



# WACO

Wisconsin Association of Campground Owners

November 2017

## October Fall Workshop Recap

Couldn't attend the October Workshop? Don't worry! Here is a recap of what was covered at the latest workshop.

Tuesday, October 3<sup>rd</sup> kicked off at Lake Arrowhead Campground in Montello, Wisc. Once all campground attendees joined for a morning welcome, discussion on acquiring seasonal, shoulder season ideas, pricing strategies, and more were talked about throughout the group. Campground owners discussed whether they have wristbands for campers, benefits their seasonal campers receive, and more.

Following the mini sessions, the carpooling began for tours through Lakeside Campground and Lakeview Mobile Home Park. Led by siblings, Adam, Jessica, and Emily answered every question campground owners had. Talk about organization too! Each carpool had a walkie-talkie to listen and communicate information about each property. The morning tours brought members through a completely seasonal campground (Lakeside) discussing included

amenities, new features, and seasonal agreements followed by touring their neighbor, Lakeview Mobile Home Park. WACO Campground Owners were able to see first hand the differences between a tenant and seasonal by touring both properties.



After touring two of the Malsack's properties in Montello, the group returned to Lake Arrowhead's pavilion to indulge in lunch sponsored by Covera & Secura Insurance. After a brief discussion on the advertising opportunities and the power of group purchasing with the Printing Program, the tours continued with a golf cart caravan through Lake Arrowhead Campground. After viewing all the amenities for campers, the tour was finished off with a behind the scenes look at Lake Arrowhead's Haunted Trail. Believe it or not, this one of a kind trail is run with 7-9 people helping with the operations. Innovative tricks and illusions were created with fine craftsman to give campers a full haunted experience.



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The evening concluded with Dinner at Reilly's Pub in Markesan, Wisc. A delicious meal was indulged by all attendees followed by a Cracker Barrel and Stump the Panel. Topics such as how to fundraise year round, reservation systems, upcoming legal issues, floodplain questions, and more were discussed throughout campgrounds.

Wednesday started off at Grand Valley Campground in their store and check-in area. If you have not checked out their awesome TV screens, it is a must! The technology used to program their menu, activities, pricing, weather, and more is spectacular. Grand Valley also has a great security video camera in place along with their loud speaker, all controlled in the store. A fun attraction that they do is a DJ'd walk through the campground. A speaker set and DJ controls are fastened to the back of a truck while campers follow the truck for a walk and special dance sequences.

Next stop was Wilderness Campground! Wilderness gave an amazing tractor tour of their campground showcasing their pond, rentals, jumping pad, and Frisbee golf course. Multiple groups came out to Wilderness just to use the one of a kind Frisbee golf course while WACO campground members were there. What a great attraction for people in the area to use as well as campers! It is clearly visible how much the seasonals also care for the campground with the well manicured exteriors. While at Wilderness, members were treated to lunch sponsored by Covera Insurance.



The final stop for the tours was Glacier Valley Campground who discussed their revamp of the campground after taking it over. Glacier Valley has had wild success with bands in filling up the campground. Another item to note is their man-made swimming pond featuring a wading area for younger children. The swimming pond is filled with inflatables and fun for all ages all while being surrounded by gorgeous scenery. Keep an eye out for next year's tour! If you are interested in hosting a Fall Workshop at your campground, let the WACO office know.

## Raffle Drawing Winners

At the end of the October Fall Workshop, WACO drew the winners for the raffles that were going on throughout the year. The first raffle item drawn was for the large glass-framed Brett Favre and Aaron Rodgers autographed picture including replica Super Bowl rings and tickets from each Super Bowl! The winner was Dawn Donalds from Delavan.

Next drawing was for the Packer Golf Cart. The winner was Crissie Dassow of Chippewa Falls.

All proceeds raised benefit the Gilbert Brown Foundation. New raffle tickets will be produced and available at convention for campgrounds to take back and raise funds for the Foundation.

