



# MIDWEST ROOFING CONTRACTORS ASSOCIATION

71st Annual Conference & Expo

November 9-11, 2021

400 W. Wisconsin Ave. - Milwaukee, WI 53203

## COMPANY INFORMATION:

This Representative will be contacted for all program details, finalizing of booth personnel and for decorator/electrical needs. Please print or type.

Company Name for Billing Purposes:

\_\_\_\_\_

Company name as you wish it to appear on Signage and in Printed Materials:

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Office: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Full Name: \_\_\_\_\_

**READ BEFORE SIGNING:** Exhibitor's signature on this contract indicates acceptance of the Rules and Regulations provided with this contract and is an agreement to pay the total amount due. The person signing this contract on behalf of the exhibitor has the authority to do so and is responsible for employees' adherence to the Rules and Regulations.

Signature: \_\_\_\_\_

**Company and/or Product Description (Will be included on MRCA Website & Expo Mobile App (Can also be emailed to [rpinkus@mrca.org](mailto:rpinkus@mrca.org)))**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
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## PAYMENT INFORMATION:

Applications will be accepted as long as space is available. A signed contract is considered an agreement to pay the total amount due. To qualify for the Member Rate, the exhibiting firm needs to be an active member in good standing at the time of conference. If membership dues are not current, you will be billed at the higher rate.

**Payment Schedule:** 25% of the booth fee is due with the Exhibitor Contract if submitted before January 31, 2021. 50% of the booth fee must be submitted by April 30th and 100% is due by September 15th. Booth space must be paid in full before being permitted to set-up exhibit.

**Space Cancellation:** The space cancellation deadline is September 15, 2021, after which no refund will be made.

## EXHIBIT FEES:

	Member Rate	Non-Member Rate
10x10 Booth	\$1,875 each	\$2,375 each
4 or more booths	\$1,625 each	\$2,125 each
Number of Booths _____	x rate per booth _____	
= Total \$ _____		% Being Paid Today: _____

Preferred Booth Numbers:

1st Choice: \_\_\_\_\_ 2nd Choice: \_\_\_\_\_

3rd Choice: \_\_\_\_\_ 4th Choice: \_\_\_\_\_

Please list companies that you prefer not to be near:

\_\_\_\_\_

## BILLING INFORMATION:

Full Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

IF DIFFERENT FROM ABOVE:

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Country: \_\_\_\_\_

PH: \_\_\_\_\_ FX: \_\_\_\_\_

Email: \_\_\_\_\_

Please make checks payable to Midwest Roofing Contractors Association and send check along with this completed agreement to:

Attn: Carroll Hamann  
MRCA Exhibits  
7250 Poe Ave. Ste. 410  
Dayton, Ohio 45414

You may also send your completed agreement to:  
[chamann@mrca.org](mailto:chamann@mrca.org) or Fax: 937-278-0317

## **Credit Card Payment Information:**

CC#: \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_ Amount Being Charged: \$ \_\_\_\_\_

QUESTIONS? Contact Rachel Pinkus or Carroll Hamann at 800-497-6722  
[rpinkus@mrca.org](mailto:rpinkus@mrca.org) OR [chamann@mrca.org](mailto:chamann@mrca.org)



