



2011 SPONSORSHIP AGREEMENT

July 8-10, 2011

Walworth County Fairgrounds, Elkhorn, WI

Sponsor named below hereby applies for a certain sponsorship for the Event identified above. Enclosed with this form is a deposit for 50% of the total sponsorship fee. By signing below, Sponsor agrees that this deposit is NON-REFUNDABLE. If the 50% deposit did not accompany submission of this form, Sponsor agrees to pay such deposit within thirty days of invoice. Sponsor also agrees to pay the remaining 50% fee on invoice and not later than 30 days after invoice WITHOUT REFUND except as otherwise expressly stated in Section 7 on the back of this form.

Company Name (Sponsor): _____

Physical Address: _____

Mailing Address: _____

City/State/Country/Zip (Postal Code): _____

Contact: _____ Title: _____

Tel: _____ Fax: _____ E-Mail: _____

Additional Contact Name: _____

Title: _____ E-Mail: _____

Sponsor's signature below signified that Sponsor has read, understands, and agrees to be bound by all the terms and conditions on the front and on the back of this form (including the SPONSORSHIP RULES, REGULATIONS, AND ADDITIONAL CONDITIONS, which constitute part of this Agreement). Also by signing below, Sponsor acknowledges that if Sponsor has deemed it necessary or desirable, Sponsor has raised and obtained satisfactory answers to any questions about the clarity, legibility, or readability of this form (front and back). *This form must be signed for application to be processed.*

Signer's Full Name: _____ Title: _____

Signature: _____ Date: _____

Sponsorship Details:

Name of Sponsorship: _____ Sponsorship Fee: _____

Sponsorship Includes: _____

with further details as specified on Addendum A, attached as needed



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Method of Payment: Please check appropriate box.

Check Credit Card: VISA Master Card AMEX Discover

Mailing Address for Checks: Eco-Vision Sustainable Learning Center, Inc.
750 Veterans Pkwy, Suite 104, Lake Geneva, WI 53147

Credit Card Number _____ Expiration Date _____

Full Name (as it appears on card): _____

Billing ZIP Code _____ Security Code (3 or 4 digits) _____

By signing below, Card Holder acknowledges that he/she has read the front and back of this form, and agrees to be bound by all its terms and conditions. Card Holder's signature also acknowledges that if Card Holder has felt it necessary or desirable, Card Holder has asked about anything unclear, illegible, or unreadable in this form (front and back), and has obtained answers that Card Holder regards satisfactory. Card Holder authorizes (and agrees not to dispute) charges up to the amount of this agreement at anytime from the date of submission of this form through the closing of this Show.

Card Holder Signature: _____ Date: _____

RETURN THIS COMPLETE DOCUMENT BY PERSONAL DELIVERY OR FIRST CLASS MAIL TO:

ECOFAIR360 2011
Eco-Vision Sustainable Learning Center, Inc.
750 Veterans Pkwy, Suite 104, Lake Geneva, WI 53147
Bob Clemen: 262-248-0970; bob@ecofair360.com

For use by Show Management only:

