

# EXHIBIT/EXHIBITOR RULES AND REGULATIONS

All exhibits and exhibitors are subject to the following rules and regulations. The words "Show Management" or "D3" or "WWW" used herein refers to SHOW MANAGEMENT, D3 PRODUCTIONS LLC, and/or WONDERFUL WORLD OF WEDDINGS acting through its agents or employees in the management of the exposition. The application and contract for exhibit space, when properly executed by the Applicant and Show Management, shall be considered a binding agreement between the two parties.

## 1. APPLICATION & CONTRACT

- a. The 59<sup>th</sup> Annual Wonderful World of Weddings (WWW) Application and Contract for Exhibit Space (by electronic or paper submission to D3) constitutes an offer to enter into a contract with D3 Productions, LLC for use of designated space at the WWW. The completion and submission of said form and/or payment of all or any part of the application cost(s) shall not create a binding contract until such time as the application has been formally accepted and approved by WWW Show Management and the Applicant has received notice of approval and space assignment.
- b. WWW Show Management expressly reserves the right to reject any application and return any/all payment(s) accompanying said application for any reason or no reason at all at any time.
- c. Any application which is accepted by WWW Show Management shall upon acceptance become a binding agreement between D3 Productions, LLC and the Applicant and Applicant's Company as Exhibitor.
- d. Deposit Structure will be as noted below:
  - If submitted **prior to May 20, 2026**, a **\$250 deposit** is due within 14 days of application approval and issuing of an invoice by D3.
  - If submitted **on or after May 20, 2026**, a **50% deposit** is due within 14 days of application approval and issuing of an invoice by D3.
  - Payment of **installment 2 on booth spaces is due by August 31, 2026**.
  - Payment of the **final installment on booth spaces is due by October 31, 2026**, unless an alternate payment arrangement is made with Show Management.
  - **All applications received on or after October 31, 2026, require a 100% payment on exhibit space** unless otherwise communicated by Show Management.
- e. **Failure to make the required payments can result in your application being voided and any/all reserved exhibit space being released for reservation by others if Show Management deems it necessary for planning or other purposes.**

## 2. GENERAL

All matters and questions/answers covered or not covered by the WWW Exhibit/Exhibitor Rules and Regulations and WWW Exhibitor Welcome Packet are subject to change at the discretion of Show Management. These documents, as well as other guidelines for participation distributed during the event planning phase, may be amended or supplemented at any time by Show Management, and all such amendments, additions, or deletions shall, upon reasonable notice, be as equally binding on all parties affected as the original Exhibit/Exhibitor Rules and Regulations and the Exhibitor Welcome Packet.

## 3. QUALIFICATIONS

Eligibility is generally limited to people or companies whose products and/or services deal in or are related to or catered toward the wedding, special events, and/or occasions markets. All Applicants will be required to submit a description of their business and its products, services, or other items to be exhibited. Show Management reserves the right to reject any application and contract to exhibit made by any company or individual, at any time, for any reason. Show Management also reserves the right to accept applications from companies that deal in products and/or services that are not directly related to or catered toward the wedding, special events, and/or occasions markets if a written request from the Applicant is received by Show Management and Applicant has demonstrated a legitimate tangential connection to those who will be in attendance at the event.

## 4. ASSIGNMENT OF SPACE

Assignments are made based on priority, availability and need, with all assignments made in the best interest of the exposition. Show management reserves the right to alter an exhibitor's assigned space if it is deemed necessary in the best interest of the exposition. Before exercising its discretion, Show Management will consult with the exhibitor. Show Management will attempt to honor an Applicant's request for booth space and their desires with respect to companies it does not wish to have located next to their space. However, Show Management specifically reserves the right to assign the Applicant the best space available should their choices be unavailable. Further, should a space location conflict arise, Show Management specifically reserves the right to require the Applicant to choose between waiving their request not to be located next to a specific company or selecting another available exhibit space.

## 5. USE OF SPACE

The space contracted for is to be used solely for the Exhibitor whose name appears on the Contract, and it is agreed the Exhibitor will not sublet nor assign any portion of same without written consent of Show Management. No demonstration or promotions shall be permitted outside of the exhibitor's assigned space. No person, firm or organization not having contracted with Show Management for the occupancy of space in the exposition will be permitted to display or demonstrate its products, processes, or services. No exhibitor person, firm or organization shall distribute advertising materials in the halls or corridors, or in any way occupy or use the facilities for any purpose inconsistent with Show Management's terms and conditions.

