



Exhibit Space Application and Contract

Mid America Pool, Spa & Outdoor Living Show

January 14-16, 2025 • Lucas Oil Stadium • Indianapolis, Indiana

Company Name		Booth Coordinator Name		Email Address	
Physical Address		City	State/Province	Zip Code	Country
Phone			Website		

10' x 10' BOOTH SPACE AND FEES

EARLY BUY (on or before August 1, 2024) Booth Fees:

- Mid America Show **ONLY** - (1-3 booths) \$1,735 per booth
- Duo Shows* - (1-3 booths) \$1,640 per booth

NORMAL Booth Fees:

- Mid America Show **ONLY** - (1-3 booths) \$1,850 per booth
- Duo Shows* - (1-3 booths) \$1,750 per booth

Exhibitors with 4+ booths will receive a 5% discount on booth space.

Booth Quantity ____ x Price per booth = \$ _____ (A)

**Discounted for those that will also exhibit at 2025 SouthEast Show. Fees for SouthEast Show are separate and are not included here.*

Additional Booth Fees: (B)

- Booth Corners: ____ at \$100 each. \$ _____
- Island Booth \$200

Sponsorship Fees: (C)

- Platinum Sponsorship \$8,000
- Gold Sponsorship \$5,000
- Coffee Sponsorship \$3,500
- Stadium Tour Sponsorship \$4,500
- Thursday Lunch Sponsorship \$5,500
- Wednesday Happy Hour Sponsorship \$3,500
- Show Party (3 total) Sponsorship \$2,500
- Lanyards Sponsorship \$4,500
- Attendee Bags Sponsorship \$3,500
- Education Sessions Sponsorship \$2,500
- Registration Sponsorship \$2,500

Total Cost (A + B + C) = \$ _____ (D)

** Deposit Total (\$500 Per 10x10) = \$ _____ (E)

****2024 exhibitors that reserve by April 15 owe a \$500 deposit per 10x10.**

ADDITIONAL INFORMATION

Each Booth will include:

8' back drape, 3' side drape, booth id sign and trash can.

Booth Preference:

We request the booths listed below. If our preferences have already been assigned, we request the best locations available.

Choice 1: _____ Choice 2: _____

Choice 3: _____ Choice 4: _____

Items being displayed:

PAYMENT INFORMATION

Booth space will only be reserved once a 50% deposit is received. Exhibitors will provide a credit card and authorization to pay a 50% deposit. The remaining balance will be charged to the card on file on October 31, 2024. Contracts received after that date must be paid in full when contract is submitted.

Deposit Total: (E) \$ _____

- Visa
- MasterCard
- American Express
- Discover

Card Number: _____ Exp. Date: _____ CSV: _____

Name as it appears on Card: _____

Signature: _____

By signing the above, you are authorizing the remaining balance to be charged to this card on October 31, 2024.

Show Hours

Exhibitor Set Up: Tuesday, January 14th, 10:00am to 4:00pm

Show Floor Open: Wednesday, January 15th, 11:00am to 4:30pm
Thursday, January 16th, 10:00am to 2:00pm

Submit via email to Jocelyn@MidAmericaShow.com
or fax to **815.642.8730**
or mail to:

Mid America Show
PO Box 455
Palos Park, IL 60464



MID AMERICA
SOUTHEAST SHOWS

Questions? See MidAmPool.com or email info@MidAmericaShow.com or call/text Jocelyn Larsen at **630.308.1363**

Exhibitor Terms & Conditions

Mid America Pool, Spa & Outdoor Living Show

January 14-16, 2025 - Exhibits Open January 15-16, 2025

1. Location: The Mid America Pool, Spa and Outdoor Living Show will be held in Exhibit Hall 1 of Lucas Oil Stadium and surrounding meeting rooms at the Stadium, 500 S. Capitol Avenue, Indianapolis, IN. 46225. The number for Show Management is 630.308.1363.

2. Booths: A standard booth size is 10'x10' with 8' high back drape and 3' high sidewall drapes. A 7"x44" sign with the company's name is included in the booth. All display items or fixtures over 4'10" in height must be confined to that area of the exhibitor's space that is at least 5' from the aisle line. This also pertains to peninsula booth exhibits at the end of aisles. Displays along the "back wall" of peninsula exhibits may not be over 4' high or within 5' of the ends of the back wall. No part of a display may be taller than 8' without the permission of Show Management.

3. Exhibit Fee: The Early Buy fee prior to August 1st is \$1735 per 10'x10' booth (1-3 booths). After August 1st, the regular rate of \$1850 will apply. Exhibitors with 4+ booths will receive a 5% discount on booth space. Further discounts will be applied for those companies exhibiting at both the 2025 Mid America and 2025 SouthEast Shows. Furnishings and other decorator services and equipment must be ordered through our official exposition services company, Viper Tradeshow Services. Electricity must be ordered through the convention center directly. Additional charges will apply.

