



# Wisconsin Association of Campground Owners

## 2021 WACO CONVENTION & TRADE SHOW

Holiday Inn Hotel & Convention Center  
1001 Amber Avenue  
Stevens Point, WI  
Phone: 715-344-0200

### TRADE SHOW HOURS

**Thursday, March 18, 2021**

Set-Up time 2:00P – 5:00P

**Friday, March 19, 2021**

Set-Up time 7:00A – 11:00A

Trade Show 1:00P – 7:00P

Booths must be set up by 11:00A

**Saturday, March 20, 2021**

Trade Show 9:30A – 4:30P

(Grab and go lunch) Included in your registration

**Friday Evening: Vendor Appreciation Dinner & Program 7:00P**

### LODGING

#### **Holiday Inn & Convention Center**

*(Same building as Trade Show)*

Standard double Rooms:

\$83.00

Suites \$111.00

**Phone: 715-344-0200**

#### **Holiday Inn Express**

*(Across Street)*

Same rates, includes

Breakfast.

*(Pricing does not include sales tax)*

**Phone: 715-344-0000**

*\* Call direct to Holiday Inn & Convention Center for accommodations*

#### **La Quinta Inn & Suites**

4917 Main St

Stevens Point, WI 54481

Call for pricing

**Phone: 715-344-1900**

**Note: Early tear downs are not allowed! You will be fined \$250.00 for early tear-down unless you have a hallway booth with written permission.**

Booth selections are made with Show and Presenting Sponsors in mind. They will have first choice of booths. Booth assignments may possibly be bumped by those sponsors.

Our Suppliers are very important people to us. If you have ideas or suggestions please let us know

**RESERVATIONS MUST BE MADE BY FEBRUARY 1, 2021**

**Sold out show each year. Please register early. No booths can be held without payment. Sorry, no refunds are available. Booths will be sold on first come first serve basis with the exception of Presenting and Gold Sponsorships. NO booth numbers with the exception of Show & Presenting Sponsors are guaranteed. All decisions made by the Exhibitor Committee are final. We reserve the right to refuse participation based on product selection and the committee's discretion. You will receive your booth number 2 weeks prior to the show**

## **Show Sponsor \$5000**

### **As a Show Sponsor for this event, your company will receive:**

- 2 complimentary booths including trade member dues (up to \$1400.00 value)
- Full page Ad in 2020 WACO Directory if renewed before 11/15/2019 (\$3495.00)
- Featured on all conference literature
- Featured on participant bags
- Featured at every meeting
- Featured on all correspondence
- Mentions throughout the convention including all dinners and social events
- 11x17 banner identifying the sponsoring organization will be displayed at either the registration area or trade show throughout the convention
- Free admission to seminars and all events
- Two Free Email blast featuring you and your company
- Direct link back to your website from the WACO Website
- Free booth and presentation at both fall workshops
- 4ft banner with your logo at booth entrance to convention
- Free brochure inserts
- VIP seating for your customers at all events-you and yours eat first
- \$500 for any WACO member to spend at your booth (Drawing)
- Social media mention
- Facebook recognition
- Facebook live with Executive Director
- Banner Ad on WACO Website with featured story
- Featured Blog on the WACO Website
- Preferred placement in exhibit hall
- Feature article up to full page in the Newsletter
- Business card ad in every WACO newsletter
- Full page ad in the Supplier Directory
- Listed as a sponsor in the convention Program
- Have an opportunity to hold a session at the conference.
- Press release & media coverage

## **Sponsorships Presenting Sponsor \$2500**

### **As a Presenting Sponsors for this event your company will receive:**

- Trade Member dues for one year (Up to \$800.00 value)
- ½ Price Booth Fee
- Featured on all conference literature
- Featured at every meeting
- Free admission to any seminars and all events.
- Mentions throughout the convention including all dinners and social events
- One Free Email blast featuring your company.
- Direct link back to your website from the WACO Website.
- 11x17 banner identifying the sponsoring organization will be displayed at either the registration area or trade show throughout the convention
- Free Booth and presentation at the Fall workshop
- Facebook recognition
- Preferred placement in the exhibit hall
- Feature article in the Newsletter up to ½ page
- Half page ad in the Supplier Directory
- Listed as a sponsor in the convention program

### **Gold sponsor \$1000**

- **As a Gold sponsor for this event you receive:**
- Featured on all conference literature
- Feature article up to ¼ page
- Listed as a Sponsor in the program
- Business card ad in the newsletter

### **Silver sponsor \$500**

- As a Silver sponsor for this event you will receive:
- Business card ad in the newsletter

**For \$200 you can have your brochure or offer inserted in each participants bag!**

# Other Sponsorship Options

Beer Sponsor: \$1000.00

Beer will be in your booth during the trade show – this does not indicate a corner booth or specific space. Limit 8 sponsors

Coffee, Doughnut, or other beverage Sponsor \$500.00

Bronze sponsorship \$200 Beverage Sponsor – Coffee, Juice etc

Sponsor Wednesday or Thursday Evening meal: \$1,500

Address the group for 15 minutes and have your products showcased at the meal.

Auction Sponsor: Provide a product or service valued at \$2,500 or more

## Entertainment Booths

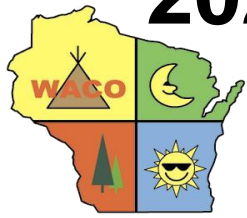
These booths are located in the lobby and are able to showcase the entertainment value based on availability. Your audience will be the children of campground owners and owners interested in booking options. Check out the reduced rate.

Bloody Mary Sponsor  
One Available Presenting  
Sponsors only



**QUESTIONS? CALL WACO at [608] 525-2327**

# 2021 EXHIBITOR REGISTRATION



Mail to: WACO - PO BOX 228 - Ettrick, WI 54627

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

Company Name \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail \_\_\_\_\_

Product or Service \_\_\_\_\_

**Please print names of attendees for name badges:**  
*\*\*\$10 charge for name changes or adjustments at convention.*

\_\_\_\_\_  
\_\_\_\_\_

**Cost: (must be WACO Trade member to exhibit)**

Annual Trade Member Fee	\$200.00	<b>\$200.00</b>
Entertainment Booth Only <i>Special Location</i>	\$150.00	\$ _____
Early Bird Booth Fee – each booth	\$550.00 (Add \$50 for electricity)	\$ _____
After January 10, 2021 -	\$650.00 (Add \$60 for electricity)	\$ _____
Cabin Size Space -- \$700 includes literature table inside		\$ _____
This space is for any outside product <i>(you must provide your own electric)</i>		
Brochure Inserts to attendees (qty. 500) -	\$200.00	\$ _____
Trade members not attending have this option as well		\$ _____

**Must be received at the WACO office by Feb.15, 2021**

*Meal Tickets for Friday night & Saturday lunch are included in booth fee*

**Sponsorship:** \_\_\_\_\_ Sponsor Level \$ \_\_\_\_\_

**Total Amount due** \$ \_\_\_\_\_

Check #: \_\_\_\_\_ Credit Card #: \_\_\_\_\_

M/C \_\_\_ Visa \_\_\_ Expiration Date: \_\_\_\_\_ CVV \_\_\_\_\_ Zip Code: \_\_\_\_\_

Booth fee includes 8 X 10, (some booths are slightly smaller, see diagram) exhibit booth with one 8 foot draped/skirted table, one 8-foot backdrop with 3-foot side drapes, 1 chair, a booth sign. **Note: 2 complimentary dinner tickets for the Vendor Appreciation meal, and 2 tickets to the Saturday lunch are included in your booth fee. *Call the hotel directly for other booth arrangements.***