# RULES AND REGULATIONS

- 1) **Eligibility to Exhibit**—Those entities the regular business of which, for not less than one (1) year prior to submitting an application to exhibit, has been that of furnishing goods and services to the roofing industry. Those entities the regular business of which, for not less than one (1) year prior to submitting an application to exhibit, has been that of furnishing services to retailers or wholesalers for end use shall be eligible to exhibit as affiliate exhibitors.
- 2) **Space Assignment**—The exhibitor may designate four (4) choices that MRCA will respect according to date application is received. If those 4 spaces have already been filled, MRCA will provide the exhibitor with the best available booth. Companies not assigned during the initial booth draw are assigned on a first come basis.
- 3) **Relocation of Booth Space**—Should it become necessary, MRCA reserves the right to relocate an exhibitor for the good of the Conference.
- 4) **Sharing of Booths**—Sharing of Booths is not permitted.
- 5) **Cancellations**—Cancellations on or before April 30<sup>th</sup> will result in a 50% refund to the exhibitor of monies paid to MRCA. Should the exhibiting company cancel its reserved space after the space cancellation date, MRCA reserves the right to lease the reserved space to another exhibitor and to retain as liquidated damages all amounts paid to MRCA. Both the exhibitor and MRCA specifically recognize and acknowledge that MRCA will sustain certain losses if the exhibiting company cancels its exhibit space after the space cancellation date. Because it would be difficult, if not impossible, to quantify these damages, the parties agree that this provision for liquidated damages is necessary and appropriate. In the event that the exhibitor fails to pay the full amount by the date specified in the body of the contract, MRCA reserves the right to consider, as its option, said failure to be a cancellation of the exhibit space, to lease said space to another exhibitor and to invoke the liquidated damages clause set forth above. No refund of any payments made to MRCA will be returned for cancellations made after September 15<sup>th</sup>.
- 6) **Sublet of Space**—Exhibitors are not allowed to assign, sublet or apportion the whole or any part of space allotted to them or exhibit therein any goods other than those manufactured and sold in the regular course of their business unless written permission is granted by MRCA.
- 7) **Soliciting**—Soliciting or canvassing of any kind or distribution of literature in the exhibit areas, registration areas or meeting rooms is strictly forbidden. Any person doing so will be asked to leave. Exhibiting firms may only solicit, canvas or distribute materials in their exhibit space. No exhibits or displays are allowed in guest rooms, meeting rooms, hotel corridors, or off-site facilities during the MRCA Conference unless approved by MRCA. Affixing advertising material to walls, pillars, etc. is not allowed. Distribution for non-MRCA events is not allowed.
- 8) **Booth Configuration**—All booths are as shown on the floor plan and dimensions indicated are believed to be accurate but are only warranted to be approximate. Back drapes of booths are 8'3" high and dividers 3' high. To maintain uniformity and to prevent the obstruction of view of adjoining booths, displays must not be higher than 8'3" in the back of the booth and 4' along the dividers 5' from the aisle. Displays extending farther than 5' from the back wall must remain below 4'. No walls, partitions, decorations or other obstructions may be erected which in any way interfere with the view of any other exhibitor.
- 9) **Union Requirement** —Displays must be erected, assembled, and dismantled, by union labor when applicable. The handling, placing or setting out of merchandise to be displayed does not require union labor and may be done by the exhibitor.
- 10) **Premises**—The premises are licensed on an "as is" basis and MRCA will not be liable for preexisting condition of the premises or for conditions arising during the period of the license. The exhibitors shall return the premises to the same condition as they were received.
- 11) **Liability**- Neither MRCA, any of its officers or Board, nor the owners, employees or representatives of the Convention Center will be responsible for any injury, loss or damage that may occur to the exhibitor or to the exhibitor's employees or property prior, during or subsequent to the period covered by the exhibit contract. The exhibitor expressly releases MRCA individuals, committees and firm from and agrees to indemnify same against any and all claims for such loss, damage or injury. While MRCA has designated certain official contractors to perform certain services in connection with the Show, MRCA assumes no liability for any of the services performed or materials provided by such contractors. MRCA shall not be liable for failure to perform its obligations under this contract due to strikes, riots, acts of God or any other cause beyond its control. Anyone visiting, viewing or otherwise participating in the exhibitor's exhibit is deemed to be the invitee or licensee of the exhibitor rather than the invitee or licensee of MRCA. MRCA shall not be liable for injury of any type from any cause to property of the exhibitor or to persons conducting or otherwise participating in the conduct of the exhibit or to invitees or guests of the exhibitor. The exhibiting company assumes full responsibility and liability for the actions of its agents, employees or independent contractors, whether acting within or without the scope of their authority and agrees to hold harmless MRCA and the exhibit hall from responsibility or liability resulting directly or indirectly there from.