## 2017 Camping Gift Certificates

The 2017 camping season has come to an end. Some of you may still be holding onto a few of these Camping Gift Certificates. Be sure to turn the certificates back in to be redeemed!



## Making the decision to join your State and National Associations is a big one! I know how hard it is to justify every expense especially this time of year!

Did you know???

You save \$300 by being a WACO member at the Madison RV show?

We are able to hand out all our brochures at the front doors to the Green Bay Show getting the word out to each and every person who walks through those doors.

We put together a printing program that allows our members to print 30,000 brochures for just \$550.00! Shop that individually to see what your number comes in at! This is a once a year program so be sure to take advantage!

You can go to all 7 shows and get in the bags handed out to our prospective customers for just \$1450.00- you would spend more than that at one show!

# Talk Social with Carrie: Going Mobile

With the off-season upon us, many campgrounds turn to preparing for the upcoming season and marketing their campground. In the winter, there is more time to focus on reaching a new customer base and growing marketing avenues. A marketing stream that is growing for all ages is Instagram. Instagram is a mobile application allowing users to share photos and videos with their followers.

Over the past year, Instagram has grown from a strictly social site to a business's innovative and creative visual marketing. Businesses are now showcasing to customers what they can offer by highlighting main attractions, specials, new items, and friendly faces. However, while the account's content could be amazing, it still comes down to having people to view the content.

SocialMediaWeek.org recently talked with experts in social media to discuss their top way of growing on Instagram. Jordan French, of SocialMediaWeek.org, covered the experts and discussed his findings in *18 Experts Reveal Their Top Instagram Growth Hacks*. The following is information covered in the article.

*We have been encouraged by the rise of Instagram as a communication tool and an increasingly sophisticated crop of "growth hacks" to boost both follower count and engagement. Instagram's response, following its acquisition, to police black-hat and grey-hat on its platform has been equally encouraging.*

*Beyond the spectacular and abrupt departure of Instagress from the Instagram growth scene, the platform has been methodical in its approach to stemming losses to other platforms by removing "add me" links to Instagram profile pages.*

## **What do the experts say?**

*With Instagram a part of the Facebook family, we know how territorial and hyper-competitive the social-media space can be. But heading into year's end and with Social Media Week's Chicago conference under one month away, we turned to the experts to reveal some of the best white-hat approaches remaining for Instagram Growth.*

### **Nick Kinsports of the Notice Agency**

*"Start by upgrading your equipment. Amazon has some amazing packages with pro gear for under \$500. Make the investment and watch followers roll in."*

### **Dan Salganik, co-founder at VisualFizz**

*"One of the best ways that I have seen Instagram accounts grow is through consistency, whether it's nature, beauty, travel, or weird inventions. The goal is to stay consistent so that your audience can follow you through their interests or passions."*

### **Julia Weber of seoplus.ca**

*"Research your hashtags before posting and find ones that have been used around 100K-200K times. This is an indicator that the hashtag is active and you're more likely to be seen for these ones than other hashtags that have been used millions of times and have constant uploads (and you'll be lost in the clutter). This strategy will help more people find your posts and if the hashtag is relevant to your content than they are more likely to engage with your post."*

### **Diana Mitrea, New York-based personal trainer**

*"Tag large accounts that have a lot of followers to feature you. Being featured can lead to a big jump in followers, including anything from certain magazines to accounts that only repost photos or videos. I'm a fitness trainer so I always tag some of the "workout video" accounts that repost these types of things. I also tag Shape magazine or SELF magazine in hopes that they will feature me. Instagram seems to favor videos these days over pictures. So making sure that you have a mix of media is important. Posting just photos is not going to get you a lot."*

### **Meredith Butler, Instagram's No Basis in Reality**

*“Engage with the people already following you. You can think of them as your biggest fans and greatest evangelists. If you’re regularly engaging with them, they’ll be more likely to share your account with friends, tag people in the comments of your posts, and boost your posts with their quick and consistent likes. That’s been my greatest growth hack with the new algorithm. If you have followers that are seeking out your account each day, the algorithm won’t matter because they’re doing a search for your name, not just waiting for it to land in their home feed.”*