4. Application for Exhibit Space: Application for exhibit space must be made on the official 2025 Mid America Pool, Spa and Outdoor Living Show Exhibit Contract. Payment of at least 50% of the total exhibit fee must be included with contracts received by Show Management before October 31, 2024. The remaining balance is due October 31, 2024. Payment with the total exhibitor fee must be included with contracts received after October 31, 2024. The contract must be signed to be eligible for space assignment. The exhibitor fully understands that upon assignment of space the contract becomes a binding agreement subject to the terms and conditions contained herein and any policies, rules and regulations set forth by Show Management. Show Management reserves the right to reject an application which in its judgment is not appropriate for the Show.

5. Assignment for Exhibit Space: Space will be assigned first according to contracts received by August 1, 2024 and on a first-come, first-serve basis. Show Sponsors are given priority over other exhibitors at time of space assignment. A signed contract with required payment must be received before space is assigned. However, Show Management reserves the right to assign booth space according to the needs of the Show and can change assignments at any time it deems necessary for the good of the Show.

6. Cancellation and Refund Policy: A refund equal to the total amount paid, less 25% of the Total Exhibit Fee will be made if written cancellation notice is received by the Mid America Pool, Spa and Outdoor Living show by October 31, 2024. There will be no refunds for cancellations received after October 31, 2024. Exhibit fees paid cannot be transferred to other Mid America Shows.

7. Booth Personnel: Exhibitor badges will be required for all exhibitors' personnel. A personnel registration form will be sent to exhibitors upon assignment of exhibit space.

8. Solicitation and Distribution of Printed Matter: Solicitation of customers, perspective customers and distribution of advertising materials, samples, souvenirs, publications and printed material of any sort, shall be restricted to the exhibitor's exhibit space. Distribution of materials outside of the exhibitor's space or on the property outside of the exhibit area must be approved by Show Management.

9. Subletting and Sharing of Space: Exhibitors may not assign, sublet or share exhibitor space and may not display products or services other than those normally sold by them unless prior written approval is obtained from Show Management. **Manufacturer representatives may have only up to two, and no more than two, exhibiting companies per 10'x10' booth.** Other companies desiring to "share" exhibit space must apply for at least one booth each by completing a separate contract for each company at the full rate and remitting payment as required. (For example, two companies can only "share" two or more booths.)

10. Installation and Dismantling: All displays must be set up prior to the official opening of the show. Space not occupied or set up by 8:00 am Wednesday, January 15, 2025 may be reassigned for other purposes. Exhibitors may not change assigned space. Show management reserves the right to substitute comparable exhibit space due to unforeseen circumstances. Exhibitors may not break down prior to 2:00 pm on Thursday, January 16, 2025. Early dismantling will be subject to a \$500 fine.

11. Liability Policy: The exhibitor indemnifies and agrees to hold harmless Mid America Pool, Spa and Outdoor Living Show, Lucas Oil Stadium and Viper Tradeshow Services and their officers, directors, employees and agents from and against any actions, losses, costs, damages, claims and expenses (including reasonable attorney fees) arising from damage to property or bodily injury to exhibitor agents, representatives, employees by reason of the exhibitors occupancy or use of the exhibiting facilities.

12. Insurance: Each exhibitor shall carry its own insurance at its own expense. The Mid America Show, Lucas Oil Stadium and Viper Tradeshow Services assume no responsibility for the safety of the property of the exhibitors. Show Management will exercise reasonable care in safeguarding exhibitor's property. However, exhibitors should insure their own materials during the period that their materials are in the exhibition hall, covering all risks (liability, fire, theft, damage, etc).

13. Protection of the Exhibit Facility: Nothing shall be posted on, tacked, nailed or screwed or otherwise attached to the columns, walls, doors or other part of the exhibition area without permission from Show Management. Packing, unpacking and assembly of exhibits shall be done only in designated areas and at such times designated by Show Management, Viper Trade Show Services, or Lucas Oil Stadium.

14. Service Contractor and Shipping Information: Viper Tradeshow Services is the Show's official services contractor. Beginning October 15, Viper Tradeshow Services will send a complete exhibitor services kit to companies that have designated on the contract and will include shipping information, services available and their cost. Viper Tradeshow Services phone number is (847)-426-3100.

15. 2025 Exhibitor Schedule:

- Tuesday, January 14: Exhibitor Move in 10:00am – 4:00pm
- Wednesday, January 15: Exhibits Open 11:00am - 4:30pm
- Thursday, January 16: Exhibits Open 10:00am - 2:00pm

This is an industry show and is not open to the public.



MID AMERICA
POOL, SPA & OUTDOOR LIVING SHOW