

Midwest Motorsports RACERS' EXPO

AUCTIONS – TRADE SHOWS – SEMINARS

**HUGE 2-DAY
DIRT - & - ASPHALT
RACING TRADE SHOW!**

**MADISON, WI
JAN. 6-7, 2012**

You are invited to join us for two days of racer-friendly fun and business. Showcase your products and services to your present customers while introducing yourself to potential customers.. the short track racers of the upper Midwest.

The Trade Show will run in conjunction, and in the same building, with the Midwest Motorsports Racers' Auction, allowing an easy, one-on-one interchange of ideas with Customers, while allowing the convenience of shopping the auction. It's a great opportunity to introduce new products and concepts, to close-out old products, and sell! Sign up now with the registration form on the next page!

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



**CHASSIS' - TRAILERS - SUSPENSION PARTS - SAFETY GEAR - RACE CAR BODIES
RACING GRAHICS - COMMUNICATIONS - VIDEO / PHOTO - SETUP SOFTWARE & MORE!**

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

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

EVENT SCHEDULE



THURSDAY, JANUARY 5

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

FRIDAY, JANUARY 6

- 9:00 Trade Show Setup - Small Displays (Until 2pm)
 - 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 7

- 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. Thank you for participating.)
- 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.**



...It's where the Racing Community Gets Together during the Winter!

www.midwestracersauction.com

Exhibitor / Company Name _____
 Contact Name _____
 Mailing Address _____
 City _____ State _____ ZIP _____
 Contact Phone (Day) _____ Alternate Phone # _____
 Contact Email Address _____
 Items to be displayed or promoted at your booth* _____



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.

*Note - If you are Selling products: You May Sell 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)**

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

SELECT A BOOTH SIZE

- SINGLE 10' X 10' \$275
- DOUBLE 10' X 20' \$375
- TRIPLE 10' X 30' \$475
- QUAD 10' X 40' \$575

Mail This Form With Deposit To:

Racers' Auction, PO Box 853, West Salem, WI 54669
Or Fax To: 608.786.1524
Contact: Dave Noelke
 608.792.4846 cellular
 608.786.1525 office
 midwestracersauction@yahoo.com



Make Checks Payable to:
Midwest Racers' Auction

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

- Check Enclosed
- Charge My Credit Card

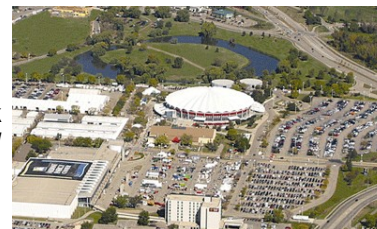
VISA / MC Card # _____ - _____ - _____ exp. _____ / _____

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

Signature _____ Title _____

ALLIANT ENERGY CENTER
Veterans Memorial Coliseum
 1919 Alliant Energy Center Way, Madison, WI
 Facility Website: 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.



- 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.**