



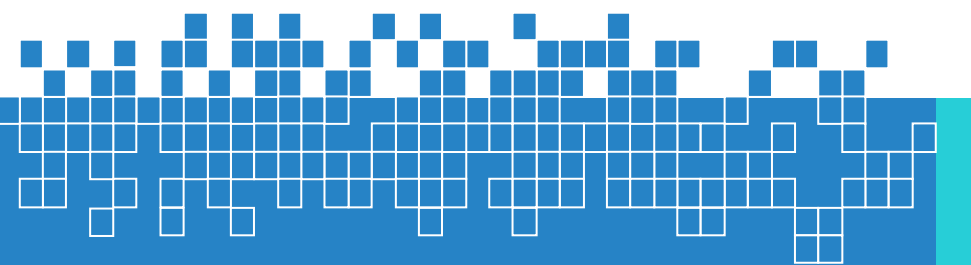
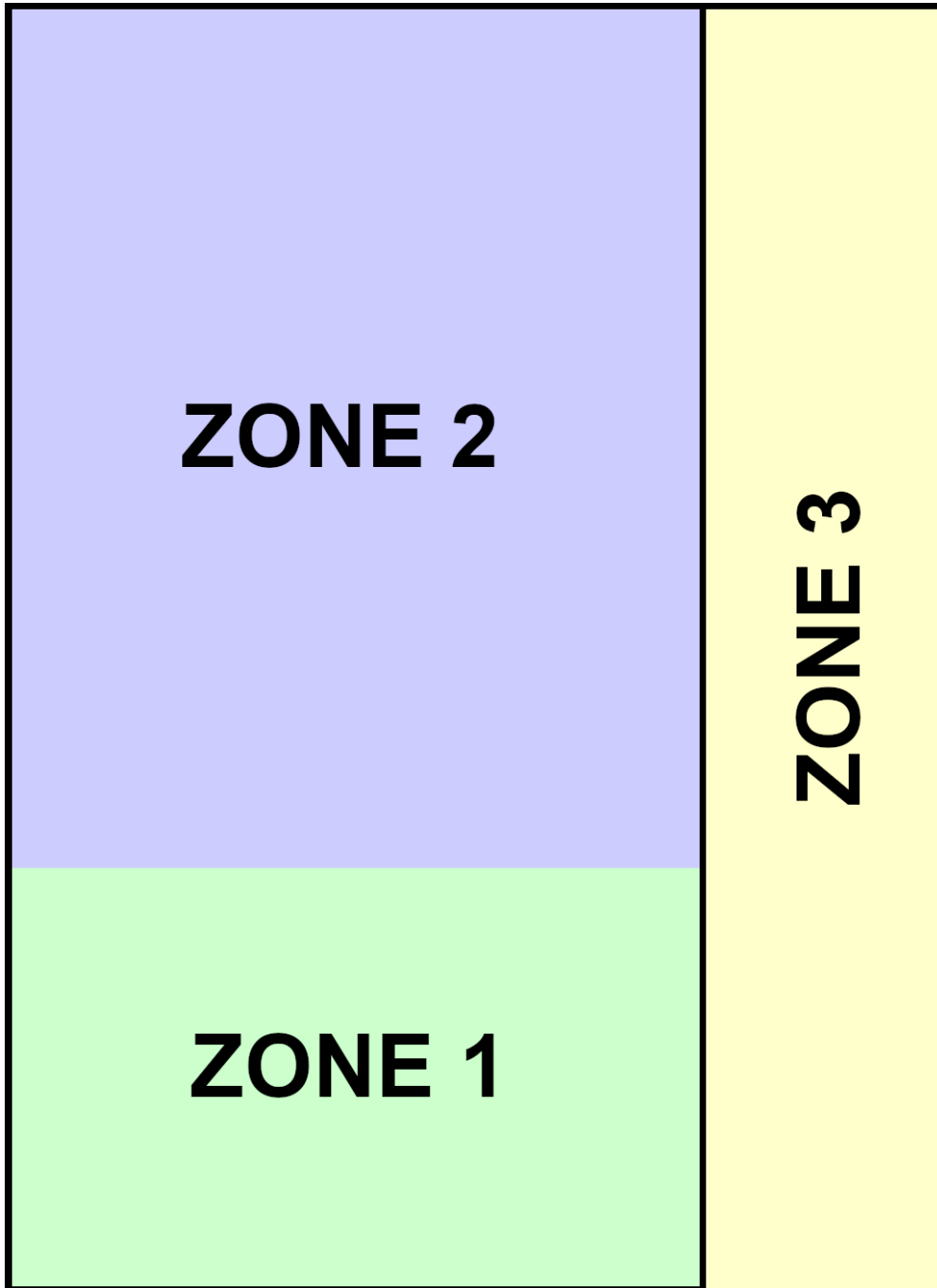
Midwest Gaming Classic

