

At Home in the West Towne Mall

66 West Towne Mall, Madison, WI 53719

~ a home business event~

April 20-22, 2012

Business Name: _____
(Please Print Clearly)
Owner/Representative: _____ Title _____
Address: _____
City: _____ State _____ Zip: _____
Phone: (____) _____ Email Address _____
Web site _____
Product/Services Offered: _____

There are a limited number of tables (one 8' table per vendor) that will be provided and they will be distributed based on a first come first serve basis. The remaining exhibitors will provide their own tables. You may use up to a 8' table and 1 additional table up to 4'. The exhibitors will provide table coverings. Table covers and skirting must be black or navy and reach the floor on all four sides of the table (as you are able to view the table from all sides). Some electrical outlets are available at the mall on a first come first served basis.

_____ \$300 Registration (3 days) Fee includes liability insurance. _____ \$250 Early Bird Registration (3 days) til Feb 15
_____ \$250 Registration (2 days) _____ Fri and Sat. _____ Sat. and Sun. _____ \$225 Early Bird (2 days) til Feb 15
_____ no electric _____ \$10 electric (1/2 outlet available, must provide own cord)

Rules and Regulations

- Set up must be between 7:30-9:45 Friday morning. You must be set up before the mall opens at 10 am and absolutely **NO EARLY TEAR DOWN**. Table coverings must be black or navy and skirted. You may want to bring sheets to cover your display overnight; however, leaving it uncovered with literature out is a great way to advertise.
- You **MUST** man your table from Mall opening to closing, please arrive early and plan extra time to park your cars. Mall Hours: Fri-Sat 10am-9pm, Sun 11am-6pm. We recommend having a partner or team (although not required) for this event. Unmanned tables may be subject to a fine from the Mall.
- Your table area is your display space.
- Your payment reserves your space, only one table per company, however the Mall reserves the right to approve or reject your application.
- It is expected that you will advertize this event to your existing customer base with materials provided.
- Do not bring your children with you
- Dress in business attire
- Your registration fee is transferrable (with approval) but nonrefundable.
- Please complete the Temporary Event Operator and Seller form. This must be returned with your application.
- You may only promote your business at your own table. Anyone found violating this rule may be evicted immediately without any refund of fees paid. This also means you may be banned from all future Mall events.
- Your completed application and our receipt of your registration fee imply consent to the rules and regulations.

Please share these rules with your downline and/or others you may be splitting shifts with.

Contact Information: Jennifer Larson

www.athomeinthemall.com

jennifer@athomeinthemall.com

608-455-1061

Please mail registration form, Temporary Event Operator and Seller form, and your check to

At Home Events
c/o Jennifer Larson
231 Easy St
Brooklyn, WI 53521