**Anna McNaught, the founder of The Liked Photo**

*“Spend some time (or hire someone to do it for you) liking peoples’ photos. It’s especially beneficial to visit the pages of your competitor’s followers and like their first 3 images. This is a great way to engage with your audience and bring new followers to your page. Chances are if they like and follow your direct competition, they will enjoy what you are doing as well.”*

**Joel Padron, CEO of Surge Marketing**

*“Find other accounts similar to yours and reach out to them. By cross-promoting each other, you’ll both be able to quickly gain high-quality followers in your specific niche. It can be as simple as tagging each other in an Instagram story or caption of a post.”*

**Garland McAlexander, founder of SocialTools.io**

*“Look through your competitor’s post and create a list of users that engage. Next time you post, tag some of these users in the picture or comment section so they receive a notification about your content.”*

**Deborah Sweeney, CEO of MyCorporation.com**

*“Be mindful of where you place hashtags. Rather than clutter a post caption with tons of hashtags, hide hashtags in a separate comment or use line breaks after your comment that look like this: [...].”*

**Albert Renshaw, CEO Apps4Life**

*“Incentivize Instagram followings through mobile apps and games. While playing a game of ours you may be prompted to follow our Instagram for 100 coins. On our more popular games, we’ve seen some of our pages increase 50K+ followers in as little as one week.”*

**HelloNomad’s Chuck Melber**

*“Repost a screenshot of your IG profile page in stories shortly after you make a new post. In doing so doodle over the newest post and add text encouraging people to check out the profile. This seems to drive up engagement due to more people interacting with stories as of late.”*

**Talaya Waller, founder of Waller & Company**

*“Keep track of your content that is reposted by other pages (easy to find out if they retag you, but hard to discover if they don’t). This way you can engage with the users who like your content and hopefully attract them to your page.”*

**Jeremiah Boehner, director of sales at Adwizar.com**

*“Find an engaging piece of content post to your Facebook page and then boost it for \$1 a day to large (10M-50M) audience in your target country. You can get engagements for \$0.0001 which will improve the reach and engagement on your other content.”*

**Candice Galek, founder of Bikini Luxe**

*“If you’re an online retailer, focus on creating relatable lifestyle imagery as opposed to over the top glamorous shots. These come across as more realistic and attainable, thus making your customer feel comfortable with your brand.”*

**HelloFresh founder, Shara Seigel**

*“Sharing other Instagrammers’ content is a nice way to give back to the community. It will increase the shared account’s visibility, but also encourage people who want to be shared on your account to use your hashtag and tag your account. It’s a win-win because both parties gain visibility.”*

--The Rest of the article can be found at [SocialMediaWeek.org](http://SocialMediaWeek.org) for more ideas on how to go mobile!



# 15 Trade Show Booth Success Tips

## #1 First Impressions are Everything- No, Really.

Studies show that your first impression has a high correlation with the actual long-term status of your relationship. There's not much time for you spare on your initial presentation either. Our first opinion of someone forms in only one tenth of a second. Not surprisingly, we see similar results when someone's first impression is of a brand. It takes only one fifth of a second to form an opinion of a website and 94% of that opinion is design related. See where I'm going with this?

## #2 Monkey See, Monkey Do

You're a tourist looking for the best hot dog in Times Square and you see one stand has a longer line than the others. Which one do you going to? Social proof generates trust. Seeing other people engaged with a brand makes them want to see what the buzz is all about. Get other employees into the show and have them surround your booth dressed as attendees. Have people interact with your exhibit and staff, but make sure there are always employees available to engage with onlookers.

