Exposition
The Expo Hall will be open Tuesday (8:00 am-12:45 pm), Wednesday (8:00 am-12:45 pm), and Thursday (8:00 am-12:15 pm), April 20-22, 2021. Our goal is to have the virtual platform ready four weeks before the event starts.

Why Exhibit?
Our conference is one of the Midwest’s largest gatherings of safety, human resources, and health professionals. It is the perfect opportunity for you to showcase your innovative products and services to decision makers.

Expected Attendance
In a typical year our conference attracts over 1,200 in-person attendees.

Exhibitor Website
For up to date information regarding all things exhibitors, visit our website:
www.wisafetycouncil.org/events/annual-conference/exhibitor-information

Online Registration • Schedules • VIRTUAL Booths

Exhibit Contact
Stephanie Blumer, Customer Service Specialist, Wisconsin Safety Council • 501 E Washington Ave, Madison, WI 53703 Phone: 608.661.6911 or 608.258.3400 • Email: sblumer@wisafetycouncil.org • www.wisafetycouncil.org

EXHIBITOR SCHEDULE*

Tuesday, April 20, 2021
Keynote Speaker .........................8:00 am – 9:00 am
Expo Hall Hours .........................8:00 am – 12:45 pm
Dedicated Expo Time ..................9:00 am – 10:00 am
Educational Sessions .................10:00 am – 12:15 pm
Dedicated Expo Time ..................12:15 pm – 12:45 pm

Wednesday, April 21, 2021
Keynote Speaker .........................8:00 am – 9:00 am
Expo Hall Hours .........................8:00 am – 12:45 pm
Dedicated Expo Time ..................9:00 am – 10:00 am
Educational Sessions .................10:00 am – 12:15 pm
Dedicated Expo Time ..................12:15 pm – 12:45 pm

Thursday, April 22, 2021
Opening Sessions .......................8:00 am – 9:00 am
Expo Hall Hours .........................8:00 am – 12:15 pm
Educational Sessions .................10:00 am – 12:15 pm

*Schedule subject to change

PRESENTED BY
AON RISK SOLUTIONS
<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Sponsorship &amp; Commitment to Safety</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond Sponsor</td>
<td>$10,000</td>
<td>Options: Exclusive Break Sponsor -OR- Exclusive Expo Hall Sponsor includes verbal recognition before and after each break/expo time. Recognition in program booklet, on website, on pre-conference emails and social media blasts. On screen recognition at each session including opening session. Full page colored ad in event booklet. Premium listing on conference platform. 5 complimentary conference registrations (a $2,250 value!). Featured in our Sponsor Highlight Email. Year round recognition as a Commitment to Safety Partner. Complementary Expo Booth including booth benefits.</td>
</tr>
<tr>
<td>Platinum Sponsor</td>
<td>$5,000</td>
<td>Recognition in program booklet, on website, on pre-conference emails and social media blasts. On screen recognition at each session including opening session. Full page colored ad in event booklet. Premium listing on conference platform. 4 complimentary conference registrations (a $1,800 value!). Year round recognition as a Commitment to Safety Partner. Complementary Expo Booth including booth benefits.</td>
</tr>
<tr>
<td>Gold Sponsor</td>
<td>$2,500</td>
<td>Recognition on website and in program booklet. Half page colored ad in event booklet. Recognition in conference platform. 3 complimentary conference registrations (a $1,350 value!). Complementary Expo Booth including booth benefits.</td>
</tr>
<tr>
<td>Silver Sponsor</td>
<td>$1,000</td>
<td>Recognition on website and in program booklet. ¼ page colored ad in event booklet. Recognition in conference platform. 1 complimentary conference registrations (a $450 value!). Complementary Expo Booth including booth benefits.</td>
</tr>
<tr>
<td>Booth Registration</td>
<td>$500</td>
<td>Pre-Conference Mailing list (names, company, and address) Post-Conference Mailing list (full contact information) Leads lists throughout the event Ability to upload documents, videos, website links and additional content 1 complimentary registration (a $450 value!) Listed on conference website as an exhibitor with link to your website Logo on your booth listing</td>
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EXHIBITOR RULES & REGULATIONS

EXHIBITOR TERMS AND CONDITIONS
Wisconsin Safety Council has the right to make rules and regulations or changes in arrangements as necessary, and to amend as needed. Wisconsin Safety Council shall have the final determination and enforcement of all rules, regulations, conditions and floor plan.

COMPLIANCE
The Wisconsin Safety Council may cancel without refund any exhibit space for non-compliance with the terms, conditions and regulations of this contract or for nonpayment of rent. Further, the Wisconsin Safety Council reserves the right to not assign exhibit space to the Exhibitor and, thereby, terminate any obligation of the Exhibitor and the Wisconsin Safety Council under this contract, in which case, the Wisconsin Safety Council will so notify the Exhibitor and refund any payments made by the Exhibitor under this contract.

EVENT CANCELLATION
Wisconsin Safety Council will not be liable for failure to hold the exhibition as scheduled. Payments for exhibit space will be refunded in that event. Any actual expenses incurred in connection with the Exhibition will be deducted if the Exhibition is canceled thirty (30) days or less prior to the opening date because of fire, or any act of God, or the public enemy, or strike, or epidemic including but not limited to COVID-19 or any law, or regulation, or public authority, which makes it impossible or impractical to hold the Exhibition.

