



2027 Contract - Mid America Pool & Spa Show

January 12-14, 2027 - Lucas Oil Stadium - Indianapolis, Indiana

Show Floor dates are subject to adjustment by one day based on the Indianapolis Colts schedule. Final confirmation will be made on or before May 2026.

Primary Schedule:
January 12 - Exhibitor Move-In; January 13 & 14 - Show Floor Open
Alternative Schedule: (if required by Colts schedule)
January 13 - Exhibitor Move-In; January 14 & 15 - Show Floor Open

Company Name		Booth Coordinator Name		Email Address	
Physical Address		City	State/Province	Zip Code	Country
Phone			Website		

10' x 10' BOOTH SPACE AND FEES

EARLY BUY (on or before August 1, 2025) Booth Fees:

- Mid America Show **ONLY** - (1-3 booths) \$1,765 per booth
- Duo Shows* - (1-3 booths) \$1,665 per booth

NORMAL Booth Fees:

- Mid America Show **ONLY** - (1-3 booths) \$1,890 per booth
- Duo Shows* - (1-3 booths) \$1,790 per booth

Exhibitors with 4+ booths will receive a 5% discount on booth space.

Booth Quantity ____ x Price per booth = \$ _____ (A)

**Discounted for those that will also exhibit at 2027 SouthEast Show. Fees for SouthEast Show are separate and are not included here.*

Additional Booth Fees: (B)

- Booth Corners: ____ at \$100 each. \$ _____
- Island Booth \$200

Sponsorship Fees: (C)

- Platinum Sponsorship \$8,100
- Gold Sponsorship \$5,100
- Coffee Sponsorship \$3,600
- Stadium Tour Sponsorship \$4,600
- Thursday Lunch Sponsorship \$5,600
- Wednesday Happy Hour Sponsorship \$3,600
- Show Party (3 total) Sponsorship \$2,600
- Lanyards Sponsorship \$4,600
- Attendee Bags Sponsorship \$3,600
- Education Sessions Sponsorship \$2,600
- Registration Sponsorship \$2,600

Total Cost (A + B + C) = \$ _____ (D)

**** Deposit Total (\$500 per 10x10) = \$ _____ (E)**

**** 2026 Exhibitors that reserve by April 15 owe a \$500 deposit per 10x10.**

ADDITIONAL INFORMATION

Each Booth will include:

8' back drape, 3' side drape, booth id sign and trash can.

Booth Preference:

We request the booths listed below. If our preferences have already been assigned, we request the best locations available.

Choice 1: _____ Choice 2: _____

Choice 3: _____ Choice 4: _____

Items being displayed:

PAYMENT INFORMATION

Booth space will only be reserved once a 50% deposit is received. Exhibitors will provide a credit card and authorization to pay a 50% deposit. The remaining balance will be charged to the card on file on October 31, 2026. Contracts received after that date must be paid in full when contract is submitted.

Deposit Total: (E) \$ _____

- Visa
- MasterCard
- American Express
- Discover

Card Number: _____ Exp. Date: _____ CSV: _____

Name as it appears on Card: _____

Signature: _____

By signing the above, you are authorizing the remaining balance to be charged to this card on October 31, 2026.

Show Hours

Exhibitor Set Up: Tuesday, January 12th, 10:00am to 4:00pm

Show Floor Open: Wednesday, January 13th, 11:00am to 4:30pm
Thursday, January 14th, 10:00am to 2:00pm

Submit via email to Jocelyn@MidAmericaShow.com
or fax to **815.642.8730**
or mail to:

Mid America Show
PO Box 455
Palos Park, IL 60464



MID AMERICA
SOUTHEAST SHOWS

Questions? See MidAmPool.com or email info@MidAmericaShow.com or call/text Jocelyn Larsen at **630.308.1363**

Mid America Pool & Spa Show

Exhibitor Terms & Conditions

January 12-14, 2027 • Exhibits Open January 13 & 14
Lucas Oil Stadium • Indianapolis, Indiana

1. Venue & Scheduling: The Show will be held in Exhibit Hall 1 and meeting rooms at Lucas Oil Stadium. Because the venue is a multi-use facility and home of the Indianapolis Colts, stadium scheduling priorities may require adjustments. The facility and Show Management reserve the right to modify event dates, shift the schedule by up to one (1) day, or relocate the show within the venue. Such changes shall not constitute grounds for cancellation, refund, or damages.