Date Received: _____ Amount Received: \$ _____ Amount Due: \$ _____

Customer #: _____

Accepted for Eco-Vision Sustainable Learning Center, Inc., and ECOFAIR360 2011

By: _____ Printed Name: _____



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SPONSORSHIP RULES, REGULATIONS, AND ADDITIONAL CONDITIONS

- 1. Offer and Acceptance.** Sponsor's submission of the 2010-2011 Sponsorship Agreement form, with or without a deposit, shall constitute an offer from Sponsor to enter into such Agreement with Eco-Vision Sustainable Learning Center, Inc. ("Show Management," hereafter Eco-Vision SLC). Such offer can only be accepted by Eco-Vision SLC's signing such Agreement. After signing, Eco-Vision SLC will send to Sponsor a fully signed copy of the Agreement document, which sending shall constitute Eco-Vision SLC's acceptance and cause the Agreement as a whole to become effective.
- 2. Soliciting/Social Functions.** Sponsor is prohibited from distributing (i) items at the Event other than as provided for in the Sponsorship, and (ii) items that are other than Sponsor's own materials; in each case, unless Sponsor has obtained Eco-Vision SLC's written approval. These prohibitions apply before, after, or during the Event's official hours. Canvassing at any time during the Event or distribution of advertising matter, souvenirs, or any other items whatsoever by anyone who is not a paid sponsor is strictly forbidden. Sponsor is prohibited from taking photographs of other than Sponsor's exhibit, without Eco-Vision SLC's prior written approval. Provided Sponsor has obtained prior written permission from Eco-Vision SLC, Sponsor may conduct social functions in public areas of the Event venue, or other properties in the vicinity of the Event as long as such functions do not conflict with scheduled Event programs or activities.
- 3. Sponsor's Materials.** Sponsor's materials will not be permitted to interfere with any other sponsorship, the Event itself, or to impede access to Event exhibits or the free use of aisles. All demonstrations and the distribution of Sponsorship promotional materials must be in accordance with this Agreement. Distribution of food or promotional giveaways must be approved in advance of the Event by Eco-Vision SLC and government authorities. Sponsor agrees to deliver to Eco-Vision SLC all materials reasonably required for the performance of the Agreement, including but not limited to an electronic copy of Sponsor's logo, in a format and within the deadlines set by Eco-Vision SLC. Sponsor understands and agrees that upon initial proofing of Eco-Vision SLC's use of Sponsor's logo on Sponsor's materials provided by Eco-Vision SLC in accordance with the Agreement and written approval confirmation from Sponsor on such proof, any modification or revision of Sponsor's logo, trade name or trademark in the Sponsorship materials requested by Sponsor is at the sole responsibility and direct cost of Sponsor. Sponsor understands and agrees that upon initial proofing of Eco-Vision SLC's use of Sponsor's logo, any modification or revision of Sponsor's logo, trade name or trademark in the Sponsorship materials is at the sole responsibility and direct cost of Sponsor. Sponsor grants to Eco-Vision SLC a fully-paid, perpetual, worldwide, non-exclusive license to use, display, and reproduce (in print, electronically, or otherwise) Sponsor's name, trade names, logos, and product names in any listing of those companies sponsoring the Event and in Event promotional materials. In addition, Sponsor authorizes Eco-Vision SLC to take photographs of Sponsor's exhibit and staff during, before, or after the Event and to use such photographs for any legitimate promotional purpose of EcoFair360.
- 4. Copyrighted Material.** Sponsor agrees not to play, broadcast, perform, or distribute any copyrighted material owned by others without first obtaining (at its own expense) all necessary rights and licenses and paying in full all required royalties or other fees. Eco-Vision SLC reserves the right to remove any Sponsor material incorporating copyrighted material for which such Sponsor fails to timely provide sufficient evidence of authorization. Eco-Vision SLC also reserves the right to revoke the Sponsorship as a result of the extent of such copyright infringement.



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5. **Remedies.** If Sponsor fails to make any payment or otherwise breaches any provision of the Agreement, and fails to cure within a reasonable time (as defined in the next sentence) after Sponsor has received written notice from Eco-Vision SLC specifying the breach, Eco-Vision SLC shall have the right to exercise (without further notice) any one or more of the following remedies at any time after such reasonable time has passed: (i) cancel the Agreement in whole or in part; (ii) revoke the Sponsorship or any portion thereof; (iii) have any of the Agreement's violated provisions specifically enforced; and (iv) exercise any other remedy available by rule of law. By "reasonable time" is meant: (i) immediately, in the case of any breach occurring not more than five (5) days before or during the Event; (ii) 24 hours, in the case of any failed payment; and (iii) 5 days, in the case of any other breach. In addition, Eco-Vision SLC may keep any and all monies received from Sponsor as liquidated damages, it being understood that Eco-Vision SLC's losses and damages from Sponsor's breach of the Agreement are difficult to ascertain and that the agreed liquidated damages are not intended as a penalty. Upon cancellation of the Agreement, Eco-Vision SLC may (without prejudice to any other available remedy) resell the Sponsorship in any other manner as Eco-Vision SLC deems advisable in its sole discretion, without any obligation to Sponsor.
6. **Liability.** Neither Eco-Vision SLC nor its agents or representatives will be responsible for any injury, loss, or damage that may occur to Sponsor or to Sponsor's employees, invitees, licensees, or guests, or to Sponsor's property, from any cause whatsoever (including but not limited to errors or omissions in any Event promotional materials). Under no circumstances shall Eco-Vision SLC or its agents or representatives be liable for (i) any special, indirect, incidental, or consequential loss or damage whatsoever, or (ii) any loss of profit, loss of use, loss of opportunity, or any cost or damage resulting from any such loss. Sponsor acknowledges that the risk allocations of this Section are reasonable based on the understanding that Sponsor shall obtain, at its own expense, adequate insurance against any such injury, loss or damage. Anyone visiting, viewing, or otherwise participating in Sponsor's table or exhibit (when the Sponsorship includes a table or exhibit) is deemed to be the invitee, licensee, or guest of Sponsor, and not the invitee, licensee, or guest of Eco-Vision SLC. Sponsor assumes full responsibility and liability for the actions or omissions of its agents, employees, independent contractors, or representatives, whether acting within or without the scope of their authority, and agrees to defend, indemnify, and hold Eco-Vision SLC, the Event venue, and their respective parties, harmless from and against claims resulting directly or indirectly from such actions or omissions. There is no other agreement or warranty between Sponsor and EcoFair360 except as set forth in this Agreement. The rights of Eco-Vision SLC under the Agreement shall not be deemed waived except through a writing signed by an authorized representative of Eco-Vision SLC.
7. **Force Majeure.** Eco-Vision SLC shall not be liable for failure to perform its obligations under the Agreement as a result of strikes, riots, terrorist acts, acts of God, or any other cause beyond its control. In case the Event venue is damaged or destroyed by fire, the elements, or any other cause, or if circumstances make it unreasonably difficult for Eco-Vision SLC to permit Sponsor to fulfill its Sponsorship or benefit from the Sponsorship opportunity in any part or the whole of the Event. During such circumstances Eco-Vision SLC management, and their respective parties will be released and discharged from the obligation to supply Sponsorship, and Sponsor will be reimbursed a proportionate share of the Sponsorship cost previously received by Eco-Vision SLC from Sponsor.
8. **Insurance.** For the term of the Agreement and until the Event is completed, Sponsor shall at all times maintain insurance in an amount and scope to be reasonably satisfactory to Eco-Vision SLC and sufficient to cover the liabilities of Sponsor under the Agreement, including Sponsor's contractual obligations to defend, indemnify, and hold harmless, as stated in the Agreement. EcoFair360, Eco-Vision Sustainable Learning Center, and Walworth County Agricultural Society shall be added as an additional insured to such insurance. Sponsor's insurer shall confirm to Eco-Vision SLC that such