April 29 - May 1, 2022

Vendor Hall Packet

Vendor Hall Layout

Our Vendor Hall is divided into three regions, or zones. This allows vendors some choice in where they are located as well as the overall cost for their booth space. All areas of the Vendor Hall are well traveled.



Booth Space Options

Location	Standard	Corner / Endcap	8' x 8'	10' x 10'
Zone 1	\$2.50 / square foot	\$2.75 / square foot	no	yes
Zone 2	\$2.25 / square foot	\$2.50 / square foot	yes	yes
Zone 3	\$2.00 / square foot	\$2.25 / square foot	yes	yes

Booth Amenities

BOOTH OPTIONS & SERVICES	
Booth Table (8ft by 30in)	\$32.00 per table
Booth Chair	\$3.00 per chair
Additional Vendor Badge*	\$60.00 per badge
Booth Power Drop	\$176.00 per run (single cord), tax included
Wireless Internet Service	\$158.00 per device, subject to terms and conditions
Wired Internet Service	\$263.00 per device, subject to terms and conditions
Marketing Promotion	\$100.00 for website description and boosted Facebook post

Vendor Badges

One vendor badge is provided for each booth space (8x8 or 10x10). Vendor badges allow access to the Vendor Hall for setup/teardown and count as your Admission to the event on Saturday and Sunday. Additional badges may be purchased.

