



# 2009 New Exhibitor Application

## April 17, 18 & 19, 2009

### Alliant Energy Center - Madison, WI

Company and/or Exhibit Names:	Contact Name:						
Street Address	Phone Number						
City, State Zip	Fax Number:						
Website:	E-mail:						
What are products will you exhibit:							
List reference or other events you have participated in: <i>(please include contact names and phone numbers)</i>							
1.							
2.							
3.							
Please list any information you would like us to know about your space:							
<p><b><u>2009 Pricing – Please select up to 2 exhibit areas requesting</u></b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> <p><b><u>Exhibition Hall:</u></b></p> <p><input type="checkbox"/> Hallway 10'x10' \$480</p> <p><input type="checkbox"/> Regular 10'x10' \$550</p> <p><input type="checkbox"/> Corner 10'x10' \$625</p> <p><input type="checkbox"/> Corner(large)10'x15' \$675</p> <p><input type="checkbox"/> Lobby 10'x10' \$800</p> </td> <td style="width: 50%; vertical-align: top;"> <p><b><u>Coliseum:</u></b></p> <p><input type="checkbox"/> Non-Profit 8'x10' \$245</p> <p><input type="checkbox"/> Craft 8'x10' \$165</p> </td> </tr> <tr> <td colspan="2" style="text-align: center; padding: 10px 0;"> <p><b><u>Trailer &amp; Truck Avenue</u></b></p> </td> </tr> <tr> <td colspan="2" style="vertical-align: top;"> <p><b><u>Outside:</u></b> <i>(Includes outside mall space, sidewalk &amp; food court)</i></p> <p><input type="checkbox"/> Small 10'x20' \$315</p> <p><input type="checkbox"/> Large 20'x20' \$630</p> </td> </tr> </table>		<p><b><u>Exhibition Hall:</u></b></p> <p><input type="checkbox"/> Hallway 10'x10' \$480</p> <p><input type="checkbox"/> Regular 10'x10' \$550</p> <p><input type="checkbox"/> Corner 10'x10' \$625</p> <p><input type="checkbox"/> Corner(large)10'x15' \$675</p> <p><input type="checkbox"/> Lobby 10'x10' \$800</p>	<p><b><u>Coliseum:</u></b></p> <p><input type="checkbox"/> Non-Profit 8'x10' \$245</p> <p><input type="checkbox"/> Craft 8'x10' \$165</p>	<p><b><u>Trailer &amp; Truck Avenue</u></b></p>		<p><b><u>Outside:</u></b> <i>(Includes outside mall space, sidewalk &amp; food court)</i></p> <p><input type="checkbox"/> Small 10'x20' \$315</p> <p><input type="checkbox"/> Large 20'x20' \$630</p>	
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- Please fill out application and include brochures, product or photos
- Applications will be reviewed as space becomes available
- A new application is required each year
- Once accepted, a 50% deposit will be required

Send to: **Midwest Horse Fair®**  
 Attn: Exhibitors  
 PO Box 128  
 Columbus, WI 53925

**Contact:**  
 920.623.5515  
 linda.gosdeck@midwesthorsefair.com  
[www.midwesthorsefair.com](http://www.midwesthorsefair.com)