



# RACERS' AUCTION & TRADE SHOWS

GREEN BAY, WI - ROCKFORD, IL - KALAMAZOO, MI

PRESORTED  
STANDARD  
U.S. POSTAGE  
PAID  
LACROSSE, WI  
PERMIT NO. 869

PO BOX 1000, ROCKFORD, IL 61105  
WWW.MIDWESTRACERSAUCTION.COM

Current Resident Or:

## EXHIBITOR INFORMATION & REGISTRATION

**Reserve Your Exhibit Space Now!**  
**Don't be Left out - as Space is Limited!**

**DIRECT CONSUMER FACE TO FACE BUSINESS!  
BE A PART OF THE RACING COMMUNITY'S WINTER GATHERING!**



**DON'T MISS THIS OPPORTUNITY TO PROMOTE YOUR BUSINESS, ITS PRODUCTS & TO SELL!  
MIDWEST MOTORSPORTS  
RACERS' AUCTIONS & TRADE SHOWS**



GREEN BAY, WI - ROCKFORD, IL - KALAMAZOO, MI



*We hope your company will accept this invitation to expose 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' Auctions, 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 inside page!*



### **- TERMS OF EXHIBITORS - MIDWEST MOTORSPORTS RACERS' AUCTION & TRADE SHOWS**

#### **1. RENTAL SPACE**

*Rental space includes the following: 8' high back drape and 36" sidewalls. Exhibit spaces are 10' x 10'. 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.*

#### **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 drapery & associated expenses.*

#### **3. EXHIBITOR AGREES**

*Exhibitor and his 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 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 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 of his new 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.*

Exhibitor / Trade Show Contact: Dave Noelke  
midwestracersauction@yahoo.com, 608-786-3959

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

Auction Consignments Contact: Gregg McKarns  
racersauction@yahoo.com, 815-316-7841



**- TRADE SHOW REGISTRATION FORM  -**

**MAIL TO**

Racers' Auction  
PO Box 891  
West Salem, WI 54669

**FAX TO**

608.786.1524

**CALL / EMAIL**

Contact: Dave Noelke  
608.786.3959  
608.792.4846

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

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

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

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

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

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

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

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

*\*Note - New Products only - This is Not a Swap Meet*

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

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



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

**WOW!**

**15% DISCOUNT FOR EXHIBITORS DISPLAYING AT 2 OR 3 EVENTS!**

**GREEN BAY, WI**  
DECEMBER 5-6

**ROCKFORD, IL**  
JANUARY 9-10

**KALAMAZOO, MI**  
JANUARY 17

**Check All that Apply**

SINGLE - 10X10	<input type="checkbox"/> <b>\$275</b>	<input type="checkbox"/> <b>\$275</b>	<input type="checkbox"/> <b>\$175</b>
DOUBLE - 10X20	<input type="checkbox"/> <b>\$350</b>	<input type="checkbox"/> <b>\$350</b>	<input type="checkbox"/> <b>\$225</b>
TRIPLE - 10X30	<input type="checkbox"/> <b>\$450</b>	<input type="checkbox"/> <b>\$450</b>	<input type="checkbox"/> <b>\$300</b>
QUAD - 10X40	<input type="checkbox"/> <b>\$550</b>	<input type="checkbox"/> <b>\$550</b>	<input type="checkbox"/> <b>\$375</b>

**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 booths will be on a first-come basis. A 50% deposit must accompany all reservations.

TOTAL DUE: \$ \_\_\_\_\_  
 LESS 15% MULTI-EVENT DISCOUNT \$ \_\_\_\_\_  
 FINAL AMOUNT DUE \$ \_\_\_\_\_  
 50% DEPOSIT \$ \_\_\_\_\_  
 VISA / MC Card # \_\_\_\_\_ exp. \_\_\_\_/\_\_\_\_/\_\_\_\_

Check Enclosed  
 Charge My Credit Card

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

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

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



**GREEN BAY, WI**  
**FRI. DECEMBER 5**  
**& SAT. DECEMBER 6**

Wisconsin's Largest Racers' Auction

**SHOPKO HALL**

Across from Lambeau Field  
1901 S. Oneida St.,  
Green Bay, WI 54304  
Facility: [www.pmiwi.com](http://www.pmiwi.com)

**SCHEDULE OF EVENTS**

**WEDNESDAY, DECEMBER 3**

4:00 Consignments Accepted (Until 9pm)

**THURSDAY, DECEMBER 4**

11:00 Consignments Accepted (Until 8pm)  
1:00 Trade Show Setup (Until 9pm)

**FRIDAY, DECEMBER 5**

8:00 Trade Show Setup (Until Noon)  
*(For Small Displays Only)*  
Noon Doors Open to Public  
Trade Show Begins  
1:00 Auction Sale Begins  
8:00 Trade Show Closes

**SATURDAY, DECEMBER 6**

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 (Approximately 7:30 pm)*

**ROCKFORD, IL**  
**FRI. JANUARY 9**  
**& SAT. JANUARY 10**

Illinois' Largest Racers' Auction

**SPORTSCORE**

**INDOOR SPORTS CTR.**

5800 E. Riverside Blvd.,  
Loves Park, IL 61111  
Facility: [www.rockfordssportscore.com](http://www.rockfordssportscore.com)

**SCHEDULE OF EVENTS**

**THURSDAY, JANUARY 8**

11:00 Consignments Accepted (Until 8pm)  
1:00 Trade Show Setup (Until 9pm)

**FRIDAY, JANUARY 9**

8:00 Trade Show Setup (Until Noon)  
*(For Small Displays Only)*  
Noon Doors Open to Public  
Trade Show Begins  
1:00 Auction Sale Begins  
8:00 Trade Show Closes

**SATURDAY, JANUARY 10**

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 (Approximately 7:30 pm)*

**KALAMAZOO, MI**  
**SATURDAY**  
**JANUARY 17**

Michigan's Largest Racers' Auction

**KALAMAZOO CTY**

**FAIRGROUNDS**

Hazel Grey Building  
2900 Lake St.  
Kalamazoo, MI 49048  
Facility: [www.kalcounty.com/parks](http://www.kalcounty.com/parks)

**SCHEDULE OF EVENTS**

**FRIDAY, JANUARY 16**

10:00 Consignments Accepted (Until 8pm)  
1:00 Trade Show Setup (Until 9pm)

**SATURDAY, JANUARY 17**

7:30 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 (Approximately 7:30 pm)*

**DIRECTIONS**

Take I-94 Exit 80. Head North to Sprinkle Road. Go West on Business 94, turn East (right) on Lake Street. The Fairgrounds is about a 1/4 Mile ahead on the left.

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