INDEMNITY
The Exhibitor agrees to defend (if requested), indemnify and hold harmless the Wisconsin Safety Council and their respective parents, subsidiary and other related or affiliated companies from and against any liabilities, obligations, claims, damages, suits, costs and expenses including, without limitation, attorneys’ fees and costs arising from or in connection with reckless act, negligent act, error, or omission of the Exhibitor or its employees, subcontractors or agents.

BOOTH ELIGIBILITY
Wisconsin Safety Council shall have the sole right to determine the eligibility of exhibits, including, but not limited to: Companies, products, systems, services, booth graphics, printed matter distributed at the conference, souvenirs, giveaways, costumes and booth personnel attire, and all other exhibition features and activities.

BOOTH PAYMENT
Payment is required at the time of purchase.

BOOTH CANCELLATION
Virtual booths are not refundable.

USE OF SPACE
No Exhibitor may assign, sublet or apportion his or her space in whole or in part, nor exhibit any products or services other than those manufactured or handled in the normal course of his business, nor permit any agent or any exhibiting firm to solicit business in his or her space. Distribution of advertising materials is limited to the area of each exhibit space.

RELOCATION OF EXHIBITS
The Wisconsin Safety Council reserves the right to alter locations of exhibitors on the official booth listing at its sole discretion, if deemed advisable in the best interests of the show.

IN-BOOTH SALES
Selling of any products from the booth is not permitted.

DRAWINGS & PRIZES
Any Exhibitor conducting a drawing or offering prizes is responsible for complying with state law regulating and prohibiting lotteries and gambling. Nothing in this contract permits the use of exhibit space to conduct any illegal lottery or other prohibited gambling. The Exhibitor agrees to indemnify and hold harmless the Wisconsin Safety Council, its officers, agents and employees from and against any and all charges, claims, demands, suits, proceedings, actions or prosecutions alleging violations of any law or liability for penalties, forfeitures, fines, losses, damages, expenses, costs and disbursements, including reasonable attorneys’ fees, for any other relief and for attorneys’ fees and expenses incurred by the Wisconsin Safety Council, sustained as the result of the Exhibitor’s conduct of any drawing or offering a prize.
1 Contact Information
Please provide the below information to ensure effective communication:

Legal Company Name _________________________________________________________________________________
Booth Purchase Contact__________________________________Title______________________________
Company Address ____________________________________________________________________________________
City ________________________________ State __________ Zip _______________ Phone _______________________
Email _______________________________________________Website ________________________________________

Booth Logistics Contact (if different) __________________________Title______________________________
Phone _________________________________ Email ______________________________________________________
Secondary Logistics Contact ____________________________Title______________________________
Phone _________________________________ Email ______________________________________________________

Please include both our primary and secondary booth logistics contacts on all correspondence: [ ] Yes [ ] No
Briefly list your products and/or services: _________________________________________________________________

2 Exhibit Space Reservation and Sponsorship

Sponsorships (see page 3 for sponsorship details)
[ ] Diamond ($10,000)
[ ] Platinum ($5,000)
[ ] Gold ($2,500)
[ ] Silver ($1,000)
[ ] Booth Registration ($500)

TOTAL $ □

[ ] We will have a prize drawing equal or greater than $100 in value.

3 Payment Method

[ ] Check: (payable to WSC, Fed. Id# 39-1233219)
[ ] Credit Card: Call to pay by credit card

Stephanie Blumer
Customer Service Specialist
Wisconsin Safety Council
Phone: 608.661.6911
Email: sblumer@wisafetycouncil.org

4 Acceptance
Exhibitor agrees to abide by the attached Terms & Conditions of the 2021 Exposition Rules & Regulations.

Name of Authorized Representative ____________________________ (print)
Signature ____________________________ (required)
Please fill out any information that is different from the previous page.

☐ Please contact me later for this information

Company Name ____________________________________________________________

Company Address _______________________________________________________________________________________________________

City ________________________________________________ State _____________ Zip ________________________

Website ___________________________________________________________________________________________

Contact Name _______________________________________ Title _________________________________________

Phone ______________________________________________ Email ________________________________________

Is your conference program description the same as last year?
   ☐ Yes
   ☐ Please send me last year's description for approval
   ☐ No (WSC will send you a form to fill out an official description)

Please check your category numbers (please check up to 5):

☐ Category 1: Computer Software
☐ Category 2: Education/Training
☐ Category 3: Environmental
☐ Category 4: Ergonomic Services
☐ Category 5: Fire Protection/Security
☐ Category 6: Food Processing
☐ Category 7: Health/Wellness Services
☐ Category 8: Human Resources
☐ Category 9: Incentives/Awards
☐ Category 10: Industrial Hygiene
☐ Category 11: Personal Protection
☐ Category 12: Publications
☐ Category 13: Safety/Health Company
☐ Category 14: Safety Equipment/Services
☐ Category 15: Other (please indicate)