## 6. CANCELLATION or DOWNSIZING OF SPACE

A cancellation fee in the amount of 50% of the total booth cost shall be assessed in the event the Exhibitor withdraws from the Show by notice in writing to Show Management prior to October 31, 2026. Beginning October 31, 2026, no refunds or credits will be available for cancellations. All cancellation notices must be submitted in writing to Show Management reserves the right to treat exhibitor requests to "downsize" a booth

space as cancellation of the original space and purchase of new booth space. Exhibitors may be required to move to an alternate location if they request a downsizing of space.

## 7. DEFAULT

Any Exhibitor failing to occupy their contracted space by 8:00 pm on Friday, January 29, 2027, will be obligated to pay the full cost of the space and is not entitled to any refund or rebate. Exceptions include those Exhibitors who may have arranged with Show Management to move in prior to Show opening on Saturday, January 30, 2027. Show Management shall have the right to use said space to suit its own convenience, including selling the space to another exhibitor without any refund, rebate or allowance to the defaulting Exhibitor and without incurring any obligation of any kind to said defaulting Exhibitor.

## 8. HOLD HARMLESS & INSURANCE

- a. Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to Exhibitor's displays, equipment and other property brought upon the premises of the exhibit hall.
- b. Exhibitor shall indemnify and hold harmless the facility, the WWW, D3 Productions, LLC, and Show Management from losses, damages and claims inside or outside of the exhibit hall that may arise as a result of acts or omissions of the Exhibitor, its employees, agents or guests for any damages, loss or injury from fire, electricity, water, storm, riot, smoke, theft, accident or any other cause.
- c. Each Exhibitor shall carry comprehensive general liability coverage including, but not limited to, premises, operations, and contractual liability of no less than \$500,000 for each occurrence, together with statutory worker's compensation insurance with a limit of no less than \$100,000. Certificates of insurance shall be provided to Show Management no later than December 31, 2026, or Show Management reserves the right to cancel said Exhibitor's booth occupancy and remove them from any/all printed materials including an exhibitor list.

## 9. TAXES & DEPT. OF REVENUE DOCUMENTATION

- a. Exhibitor assumes the entire responsibility for and shall indemnify and hold harmless the exhibit hall, Show Management, and D3 Productions LLC, their agents and employees, from all state, federal and local taxes associated with sales activities relating to its exhibit.
- b. Each exhibitor shall complete and submit *Part C. Vendor Information of the Wisconsin Dept. of Revenue s-240 Wisconsin Temporary Event* form (in accordance with the following laws and regulations in effect as of June 1, 2022: sec. 77.52(19) and 73.03(38), Wis. Stats., and sec. Tax 11.53 and 11.535, Wis. Adm. Code) to Show Management no later than December 31, 2026. Failure to complete and submit this form may result in one of the following actions by Show Management: Exhibitor may be denied access to the exhibit hall for set up or participation in the event, and/or Exhibitor may incur a fine, and/or Exhibitor may be unable to participate in future WWWs.

## 10. BOOTH ACCESSIBILITY

In accordance with Title III of the Americans with Disabilities Act (ADA), each Exhibitor is responsible for making its exhibit accessible to the disabled, and must indemnify and hold harmless the facility, Show Management, WWW, and D3 Productions LLC against failure to do so.

## 11. COPYRIGHTED MATERIALS

Exhibitor agrees and warrants that it shall not violate any copyrights, with respect to writings, music or otherwise, at the show or at any function which is part of, affiliated with or held in conjunction with the show, and the Exhibitor assumes sole liability and responsibility for their use or display of any copyrighted materials at the show and shall obtain any and all necessary licenses from copyright owners. Exhibitor shall indemnify and hold harmless exhibit hall, Show Management, WWW, D3 Productions LLC and their agents and employees, from and against any and all actions, causes of action, claims, demands, liabilities, losses, damages, costs or expenses, of whatever kind and nature, including judgments, interest and attorney's fees which any one and/or each of them shall or may at any time, or from time to time, subsequent to the date of the show, sustain or incur, or become subject to, involving, with respect to or relating to Exhibitor's breach of any of its warranties and representations contained herein or the performance, transmission or other use of any copyrighted materials at the show or any function which is part of or affiliated with or taking place at the time of or in conjunction with the show.

## 12. INSTALLATION AND DISMANTLING

Exhibitors will be assigned a targeted move-in/-out time. Failure to remove an exhibit in the allowed time will afford Show Management the right to remove and place same in a warehouse, subject to the Exhibitor's disposition, with all charges to follow at no liability to Show Management. All exhibits must remain intact until the Exposition is officially closed. Early vacating of booth space may impact the Exhibitor's ability to participate in future WWWs.

## 13. REFRESHMENTS, GIFTS, CONTESTS, ETC.

- a. Show Management reserves the right to prohibit, limit or discontinue the distribution of gifts, giveaways, or similar promotions. Contests, raffles and drawings, if permitted under state or local laws, will be subject to the written approval of Show Management. There will be no announcement of Exhibitor's contests, drawings or raffle winners during the Exposition.

