

# WISCONSIN ASSOCIATION OF CAMPGROUND OWNERS

## 2024 WACO Convention & Trade Show

Thursday March 14 – Saturday March 16, 2024

Holiday Inn Hotel & Convention Center

1001 Amber Avenue | Stevens Point, WI

Phone: (715) 344-0200



## TRADE SHOW HOURS

### Thursday (3/14/24)

Set-up time is  
open from  
2:00 – 5:00 pm

### Friday (3/15/24)

Set Up: 7 to 11 am  
Trade Show: 1 to 7pm  
Booths must be set up by 11am

### Saturday (3/16/24)

Trade Show: 9:30am to 4:30pm  
A Grab & Go lunch is included  
in your registration.

**Friday Evening: Vendor Appreciation Dinner & Program at 7pm!**

## LODGING

### Holiday Inn Express (715) 344-0000

(Across the street)

Rates are \$90.00/night +tax  
and includes breakfast.

\*Call direct to Holiday Inn  
Express for accommodations\*

Find the online hotel  
booking link here:

<https://www.wisconsinincampgrounds.com/2024convention-exhibitors/>

Early tear-downs are not allowed! You will be fined \$250 for early tear-down unless you have a hallway booth with written permission.

**Booth selections are made with Show & Presenting sponsors in mind. They will have first choice. Booth assignments may be adjusted due to sponsor selections.**

REGISTRATION MUST BE IN BY FEBRUARY 1, 2024. Register early as this is a sold out show each year! No booths held without payment. Sorry, no refunds available. Booths will be sold on first come first serve basis with the exception of Show & Presenting Sponsors. 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 two weeks prior to the show.

# SHOW SPONSOR

## \$7,500

### Valued at over \$10,000

- Two Complimentary Trade Show booths **(Up to \$1500 value)**
- Trade Membership dues for one year **(\$300 value)**
- Full Page Ad in the 2024 WACO Directory if renewed before 11/15/2023 **(\$3495 value)**
- Free admission to all Convention seminars and events **(\$200 value)**
- Free brochure inserts in participant bags at Convention **(\$200 value)**
- Banner Ad on WACO Website for one year **(\$500 value)**
- Featured Blog on the WACO Website **(up to \$350 value)**
- Business card sized ad in 12 issues of the WACO newsletter **(\$300 value)**
- Full page ad in the Supplier Directory **(\$500 value)**
- One feature article up to a full page in the WACO Newsletter **(\$500 value)**
- Featured on Convention program and all other literature
- Featured on participant bags
- Featured at every meeting
- Featured on all pre-Convention email correspondence
- Have an opportunity to hold a session at the Convention
- Preferred placement in exhibit hall
- \$500 for any WACO member to spend at your booth (Drawing)
- Three free pre or post Convention email blasts featuring information you provide
- Your company listed on our Convention Sponsor page (in the Members Only section of our website) with a direct link back to your website
- 11x17 banner with your logo at all expo hall entrance doors
- Included on 11x17 banner identifying all sponsoring organizations (displayed throughout the hotel and convention area)
- VIP seating for your customers at all dinners and events PLUS you eat first!
- Social media recognition with tag of your business (or link to website)
- Identified as a sponsor in press release and media coverage
- Mentions throughout the convention including all dinners and social events



# PRESENTING SPONSOR

## \$5,000

### Valued at over \$7,500

- One complimentary Trade Show booth + the option for a half priced second booth **(Up to \$1,125 value)**
- Trade Membership dues for one year **(\$300 value)**
- Half page ad in the 2024 WACO Directory if renewed before 11/15/2023 **(\$2,263 value)**
- Free admission to all Convention seminars and events **(\$200 value)**
- Banner ad on WACO website for six months **(\$250 value)**
- Business card sized ad in six issues of the WACO newsletter **(\$150 value)**
- Half page ad in the Supplier Directory **(\$350 value)**
- One feature article in the WACO Newsletter up to full page **(\$500 value)**
- Brochure insert for all show attendees **(\$200 value)**
- Featured on Convention program and all other literature
- Featured at every meeting
- Featured on all pre-Convention email correspondence
- Have an opportunity to hold a session at the Convention
- Preferred placement in the exhibit hall after Show Sponsors
- Two free pre or post Convention email blasts featuring information you provide
- Your company listed on our Convention Sponsor page (in the Members Only section of our website) with a direct link back to your website
- 11x17 banner with your logo at all expo hall entrance doors
- Included on 11x17 banner identifying all sponsoring organizations (displayed throughout the hotel and convention area)
- VIP Seating for your customers at all dinners and events
- Social media recognition with tag of your business (or link to website)
- Identified as a sponsor in press release and media coverage
- Mentions throughout the convention including all dinners and social events