Special Vendor Offers

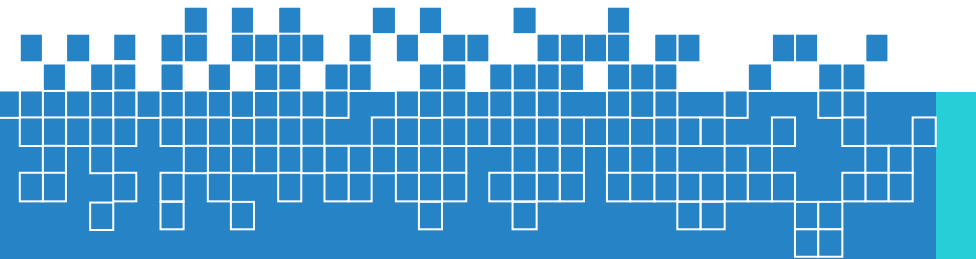
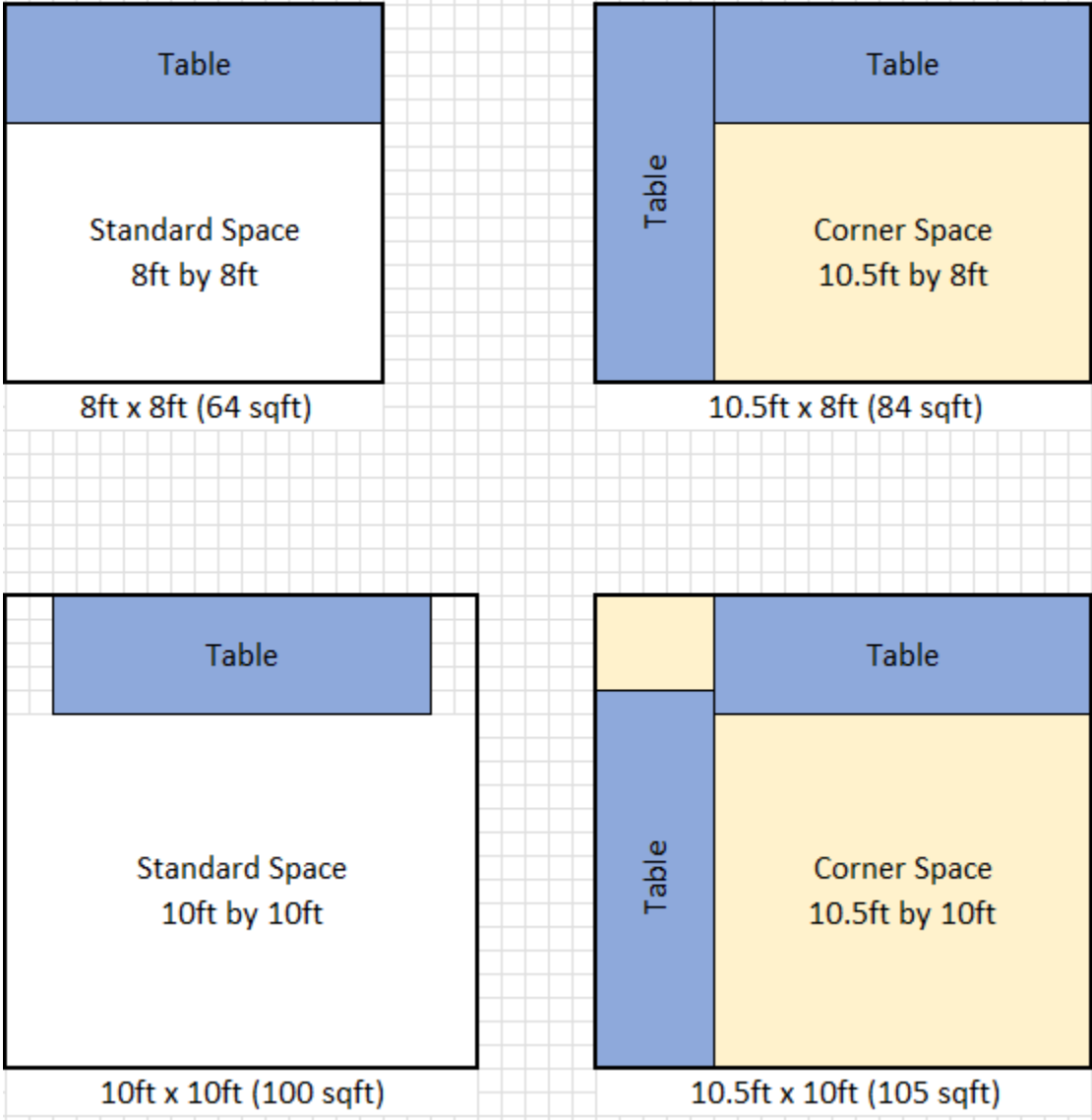
Friday Preview Night Admission, \$45. When you are finished setting up your vendor booth on Friday, head over to the Game Center starting at 6:00pm to play all the games you want until midnight!

Very Important Gamer (VIG) Addon, \$115. Add our VIG package to your vendor badges to take advantage of Friday Preview Night, the official Saturday Night After Party, and score unique collectibles.

Sample Booth Layouts (with optional tables)

Shown below are sample illustrations of booth layouts. You may place tables or displays anywhere inside your booth provided everything fits within your space. Everything must be free standing and may not rest against any walls or other booths.

8ft style booths will have an access way / emergency exit path behind the booth.
10ft style booths do not have any kind of access way.



Vendor Hall Schedule

FRIDAY, APRIL 29TH

- Vendor check-in will begin at **12:00pm** and continue until **10:00pm**.
- Vendor Hall will be closed and locked for the evening at **10:30pm**.
- The Vendor Hall is **not** open to the public on Friday

SATURDAY, APRIL 30TH

- Morning prep will begin at **7:30am**
- Very Important Gamer (V.I.G.) ticket holders will be allowed to enter the hall starting at **9:00am**. Please ensure your booth is ready.
- All other pre-order ticket holders can enter the hall starting at **9:30am**.
- The Hall will open to the public at **10:00am**.
- The evening ends at **8:00pm** when the Hall is closed to the public.
- Vendors will have one hour to finish for the evening and the Hall will be locked at **9:00pm**.
- Re-entry to the Vendor Hall overnight is not permitted.