## #3 Extend Your Reach

This plays off of the Monkey See, Monkey Do tip. Promotional giveaways that are easily visible are a way to extend your booth's reach. Hand out big stickers, wearables, light up trinkets, etc and turn it into a game. Those who wear your promo items have a chance to win something big at the end of the show. These are great because the more people you get to wear them, the more others will want one. It's also a great conversation starter for attendees- and your brand and booth are inserted into that conversation.

## #4 Pre-Show Booth Meetings

Utilize your trade show display by marketing yourself pre-show. This is where most of the magic happens... A lot of companies reach out to attendees 4 - 6 weeks before the show. Set up meetings with them at your booth before the show starts. Make it about networking, not selling. You want to hear about what they do more than what you do. Collecting email addresses and phone numbers of past attendees comes in handy for this type of trade show preparation.

## #5 Tricks of the Trade

Most trade shows have exhibitors with the same target audience as you. Why not trade leads and contact information? This is one of the best trade show booth tips in terms of ROI. You'll instantly double your sales opportunities. I don't suggest trading contacts with direct competition, as many competitors battling for the same business can turn people off to the product or service. Rather, partner with brands selling different products and services that happen to have the same target market.

## #6 Let them Interact

If you can make your product or service interactive, people will stay and a crowd will form. Not all brands are easy to display. Find a way to allow your booth traffic to interact with your products or services. Not only will you generate interest, but they will get a better understanding of your value proposition. Touch screens are a great way to display any type business offering as long as it's interactive.

## **#7 Create an Experience**

If you can't display your business offering in an interactive way, consider creating an experience.

Take The Gilbert Brown Foundation for instance. The Gilbert Brown Foundation promotes structure and life skills awareness to youth, by introducing team building skills and promoting diversity in the community. By making appearances, Gilbert raises funds for kids with cancer and other illnesses.

## **#8 May the Best Man Win**

Have your best sales people on the floor and make it a fun competition.

Make sure all trade show staff is well trained before the conference. Have them all be aware of the company's strategy going in and how to utilize the resources provided.

In the end, your people are a big representation of your brand. Give the winner something nice in return.

## **#9 Get Your Best Clients to the Show**

It's a lot easier to get someone who has bought before to buy again than it is to get someone to buy for the first time. If your best clients are not already going to the show, buy them a ticket.

What better way to wow one of your clients by getting them into one of the hottest industry events of the year. The best part is it will most likely have an automatic return on investment.

## **#10 Measure ROI**

The only way to know if something works is to test it. The only way to know if the test worked is to measure it. Know going into the show how you are going to measure success. Find a way to measure the marketing techniques and their effectiveness. Rule out biases and outliers that can skew data.

After all, if you don't measure your return on investment you won't know what works. If you don't know that, you're risking failure at the next event you attend.

## **#11 Stop Selling- Start Gelling**

What's the best way to generate interest? Show interest in others first.

Don't have your staff sell your product unless they are interested in it. The way you gain interest is by being interested in others first.

Ask questions about their company and where they came from first. Almost every time they will follow up by asking you the same. It's much more natural than introducing your brand after you've introduced yourself.

## **#12 Be Hospitable**

Give people a warm welcome with things everyone can agree on. Having coffee/ tea, an abundance of comfortable seating, and fresh baked cookies always works.

Treat your exhibit as if it's your home. One of the first things people notice when they walk into your home is the aroma. Give off a scent like home baked cookies and people can't help but feel welcome.

Give your guests a little bit of generosity and they might just give some back.

## **#13 Start Early**

Phil Zamloot, President of Metro Exhibits finds that those who start the process of preparing for a trade show early have the most success.

"Things like reserving space, designing your trade show booth, building your booth, details about how it will be shipped and installed, etc. When it all adds up, it can take a lot of time. Those who get it done early tend to have a better experience at the show."

Think about it this way:

You don't want to get bogged down by all the small details right before the show when you should be preparing mentally. Get the small stuff done early so you can focus on making the most of the experience.

## **#14 Learn Before you Lead**

Because of the large investment that's needed to attend trade shows, novice exhibitors tend to focus 100% of their time on themselves. Before you can become a trade show leader, you need to learn from those who are. The best of the best are all around you. Take some time to explore other trade show booths and learn how they are marketing their products and services.

