_\_\_/\_\_\_\_

**I have read and understand the terms, rules and conditions of the trade show and accept them.**

Signature **X** \_\_\_\_\_ Title \_\_\_\_\_

## EXHIBITOR GUIDELINES

- 1. RENTAL SPACE**  
Rental space includes the following: 8' high back drape and 36" tall sideskirting. Exhibit spaces are in 10' x 10' increments. Displays of cars or frames require a minimum of a double booth. The equipment supplied includes one 8' table, two chairs, and two exhibitor's passes. Electricity available upon request; please let us know in advance. For large displays such as race cars and trailers, you need to have your items in your booth on the first day of setup. Auction parts will be placed around all booths for maximum traffic.
- 2. BOOTH RENTAL AND PAYMENT SCHEDULE**  
A 50% deposit is required with the application. The balance is due and payable prior to set-up and prior to exhibitor passes being issued. Cancellation of registration prior to event subject to \$50 fee to cover trade show drape & associated event expenses.
- 3. EXHIBITOR AGREES**  
Exhibitor and his/her agents agree to abide by all times for set-up, show times, closing and tear-down. No exhibitor shall be allowed to remove any part of their exhibit until tear-down is officially permitted.
- 4. FIRE, HEALTH AND SAFETY REGULATIONS**  
Exhibitors agree to abide to all local, city and state laws, ordinances and regulations.
- 5. OPERATION**  
It is the exhibitor's responsibility to keep his exhibit open at all times during show hours. If for any reason the show management finds the method of operation, conduct, printed matter or any item of poor character which is considered questionable, that exhibit is subject to removal. A maximum of two exhibitors may share one booth space. No food or beverage may be sold. No alcohol permitted. The exhibitor shall confine his exhibit to his own booth space and not protrude beyond that space.
- 6. LIABILITY**  
The management will employ reputable guards and will take care to safeguard the exhibitor's property. However, the management will not be liable for loss or damage to the property of the exhibitor from fire, theft, accident or any other cause beyond its control. Exhibitor agrees to hold the exhibit hall owner, the show management, their agents or employees, free and harmless of all claims, demands, damages and liability.
- 7. REFUNDS**  
If the event management is prevented from holding the trade show by any cause beyond its control or if it can not permit an exhibitor to occupy his space due to circumstances beyond its control, the management will refund to the exhibitor the amount of rental paid by him, less a proportionate share of the trade show expenses.
- 8. SALES**  
The exhibitor may sell or offer for sale any new auto racing merchandise; Used merchandise must be consigned for sale in the auction. All sold merchandise must be verified by a sales receipt for security to allow removal from building.

**NEW!**

**ALLIANT ENERGY CENTER**  
**Veterans Memorial Coliseum**  
1919 Alliant Energy Center Way, Madison, WI  
Facility Website: [www.alliantenergycenter.com](http://www.alliantenergycenter.com)

**Directions:**  
I-39/90 Exit 142 - Take Hwy 12/18  
Approx. 6 mi. West to Exit 262 (Rimrock Road - Hwy MM) Head North, Turn Left / West on Alliant Energy Center Way - The Coliseum is the round building.



[www.midwestracersauction.com](http://www.midwestracersauction.com)



# Midwest Motorsports RACERS' EXPO

**MADISON, WI  
JAN. 8-9, 2010**

*At the Alliant Energy Center,  
Veterans Memorial Coliseum*

## RACERS' AUCTION - TRADE SHOW - YOUTH RACING EXPO - SEMINARS & SERIES MEETINGS

*We hope your company will accept this invitation to showcase your products and services to your present and future customers.*

*The Trade Show will run in conjunction, and in the same building, with the Annual Midwest Motorsports Racers' EXPO, allowing an easy, one-on-one interchange of ideas with customers. It's a great opportunity to introduce new products and concepts, to close-out old products, and to SELL!*

*Sign up now with the registration form on the next page!*



**10' x 10' BOOTH  
ONLY \$275!  
LARGER SIZES  
ALSO AVAILABLE**

*Whether it's Chassis', Trailers, Race Parts, Safety Gear, Bodies, or Setup Software, your Racing Related Business is invited to participate in this  
**HUGE 2-DAY DIRT AND ASPHALT RACING TRADE SHOW!***



**DON'T MISS THIS OPPORTUNITY  
TO PROMOTE YOUR BUSINESS,  
ITS PRODUCTS & TO SELL!**



**Exhibitor / Trade Show Contact: Dave Noelke  
midwestracersauction@yahoo.com, 608-792-4846**

## SCHEDULE OF EVENTS



### **THURSDAY, JANUARY 7**

- 11:00 Consignments Accepted (Until 8pm)
- 1:00 Trade Show Setup (Until 9pm) - Trailers, chassis', etc. need to be placed on Thursday

### **FRIDAY, JANUARY 8**

- 9:00 Trade Show Setup (Until 2:00 p.m.)
  - 3:00 Doors Open to Public, Trade Show Begins
  - 4:00 Auction Sale Begins
  - 9:00 Trade Show Closes
- Auction Sale continues until all part lots are sold (Approx. 10:30 pm)*

### **SATURDAY, JANUARY 9**

- 8:00 Doors Open to Public, Trade Show Begins
  - 9:00 Auction Sale Begins
  - 6:00 Trade Show Closes (Exhibitors may take down displays at this time)
- Auction Sale continues until all part lots are sold (Approx. 7:30 pm)*
- ALL ITEMS MUST BE REMOVED  
FROM BUILDING BY 10:00 p.m.**



**[www.midwestracersauction.com](http://www.midwestracersauction.com)**