2. Booth Specifications: Standard booths are 10'x10' with 8' back drape, 3' side drape, and a 7"x44" identification sign. Display elements exceeding 4'10" in height must be confined to the rear of the booth and set back at least five (5) feet from the aisle. No display may exceed 8' in height without prior approval.

3. Exhibit Fees & Services:

Early rate (through Aug. 1, 2026): \$1,765 per booth (1-3 booths).
Regular rate (after Aug. 1, 2026): \$1,890 per booth.
Exhibitors reserving four (4)+ booths receive a 5% discount. Additional discounts apply to companies exhibiting at both the 2027 Mid America and Southeast Shows. Furnishings and decorator services must be ordered through Viper Tradeshow Services. Electrical service must be ordered through the facility. Additional charges apply.

4. Application & Payment: Applications must be submitted on the official contract. A 50% deposit is required for contracts submitted before October 31, 2026; the balance is due by October 31, 2026. Contracts received after that date must include full payment. Space will not be assigned without payment. Upon assignment, the contract becomes binding. Show Management may reject any application deemed unsuitable.

5. Space Assignment: Assignments are prioritized by contracts received by August 1, 2026 and thereafter on a first-come basis. Sponsors receive priority placement. Show Management reserves the right to assign or reassign space as necessary.

6. Cancellation: Written cancellations received by October 31, 2026 will receive a refund less 25% of the total exhibit fee. No refunds will be issued after this date. Fees are non-transferable.

7. Personnel & Conduct: Exhibitor badges are required. Solicitation and distribution of materials must remain within the booth. Distribution elsewhere requires approval.

8. Subletting & Sharing: Exhibitors may not assign, sublet, or share space without written approval. Products displayed must be those normally sold by the exhibitor. Manufacturers' representatives may represent no more than two companies per 10'x10' booth. Companies sharing space must each contract for space.

9. Installation & Dismantling: Exhibits must be installed before opening. Space not occupied by 8:00 AM on January 13, 2027 may be reassigned. Dismantling before 2:00 PM on January 14, 2027 is prohibited and will result in a \$500 penalty and possible loss of future space priority. Comparable space may be substituted if necessary.

10. Liability & Insurance: Exhibitor agrees to indemnify and hold harmless Show Management, Lucas Oil Stadium, and Viper Tradeshow Services, and their officers, employees, and agents, from any claims, losses, damages, or expenses arising from exhibitor use of the facility. Exhibitors are responsible for insuring their property and are strongly encouraged to carry liability insurance and provide a Certificate of Insurance upon request.

11. Facility Protection: Nothing may be attached to walls, columns, or facility structures. Packing and assembly must occur only in designated areas and approved times.

12. Official Service Contractor: Freight, material handling, and show services must be coordinated through Viper Tradeshow Services. Shipping instructions will be provided in the Exhibitor Service Manual.

13. Force Majeure: Show Management shall not be liable for failure to perform its obligations due to causes beyond its reasonable control, including but not limited to acts of God, weather, fire, labor disputes, government action, public health emergencies, terrorism, venue cancellation, or other emergencies. Show Management reserves the right to reschedule, relocate, or cancel the event. Refunds, if any, will be determined after deduction of expenses already incurred.

14. Service Contractor & Shipping Information: Viper Tradeshow Services is the Show's official services contractor. Beginning October 15, Viper Tradeshow Services will send a complete Exhibitor Services Kit to the primary contact listed on the contract. The kit will include shipping instructions, available services, and pricing. Viper Tradeshow Services can be reached at (847) 426-3100.

15. 2027 Exhibitor Schedule:

Schedule is tentative and subject to final confirmation in May 2026.

- **Tuesday, January 12** — Exhibitor Move-In: 10:00am – 4:00pm
- **Wednesday, January 13** — Exhibits Open: 11:00am – 4:30pm
- **Thursday, January 14** — Exhibits Open: 10:00am – 2:00pm

This is an industry trade show and is not open to the public.