No matter how prepared you are, the exhibitors with the most experience can always teach you something new.

### #15 Follow up Fast

Follow up with leads soon after the show. The longer you wait the longer they have to forget who you are and what you said.

People have many interactions at trade shows. As much as you want to believe yours were different, it's tough to remember everyone's name and product after the show.

Don't be afraid of reaching out too quickly. Typically wait one day after the show to follow up with potential prospects. Waiting too long will dilute the connection.

### Conclusion

Unique ideas get the most buzz but only if the strategy harmonizes with the brand and the industry.

Don't go big and extravagant if it doesn't have a purpose. The biggest success stories come from the companies with the most thought out marketing campaign at the show.

Give it your all. Take plenty of time to prepare. Trade shows are a big investment. Make it worth it.

## WACO Members Facebook



WACO is introducing a Campground Member Facebook group for members to stay current with important information, receive updates on deadlines, and network easily with our members. To join this

group visit <https://www.facebook.com/groups/wacomembers/>. \*\*If your campground is not clearly identified on your Facebook, email or call Lori in the WACO office with your name to make sure you are added.



Matthew Disher - 715.344.8383

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Representing:  
 **SECURA**  
INSURANCE COMPANIES

## SAVE THE DATE

Mark your calendars for March 14th - 18th for the 2018 WACO Convention!

## 2018 WACO Convention



The 2018 WACO Convention will be March 14th - 18th, 2018 at the Holiday Inn and Convention Center in Stevens Point, Wisconsin. The convention will be filled with educational courses, seminars to help grow your campground, legislative topics, networking, walking through aisles of the trade show, and so much more! This year's educational courses will include ServeSafe Certification, CPO - Pool Operators Course, and CPR Certifications. Our seminars will contain topics such as technology talks, low cost crafts, security and safety, outdoor weather safety, mock sales tax audits, themed weekends, how to hire new employees, and more!

You can sign-up by filling out the form attached to the newsletter. Remember to call early on the hotel rooms as they usually fill up. Hope to see you there for the 55th Annual, 2018 WACO Convention!

# WACO 2018 Advertising

## WEBSITE AD SIZES

Banner Ad: 1200 x 120

Side Ad: 200 x 200

## PLEASE NOTE!

All Photoshop work should be actual size with a resolution of at least 300 and saved as a layered .tiff in CMYK. It can also be saved as a PDF.

## WACO Member Login

**Username: member**

**Password: born2camp**



## CONTACT INFORMATION

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Executive Director

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## BOARD OF DIRECTORS

SCOTT KOLLACK	President
Vista Royale Campground	(715) 335-6631
JUDY BUCHTA	Secretary
Duck Creek Campground	(608) 429-2425
LORI SEVERSON	Executive Director
	(608) 525-2327
MARK HAZELBAKER	Lawyer
	(608) 663-9770
JIM BUTTON	Director
Evergreen Campsites, LLC	(920) 622-3498
BERT DAVIS	ARVC Representative
Badgerland Campground	(608) 873-5800
JULIE MICHAELS	Director
Scenic Ridge Campground	(608) 883-2920
PAT REHWINKEL	Director
Merry Mac's Campground	(608) 493-2367
ROBERT WEISS	Director
Wilderness Campgrounds	(608) 297-2002
BECKY GUSSEL	Director
Sherwood Forest Camping	(608) 254-7080
RANDY SONDALE	Director
Pineland Camping Park	(608) 564-7818
BUD STYER	Director
Smokey Hollow Campground	(608) 592-2128
JOYCE STENKLYFT	Director
Stoney Creek RV Resort	(715) 597-2102
MIKE DRICKEN	Director
Lake Lenwood Beach and Campground	(262) 334-1335