SUNDAY, MAY 1ST

- Morning prep will begin at **8:30am**
- The Hall will open to the public at **10:00am**.
- The evening ends at **5:00pm** when the Hall is closed to the public.
- Teardown begins at **5:00pm**

Vendor Agreement and Terms

This is important stuff, please read the terms of our vendor agreement.

General Provisions

1. The GOAT Store, LLC, referred to in this document as the "operator," is the underwriter and operator of the Midwest Gaming Classic. The term "vendor" is used in this document to refer to any individual, or organization, who wishes to engage in business activity at the Midwest Gaming Classic ("MGC"). The term "event" shall refer to the Midwest Gaming Classic as a whole.
2. The operator, event organizers, sponsors, affiliates, volunteers, as well as the Wisconsin Center and its staff, sponsors, and affiliates are not responsible for any damage, or wear and tear, to any vendor's property including, but not limited to products (either for sale or not), demonstration materials (either for sale or not), or transportation equipment.
3. Vendors are responsible for the well-being of their property at all times. While the operator will provide security arrangements for the event areas, the operator cannot, and does not, guarantee the well-being of any participant property within those areas. During setup and tear-down times, the operator will take steps to ensure only authorized individuals are allowed access to the event areas. During non-operation time periods, the operator will work with the Wisconsin Center to ensure event areas are locked. Vendors may arrange for additional security measures with the operator if needed.

4. Vendors are liable for the well-being of Wisconsin Center or operator-supplied materials including, but not limited to tables, linens, chairs, booth space, ceilings, and walls. In the event of damaged materials, the vendor may be required to replace damaged items with equivalents or provide monetary compensation to the provider of the items for repairs or replacement items.
5. Vendor placement is determined by the Midwest Gaming Classic planning committee. The committee places vendors in the best location within the requested zone for cohesiveness and functionality of the show. The committee will take location requests into consideration; however, there is no guarantee specific requests will be granted.
6. The operator reserves the right, at its sole discretion, to prohibit participation in the event and to deny the display, sale, or use of any materials which may be inappropriate from the event premises, website, or promotional material. Inappropriate material may include, but is not limited to, materials which are illegal, derogatory, of a pornographic or sexual nature, are political in nature or infringe on the intellectual property rights of another individual or company. If there is a question regarding the appropriateness of the content, please contact the operator ahead of time to decide.
7. Vendor agrees the operator may share their personally identifiable information with trusted third parties related to the operation of the event and servicing the vendor.
8. The operator reserves the right to prohibit a vendor from involvement at the event at any time for any reason. If not due to a violation of the terms of this agreement, the cancellation provisions will not apply and all payments excluding application fee shall be refunded.

9. Violations of the terms of this agreement may be cause for removal or eviction from participating in the event and the forfeiture of all payments.
10. Vendors wishing to sell food, beverages, or consumables during the event must receive special permission to do so; restrictions and additional fees may apply.
11. Vendor applications must be accompanied by a non-refundable \$50.00 fee to be accepted. If we are not able to make an offer for space, this fee will be returned.

Vendor Provisions

1. Vendors are required to pay for the use of space at the event. Additional items and services may be purchased separately.
2. Vendors may provide their own tables; tables not provided by the event must be covered with plastic, linen, or other fabric, and be in good working order.
3. All physical items pertaining to the vendor must fit within their purchased or allotted space; if any items are found to be outside of the allotted space, the vendor may be asked to move them and/or be charged for additional space. These items must be free-standing and not require additional support.
4. Vendors are prohibited from moving their booth to a different location without prior authorization from the operator.

5. Assigned booth space may only contain one vendor unless otherwise authorized; vendors seeking to include additional individuals, businesses, or organizations must seek authorization for each occurrence. Each additional booth occupant must submit a vendor application and be accepted.
6. Vendors and their employees, volunteers, or other individuals associated with the vendor must pay admission each day of the event in order to access ticketed areas of the event as well as the vendor area during setup, tear down, and preparation times. Vendors shall receive one free vendor badge for each booth plot, or equivalent purchased.
7. Vendor space will be offered on a first-come, first-serve basis using the desired and contingency configurations designated by the vendor. Once an offer has been sent, the vendor must accept and submit payment in full by the deadline set in the offer to reserve the space. If the offer deadline is missed, the vendor shall forfeit all space, options, and payments; should this occur, the same space may be offered to another vendor.
8. For the purpose of advertising and promotion services, the vendor shall furnish to the operator the following items upon request: doing-business-as (d/b/a) name or legal business name.
9. The vendor grants the operator the right to use the supplied items for the purposes of promotion and advertisement of the vendor. The vendor grants the operator the right to make corrections, adjustments, or modifications to the above-named items in the best interest of the event pending vendor approval of such changes.