- 12) **Insurance**—Exhibitor accepts total responsibility for his exhibit and its safety in relation to fire, robbery, accident or other destructive cause, and to injury to the public, which might occur within the confines of the exhibit or injury to Exhibitor or his employees or agents while at the MRCA National Conference. Exhibitor at own expense will place insurance which exhibitor may desire to cover such contingencies. MRCA show management recommends that all your merchandise, equipment and other materials are fully insured against fire, theft and all risks from the time of pick-up until return to your business.
- 13) **Music Licensing**—Exhibitors represent and warrant that they shall comply with all copyright restrictions applicable to exhibitors including, but not limited to, any music performance agreement between the Association and ASCAP or BMI. Exhibitors further represent and warrant that they shall obtain any additional licenses or grants of authority required of exhibitors under the copyright laws and present the Association with a copy of such licenses or grants no less than 30 days prior to start of the Show.
- 14) **Governing Codes**—Exhibitors shall comply with fire code laws and all other rules, regulations, codes or statutes with respect to the installation, conduct and disassembly of their exhibits. Exhibitors shall also comply with all reasonable requests of MRCA officials with respect to the installation, conduct and disassembly of their displays.
- 15) **Booth Setup**—Exhibitors should strive to have their displays ready two (2) hours prior to the scheduled opening time. Exhibitors who are not set up by the Conference opening need to contact MRCA staff to work out an alternate plan. Exhibitors that begin breaking down their booths prior to the published closing time of the Conference will be fined \$500.
- 16) **Retail Sale**—Retail sale of any product is not permitted during Show hours.
- 17) **Storage**—Exhibitors' crates and boxes will be stored by the service contractor and returned after the Conference closes. Exhibitors should mark each piece plainly with their names and booth numbers. No crates or boxes will be returned before the Show close.
- 18) **Security**—MRCA provides guard service to cover entrances to the exhibit hall on a 24-hour basis. However, MRCA shall not be liable for damage or loss to any exhibitor's property through theft, fire, accident or any other destructive cause whether the result of negligence or otherwise. Exhibitors must insure their own exhibit and display material. MRCA assumes no liability for any injury that may occur to visitors to the exhibit floor, exhibitors or their agents and employees or others. Exhibitors agree not to make claims against MRCA, its employees or agents, except for claims based upon an alleged breach of contract by MRCA.
- 19) **Admission to the Show**—MRCA Conferences are not open to the public. Exhibitors should only invite roofing industry members. Attendees must show proof that they are in the industry.
- 20) **Guests**—There is no "guest-of-exhibitor" category. A registrant must be a family member of an exhibitor or an employee of an exhibiting company and will receive an exhibitor badge. Identification will be required.
- 21) **Table Skirting**—Exhibitors must provide their own table skirting or order and pay for skirting from the service contractor. Skirting must cover the full length of the table legs.
- 22) **Signs**—All signs must be within the booth area and may not be posted on columns or pillars nor placed in the aisles. In addition, all signs must conform to other height limitations.
- 23) **Noises**—Unusual or distracting noises, smells and activities should be kept to a minimum.
- 24) **Alcoholic Beverages**—Exhibitors should exercise discretion in the use of alcoholic beverages in the exhibit area.
- 25) **Wheeled Conveyances**—Only wheeled conveyances needed for disability reasons are allowed on the Show floor—no strollers, luggage carts, etc. are permitted.
- 26) **Pets**—No pets except those needed for disability reasons are allowed on the Show floor.
- 27) **Violation of Rules**—Any individual company that violates any of the MRCA National Conference rules and regulations is subject to forfeiture of space priority points. Repeated violations will result in the loss of the right to exhibit or attend MRCA Conferences. MRCA reserves the right to stop or remove from the show any person or persons, including exhibitor personnel, who are in violation of the Terms and Conditions of MRCA Conferences, or for the performance or act or practice which, in the opinion of MRCA show management is detrimental to MRCA shows. Expelled exhibitors shall not be entitled to any proration or refund of monies paid.
- 28) **Amendments**—MRCA, through its representatives, shall have full power in the interpretation and enforcement of all rules contained herein and the power to make such amendments thereto and such rules and regulations as they shall consider necessary for the proper conduct of the exhibit. There is no agreement or warranty between the exhibitor and MRCA except as set forth in this document. The rights of MRCA under this contract shall not be deemed waived except as specifically stated in writing signed by an authorized representative of MRCA.