### WACO Advertising 2017 - 2018

Wisconsin Campground Directory Ads		Total \$	Deadline: 9/11/2017
Directory Listing	Free with your membership		<b>315,000 WACO Directories are distributed annually to the State Tourism sites, Chamber of Commerce's, campgrounds, trade shows and more!</b> <ul style="list-style-type: none"> <li>Any ad is 50% off ad size if upgrading advertising size (1 time only) (Exception Prime Space)</li> <li>Acceptable programs &amp; file formats (all graphics and fonts must be included): Quark, InDesign, .tif / .eps / .jpg / .pdf. Other formats must have prior approval. Acceptable media: disks, CD / DVD, flash drive, Drop Box</li> </ul>
Full Page	10"x7.5"	\$3393.60	
3/4 Page	7.437"x7.5"	\$2,744.70	
2/3 Page	6.5"x7.5"	\$2,422.35	
1/2 Page	4.875"x7.5"	\$2,197.65	
1/3 Page	3.125"x7.5"	\$1,617.00	
1/4 Page	V:4.875"x3.625" H:2.312"x7.5"	\$1,252.65	
1/8 Page	3.625"x2.312"	\$896.90	
Full Page (**Prime Space)		\$7,394.10	
Cover 4 (**Prime Space)		\$7,394.10	
Cover 2-3 (**Prime Space)		\$6,370.35	
Coupon on the Map		\$500.00	Placed in the center fold of the Directory and on the WACO Website under "coupons"
Additional Listing	\$100.00		If you have a listing in a small town and would like to be listed again in a larger town, a reference can be made i.e. Stevens Point: Vista Royale Campground – see listing under Bancroft pg. X
Additional Town: _____			
ATV Listing	\$250.00		Advertisement specific to ATVs
Camping Rental Listing	\$250.00		Available to WACO Campgrounds with purchased online listing for the Wisconsin Camping Rentals website.
Canoe/Kayak/Fishing Listing	\$250.00		Advertisement specific to Canoe/Kayak/Fishing (Please check all that apply) <input type="checkbox"/> Canoe <input type="checkbox"/> Kayak <input type="checkbox"/> Fishing
<b>*Please select an option in regards to your ad</b>		No charge	<b>Repeat my ad from 2017</b>
		\$150.00	<b>Compose my ad from information provided</b>
		No charge	<b>Camera-ready art enclosed</b>
		No charge	<b>Camera-ready art to follow</b>

50% of ad fee must be submitted with this ad form. Prime space must submit 50% deposit and ad form before July 31, 2017 to guarantee placement in directory. Deposits are non-refundable and space is available on a first come first serve basis. All ads & money must be submitted by Sept 11, 2017. Please note late fees. Note: Late fee of \$25.00 per day applies if application is submitted after September 10, 2017

WACO Campground Website		Total \$	Deadline: 9/11/2017
Website Listing	Free with your membership		Expanded directory listing includes up to four photos.
Website Rotating Side Ad	\$400.00		200px X 200px, Saved in a PNG or JPG file
Website Rotating Banner Ad	\$500.00		(Top & Bottom) 1200px X 125px, Saved in a PNG or JPG file
Facebook Post	\$100.00 x _____		One post on the Wisconsin Campers Facebook Page
Event Ad	\$50.00 x _____		Listed on Campers Event Calendar under "Events"
Coupon Ad	\$150.00		Listed under "Coupons", Saved in a PNG or JPG file

Wisconsin Camping Rental		Total \$	Deadline: 9/11/2017
Wisconsin Camping Rental	\$750.00		Includes enhanced listing on the NEW Wisconsin Camping Rental website, website top/bottom banner ad, a four-sided brochure specifically for the Wisconsin Camping Rental Units, and distribution of 30,000 of the Camping Rental brochures (RV shows, piggy back program, special promos, etc.). Enhanced website listing includes up to four photos, as well as a breakdown of rental units (individual slideshow per each unit). Each slideshow can contain up to 4 photos. Please pre-label the photos by the name of the rental units.
<i>Includes Directory listing &amp; logo. Campground supplied rental unit photos will be used</i>			