10. Retail vendors are to accept "show cash" vouchers from attendees as payment for goods or services. Each voucher may be used for payment up to \$5.00; change should not be given. Samples of valid "show cash" vouchers will be available at vendor check-in. Valid "show cash" vouchers may be redeemed for actual cash from the official event merchandise booth at the close of the event.
11. Vendor space assigned and not occupied by the vendor during the event shall be forfeited along with all related services, options, and payments.
12. Any assigned vendor space which is not open for business, or does not have anyone operating the booth, during the public hours of the Midwest Gaming Classic, shall forfeit all rights to said space.
13. Vendors are prohibited from selling or transferring their assigned booth.
14. Vendors are prohibited from running any kind of raffle, giveaway, or similar function where a fee or purchase is required. Any vendor wishing to run a giveaway must inform the operator in advance as additional steps must be taken to comply with applicable local and/or state laws.

15. Vendors may cancel their participation in the 2022 Midwest Gaming Classic at any time. Upon notice of cancellation, advertisement and promotion services for the vendor shall cease and the operator may remove all content pertaining to the vendor from the event web site and/or announce the cancellation. All cancellations are subject to the refund schedule listed below.

Notification Period	Refund Amount
More than 60 days prior to event	50 percent refund excluding application fee
31 - 60 days prior to event	25 percent refund excluding application fee
30 days or less prior to event	No refund

Intellectual Property Provisions

The Midwest Gaming Classic believes in creating a safe and legitimate marketplace for vendors and attendees. In order to accomplish this, the following provisions apply to all vendors at the event:

1. Goods traded or sold at the event shall be the original work authorized for sale by creator, publisher, and/or distributor who has legal claim to the work.
2. At no time shall goods be sold which are an unauthorized modification, release, translation, and/or hack of an original work.
3. Vendors shall not provide or disseminate information or perform services using methods or techniques which would result in infringement of the intellectual property rights of others.

4. Vendors who have been authorized to modify original works may be asked to provide evidence of this authorization.
5. If there is a question regarding the status of goods or services, please contact the operator ahead of time to make a determination.
6. Vendors who violate these provisions may be asked to cease and desist immediately, ejected from the event, and/or forfeit all payments.

The following are examples of goods and services which are prohibited under these provisions; this also includes goods which are the result of prohibited services. This list is not exhaustive and does not contain all possible examples.

- Unauthorized reproduction games
- Unauthorized use of registered marks
- Illegal circumvention or removal of copy protection measures and/or digital rights management measures
- ROM hacking (e.g., alter images, sprites, text, audio, video, or other modifications/enhancements)
- Undubbing / language translations
- Fan translations

State of Wisconsin Sales Tax Obligation

1. All vendors are required to complete and submit the State of Wisconsin Form S-240 to indicate their sales tax obligations, if any, at the Midwest Gaming Classic. For more information about obligations of sellers at temporary events in the State of Wisconsin, please see Wisconsin Publication 228 or visit this page online:
<https://www.revenue.wi.gov/Pages/HTML/temevent.aspx>.
2. Based on certain eligibility requirements, the vendor may, or may not, be required to obtain a State of Wisconsin seller's permit and collect and remit Wisconsin sales tax. The cost of this permit and/or related compliance costs are not included with vendor registration and are the responsibility of the vendor.
3. For current sales tax rates in Milwaukee County, please visit the Wisconsin Department of Revenue web site:
<https://www.revenue.wi.gov/Pages/FAQS/pcs-taxrates.aspx#txrate2>.
4. Vendors who are required to have a Wisconsin sellers' permit must have a copy of their permit present with them at the event.
5. Vendors who fail to submit a completed Wisconsin Form S-240 prior to the event will not be allowed to setup at the event and may forfeit all reserved space, services, and/or payments.