## EXHIBIT/EXHIBITOR RULES AND REGULATIONS *continued*

### 13. REFRESHMENTS, GIFTS, CONTESTS, ETC. CONTINUED

b. Balloons may be used in your display for visual impact purposes only. Balloons may not be distributed to show visitors or used in any manner that allows for the balloon to pop or float to the ceiling of the facility. Should an exhibitor fail to follow these regulations and union labor needs to enter the facility to remove the balloon from the ceiling using a scissors or other type of lift, exhibiting company shall be responsible for any/all charges related to the removal of said balloon(s).

### 14. BOOTH DESIGN & CONSTRUCTION

For standard in-line booths, exhibit space will include 8' backwall pipe and drape and 3' siderails and drape (colors to be chosen by Show Management). Structural components of exhibitor's display and/or items within the booth footprint may not exceed 8' in height. If your displays or items within your booth footprint exceed 8' in height, you must apply for a height variance through Show Management ([e-mail Amanda at amanda@d3prod.com](mailto:Amanda@D3prod.com)). Along the siderails that separate your booth space from your neighboring exhibitor(s), your display and/or items within your booth footprint may not exceed 8' high if placed within the back 5' of floor space or 4' high if placed within the front 5' of floor space. For perimeter booths, exhibit construction and/or signage must not exceed 10' in overall height.

Unfinished sides and back of booth display and/or items within the footprint of your booth must be finished. Should Show Management deem the backside any item within your booth to be "unsightly" and/or the structure does not conform to the overall quality and appearance of the show, exhibitor may be required to drape or cover the backside of the booth or item within the booth the exhibitor's expense.

No exhibit may block or interfere with a neighboring exhibit.

### 15. BOOTH FLOORING

All booth space is required to have some type of flooring (i.e. carpet, carpet tiles, area rug, etc.). Flooring is provided at the expense of the Exhibitor and must cover 90% of the footprint of Exhibitor's rented space. All flooring must comply with the City of West Allis fire ordinance(s) regarding flame retardant materials. If Exhibitor does not have flooring placed in their booth by 8:00 pm on Friday, January 29, 2027, Show Management will work with the show-contracted service provider (Wisconsin Expo, Inc.) to place appropriate flooring materials in the booth and exhibitor will be billed accordingly at the rate set by the show decorator for the following services: a. The cost of flooring materials, b. Labor charges for moving and replacement of items already contained in the unfloored booth footprint at the time of installation.

### 16. BOOTH LIGHTING

Ceiling light projection is allowed only if the projected light is stationary and does not expand beyond booth dimensions. Light color can change if it does not offend any attendee or exhibitor (strobos, blinking, etc.). Exhibitors will NOT be allowed to project images onto aisles, ceilings outside their exhibit footprint, walls or other space outside exhibitor's purchased booth space.

### 17. CARE OF EXHIBITS

Each Exhibitor while installing his exhibit must keep all trash, crating, and rubbish out of the aisle adjacent to his booth exhibit space. After the opening of the show, each exhibitor must clean his own booth before opening hour each day and he is responsible for the removal of all rubbish from his booth. The aisles are cleaned by Fair Park Employees at Show Managements expense during the show.

### 18. SIGNS & BANNERS, RIGGING, ETC.

All hanging signs and banners must be approved prior to move-in by Show Management or they are prohibited. Signs and banners hung by the facility require a form to be completed by the Exhibitor and submitted to the venue's event services department prior to move-in. Show Management prefers that booths smaller than 20'x20' do not use rigged signs or banners as they may encroach on the space above a neighboring exhibitor's booth. Signs and banners must not be affixed or adhered to facility walls, posts, columns, or other building surfaces.

### 19. ELECTRICAL REQUIREMENTS

Electrical wiring and equipment must meet the City of West Allis electrical code, Wisconsin State Fair Park electrical standards and State of Wisconsin codes.

Extension must not be plugged into other extension cord(s). It is considered a violation of electrical requirements for the show to daisy chain outlet strips. All extension cords shall be rated for "hard" usage and rated for use in wet locations.

No open electrical boxes will be allowed.

All power is AC. Electric lamps within booths for lighting must be furnished by the exhibitor and contain an approved type of light bulb (see facility electrical requirements for more detailed information).

The work of installing electrical connections will not be permitted while the show is in progress. Specific exhibit guidelines will be detailed in the Exhibitor Welcome Packet and in facility exhibit services information.