Print Advertising		Total \$	Deadline: Art is due by 11/10/2017
Printing Program (30,000 pieces) (Individual Campground)	\$550.00 x _____		Type: 70# double-sided glossy paper – printed on both sides. This program is only good once per year as pricing is good when multiple campgrounds use the program. <b>**Price does not include shipping.</b>
Piggy Back Program (Approx. 5,000 sent per year)	\$200.00 x _____		Your campground brochure/flyer is sent out with the WACO Directories requested at the office, from RV dealers, to welcome centers, Chamber of Commerce's, etc.!

RV Show Brochure Distribution		Total \$	Deadline: 12/1/2017 to the WACO Office. All brochures must be marked for each show. Undistributed brochures will not be returned.
<b><u>Attended RV Shows by WACO</u></b>			Your brochures will be included in the WACO bags and handed out by the WACO staff.
Milwaukee RV SuperShow	\$275.00		January 5th - 7th: 4,000 brochures
Greater Chicago SuperShow	\$275.00		January 12th - 14th: 4,000 brochures
WBAY Green Bay RV Show	\$275.00		January 25th - 28th: 6,000 brochures
Madison RV Show	\$275.00		February 2nd - 4th: 3,000 brochures
La Crosse RV Show	\$275.00		February 8th - 11th: 2,000 brochures
Minneapolis RV Show	\$275.00		February 9th - 11th: 4,000 brochures
Milwaukee RV Show	\$275.00		March 1st - 4th: 3,000 brochures
All 7 RV Shows	\$1,450.00		25,000 – 27,000 brochures
<b><u>Distributed to RV Shows by WACO</u></b> <i>Included in the \$1450 if you purchase all 7</i>			Your brochures will be included in the WACO bags and sent to the RV shows listed below for distribution.
Rochester, MN RV Show			February 23rd - 25th (Tentative)
Eau Claire RV Show			March 1st - 4th
Oshkosh RV & Boat Show			March 2nd - 4th (Tentative)
Central Wisconsin RV Show (Wausau)			March 9th - 11th
Rockford RV Show			March 16th - 18th

Must be paid in full by November 1st, 2017. You provide the Brochures – No larger than 10" x 12". Brochures must be received at N22676 U S Hwy 53 Ettrick, WI 54627 no later than December 1st, 2017. Undistributed brochures will not be returned unless requested and prepaid by Campground. All Brochures Must Be Marked for Each Individual Show. Send no more than the maximum distribution for each show. Your printer should be able to do this for you.

Donate Certificates	No Charge	Deadline: 12/1/2017
This program is used at many of the RV shows where your coupon is put on a wheel and used as a fundraiser for the GBF. Get your coupons distributed in fun ways like radio giveaways, spin to win, Gilbert Brown Foundation Fundraisers, Inserted in directory requests through the WACO office and on-line requests. Your coupons may be used at waysides, welcome centers, Chambers, Libraries and gas stations where directories are located. <b><i>This Program is FREE to all WACO members. Printing is the responsibility of the campground owner. Also shipping and getting them to the WACO office no later than December 1, 2017. Please note these are certificates only.</i></b>		
\$	TOTAL FOR ALL ADVERTISING	

#### **Advertising Agreement:**

The undersigned hereby agrees to place display advertising in the annual directory of the Wisconsin Association of Campground Owners, Inc. as indicated and for the amount shown. It is understood that the amount due must be paid in full by Sept 11, 2017 in order to be included in the directory, and the Directory Committee reserves the right of advertising acceptance and placement. WACO reserves the right to delete or edit any material that is deemed by the Board of Directors, to be abusive, defamatory, obscene, illegal, offensive or inappropriate or unacceptable for any reason.