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insurance cannot be canceled or changed without thirty (30) days prior written notice to Eco-Vision SLC. Sponsor agrees to provide Eco-Vision SLC a suitable certificate verifying that the required insurance is and will remain in force for the duration of the Event.

9. **Jurisdiction and Attorney Fees.** Should any legal action be commenced to resolve any dispute under the Agreement: (i) Sponsor hereby consents to venue and jurisdiction in the federal or state courts located in Wisconsin, and agrees that no such action may be brought in any forum not located in Wisconsin; and (ii) the prevailing party shall be entitled to an award of litigation expenses, interest, and reasonable attorney fees, in addition to any other remedy obtained.
10. **Laws, Taxes, and Licenses.** Sponsor shall observe and abide by all applicable federal, state, and local laws, codes, ordinances, rules, and regulations, as well as all rules and regulations of Eco-Vision SLC and the host venue. Sponsor shall conduct itself, and shall require its agents, employees, independent contractors, and representatives, to conduct themselves, at all times in accordance with customary standards of decorum and good taste in the industry. Sponsor shall be responsible for obtaining any licenses, permits, or approvals required under local, city, state, or national law applicable to Sponsor's activities at or related to the Event. Sponsor shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees, or other charges that may become due to any governmental authority concerning Sponsor's activities at or related to the Event.
11. **Cancellations.** In the event that Sponsor wishes to cancel some or all of its Sponsorship, Sponsor may request and Eco-Vision SLC may grant such cancellation, but only with the following understandings; (i) all cancellations must be requested in writing and addressed to Eco-Vision SLC at the legal address; (ii) Eco-Vision SLC is not required to refund any portion of moneys (the 50% deposit, full fee, or otherwise) previously paid by Sponsor; (iii) if Sponsor's cancellation request is received by Eco-Vision SLC after the Agreement has become effective, Sponsor nevertheless agrees to pay the full fee based on the original space requirements, before such cancellation will become effective. Eco-Vision SLC assumes no responsibility for having included the name of Sponsor in the Event catalog, brochures, news releases, or other materials.
12. **Changes.** If Sponsor requests an increase of its Sponsorship after the Agreement has become effective, Eco-Vision SLC will use reasonable best efforts to accommodate such request, subject to sponsorship availability, additional fee payment, and other circumstances then prevailing. If Sponsor requests a change that leads to a net reduction of sponsorship from original requirements, such request shall be covered by Section 11 above.
13. **Other Matters.** The Event is owned and managed by EcoVision Sustainable Learning Center Inc., whose legal address is 750 Veterans Parkway, Lake Geneva, WI 53147. Sponsor understands and agrees that it may not assign the Agreement, in whole or in part, or any rights thereunder to any third party without the prior written permission of Eco-Vision SLC. All matters not expressly covered in the Agreement are subject to the reasonable decision of Eco-Vision SLC, which decision shall be final.

By initial below, Signer signifies that the Sponsor has read, understands, and agrees to be bound by all the terms and conditions set forth above.

_____ (signer's initials) for _____ (Sponsor)