### 20. FIRE REGULATIONS

All decorations and flooring must be flame proof and must be able to withstand a test as prescribed by the City of West Allis fire ordinance. Additional details can be found in the facility exhibit services kit.

### 21. UNION REGULATIONS

Exhibitors must observe all union regulations in force in the exhibit hall. Additional details can be found in the facility exhibit services kit.

### 22. COMPETITIVE EXHIBITS

To create a harmonious and attractive atmosphere for patrons of the event, the Exhibitor shall not distribute or display materials that mention another exhibiting company participating in the show anywhere within the show premises or within the exhibitor's booth. D3 Productions, LLC reserves the right to enforce this rule by physically removing any materials or displays that violate this rule. D3 Productions, LLC shall have no liability to any exhibitor or to any other party for any lost or damaged materials that Show Management deems removal items which fall within this category.

### 23. OBSTRUCTION OF AISLES & USE OF COMMON AREAS/PARKING LOTS

The aisles, passageways, and overhead spaces remain strictly under control of Show Management and no signs, decorations, banners, advertising matter or special exhibits will be permitted in the aisles. Placement of marketing materials for exhibiting companies in the lobbies or parking lot is strictly prohibited.

### 24. AMPLIFICATION, MUSIC, ETC.

The use of microphones, speakers, background music, and generators is strictly prohibited. Any exhibitor planning on incorporating one or more of these features into their display area must request approval from Show Management prior to the start of the event. Show Management reserves the right to refuse all such requests if it is deemed to be in the best interest of the show, show exhibitors, and show attendees.

### 25. BOOTH ASSIGNMENT AND USE BY OTHERS

Show Management reserves the right to restrict exhibits that may have been falsely entered or may be deemed unsuitable or objectionable. This reservation applies to noise, persons, objects, conduct, printed matter, or anything of a character that might be objectionable to the event overall.

### 26. LICENSING COPYRIGHTED MATERIAL

Exhibitor acknowledges and assumes responsibility for any licensing agreements and royalty payments, thereof, for the use of music, video, or printed matter which may be protected under the copyright laws of the United States of America.

### 27. SHOW APPOINTED SERVICE CONTRACTOR/DECORATOR

In the interest of making available the best qualified craftsmen in numbers sufficient to handle all the services necessary for the operation of the WWW, Show Management has contracted on an exclusive basis, official contractors to provide certain services. Service companies other than the official contractors will not be allowed to perform any of these exclusive services without prior approval from Show Management. Non-exclusive services may be performed by Exhibitor Appointed Contractors only if Show Management receives notification. If this rule applies to an exhibiting company, they must check the appropriate box on the exhibit application & contract where noted.

### 28. RIGHTS IF THE EVENT EXPOSITION IS NOT HELD

Should Show Management elect to cancel the Exposition, Show Management's liability to the Exhibitor shall be the refund of any payments for booth space received. Show Management shall not be liable for any consequential damages which may arise from such cancellation. Should the Exposition be canceled due to circumstances beyond the control of Show Management including but not limited to acts of God, acts of war, governmental emergency, labor strike or destruction of exhibit facility, Show Management shall return each Exhibitor's space payment less a pro rata shares of costs and expenses incurred.

### 29. CHANGES IN FLOOR PLAN

Show Management reserves the right to make appropriate changes to the floor plan and booth locations as it deems necessary for the overall success of the Exposition.

### 30. PROGRAM AND EVENT GUIDE

Show Management will make all reasonable efforts to assure the accuracy of exhibitor listings in the annual program and event guide. Due to the magnitude of information and quantity of entries, errors can occur. Show Management will not be liable to exhibitors for errors and/or omissions.

### 31. STAFFING OF BOOTHS

All booths must be always staffed during the hours that the show is open to the public. Each company is responsible for staffing their booth and being on-site 15 minutes prior to show opening. If your booth is found to be unstaffed (with the exception of restroom or personal breaks), your company may not be able to participate in future shows at the discretion of Show Management.

### 32. VIOLATIONS OR RULES AND REGULATIONS

Violations of these rules and regulations as well as those published in the Exhibitor Service Manual will afford Show Management the right to execute one or more of the following actions:

- The Exhibitor may be prohibited from exhibiting at the current year's Exposition and will forfeit all booth payments.
- The Exhibitor may be prohibited from exhibiting at the following year's show.

Provided, however, that the imposition of one or more of these remedies by Show Management shall not in any way limit available remedies provided in other provisions of this contract or by law.

### 33. AMENDMENTS

These rules and regulations have been drawn with the single objective of a successful bridal show, both to exhibitors and the public. In emergencies and wherever the foregoing rules do not cover, Show Management reserves the right to make such rulings as may appear in the interest of the entire exposition and the exhibitor agrees to abide by such rulings.