Name of Campground: \_\_\_\_\_

Name of authorized person for advertising approval: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_ Check #: \_\_\_\_\_

MC or Visa #: \_\_\_\_\_ - - - Exp: \_\_\_\_\_ / \_\_\_\_\_

CVV/CSV: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Total: \$ \_\_\_\_\_

Return to: Wisconsin Association of Campground Owners (WACO)

PO Box 228, Ettrick, WI 54627

Phone: 608-525-2327

Fax: 608-525-2328

Please send all artwork to Carrie@seversonandassociates.com.



# WACO 2018 Convention & Trade Show

**March 14<sup>th</sup> – 18<sup>th</sup>, 2018**

Holiday Inn Hotel & Convention Center

1001 Amber Avenue

Stevens Point, WI 54481

715-344-0200

Campground Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_ Phone \_\_\_\_\_

Fax \_\_\_\_\_ E-Mail \_\_\_\_\_ Cell Phone \_\_\_\_\_

Please print names of registrants as you would like them to appear on badges.

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_  
4. \_\_\_\_\_ 5. \_\_\_\_\_ 6. \_\_\_\_\_  
7. \_\_\_\_\_ 8. \_\_\_\_\_ 9. \_\_\_\_\_

## WACO Member Convention Pass Options

**Early Bird Price Pay before January 31, 2018 (Must be postmarked or verifiable)**

Full Convention per person	\$200	x _____ people	= \$ _____
Full Convention Out of State ARVC	\$250	x _____ people	= \$ _____
Full Convention non ARVC	\$325	x _____ people	= \$ _____

**After January 31<sup>st</sup>, 2018**

Full Convention per person	\$300	x _____ people	= \$ _____
Full Convention OOS ARVC	\$375	x _____ people	= \$ _____
Full Convention non ARVC Members	\$425	x _____ people	= \$ _____

Expo Only \$75 per person/per day \_\_\_\_\_ people x \_\_\_\_\_ days = \$ \_\_\_\_\_

**Total from Passes: \$ \_\_\_\_\_**

## Pool Certification Course (Must pre-register)

Please print names of registrants

1. \_\_\_\_\_ \$100  
2. \_\_\_\_\_ \$100  
3. \_\_\_\_\_ \$100

## ServSafe Certification (Must pre-register)

Please print names of registrants

1. \_\_\_\_\_ \$75  
2. \_\_\_\_\_ \$75  
3. \_\_\_\_\_ \$75  
4. \_\_\_\_\_ \$75

**Total from Certifications: \$ \_\_\_\_\_**

## Kids Kamp (Wednesday – Saturday)

**\*\*Rate for entire convention (No discounts for less days)**

Kids Kamp	Wed. thru Sat.	\$95 each x _____ people = \$ _____
Teen Program	Wed. thru Sat.	\$95 each x _____ people = \$ _____
Non-registered Kids	Per Day	50 x _____ days x _____ people = \$ _____

Children's Name, Age, T-shirt Size (list if specifically youth or adult)

1. _____	5. _____
2. _____	6. _____
3. _____	7. _____
4. _____	8. _____

**Total from Kids Kamp: \$ \_\_\_\_\_**

**TOTAL: \$ \_\_\_\_\_**

Total Amount Enclosed \$ \_\_\_\_\_ Check # \_\_\_\_\_ Credit Card # \_\_\_\_\_

MC \_\_\_\_\_ Visa \_\_\_\_\_ Expiration Date \_\_\_\_\_ Signature \_\_\_\_\_

Room reservations should be made directly to Holiday Inn & Convention Center, Phone: 715-344-0200 (Standard double Suites \$76.00 King Suites \$106.00, plus tax). Other Accommodations: Holiday Inn Express (Across the Street) same rates plus tax, includes Breakfast. Phone: 715-344-0000. Please mention that you are attending the WACO Convention or use code WGI.

Other lodging options include: Fairfield (715-342-9300)

Reservations must be made by **February 19, 2018** to insure these prices....No exceptions this year!

Complete and mail this form to: WACO – P.O. Box 228 – Ettrick, WI 54627

Phone: 608-525-2327 Fax: 608-525-2328