# SUPPORTING SPONSOR

## \$2,500

### Valued at over \$3,500

- Option to buy one Trade Show booth at half price **(NO BOOTH INCLUDED - Up to \$375 value)**
- Trade Membership dues for one year **(\$300 value)**
- Quarter page ad in the 2024 WACO Directory if renewed before 11/15/2023 **(\$1,290 value)**
- Free admission to all Convention seminars and events **(\$200 value)**
- Banner ad on WACO website for three months **(\$125 value)**
- Business card sized ad in three issues of the WACO newsletter **(\$75 value)**
- Quarter page ad in the Supplier Directory **(\$300 value)**
- One feature article in the WACO Newsletter up to half page **(\$350 value)**
- Featured on Convention program and all other literature
- Featured at every meeting
- Preferred placement in the exhibit hall after Show & Presenting sponsors
- One free pre or post Convention email blast featuring information you provide
- Your company listed on our Convention Sponsor page (in the Members Only section of our website) with a direct link back to your website
- 11x17 banner with your logo at all expo hall entrance doors
- Included on 11x17 banner identifying all sponsoring organizations (displayed throughout the hotel and convention area)
- Social media recognition with tag of your business (or link to website)
- Identified as a sponsor in press release and media coverage
- Mentions throughout the convention including all dinners and social events



# \$1,000

## GOLD SPONSOR

- Free admission to all Convention seminars and events **(\$200 value)**
- Banner ad on WACO website for one month **(\$42 value)**
- Business card sized ad in one issue of the WACO newsletter **(\$25 value)**
- Quarter page ad in the Supplier Directory **(\$300 value)**
- One feature article in the WACO Newsletter up to a quarter page **(\$300 value)**
- Featured on Convention program and all other literature
- Social media recognition with tag of your business (or link to website)
- Mentions throughout the convention including all dinners and social events

# \$500

## SILVER SPONSOR

- Free admission to all Convention seminars and events **(\$200 value)**
- Banner ad on WACO website for one month **(\$42 value)**
- Business card sized ad in one issue of the WACO newsletter **(\$25 value)**
- Featured on Convention program and all other literature
- Mentions throughout the convention including all dinners and social events





# OTHER SPONSORSHIP OPPORTUNITIES

Questions? Call WACO at (608) 525-2327



## Auction Sponsor: \$2,500

Provide a product or service valued at \$2,500 or more for our live and/or silent auction.



## Evening Meal Sponsor: \$1,500

**Two available** (Wednesday or Thursday evening). Address the crowd for 15 minutes and have your products showcased at the meal!



## Beer Sponsor: \$1,000

Beer will be in your booth during the trade show.  
**Limited to eight sponsors.**

**\*\*This does not indicate a corner booth or specific space.\*\***



## Snack/Drink Sponsor: \$500

**Five available** (one for each day of the show). Help participants stay fueled for the day and sponsor our drink/snack station!



## Bloody Mary Sponsor: **SOLD OUT**

**One available** (Presenting Sponsors only.) Bloody Mary bar set up in your booth for show go-ers!



# 2024 EXHIBITOR REGISTRATION

**Please Mail To: PO Box 228 | Ettrick, WI 54627**

**Or Email To: [danielle@seversonandassociates.com](mailto:danielle@seversonandassociates.com)**

**Company Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

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

**Email:** \_\_\_\_\_

**Product/Service:** \_\_\_\_\_

**Please print the names of attendees for name badges:**

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

**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, one chair and a booth sign.**  
**Note: Two complimentary dinner tickets for the Friday Vendor Appreciation dinner, and two tickets to the Saturday lunch are included in your booth fee. Call the hotel directly for other booth arrangements.**

## Registration Costs:

- Annual Trade Member Fee: \$300.00 **\$ 300.00**
- Entertainment Booth Only (Special Location): \$150.00 \$ \_\_\_\_\_
- Early Bird Booth Fee: \$600.00/each (Add \$50 for electricity) \$ \_\_\_\_\_
- Booth Fee After January 8, 2024: \$700.00 (Add \$60 for electricity) \$ \_\_\_\_\_
- Cabin Size Space: \$700.00 (Includes literature table inside – this space is for any outside product, must provide your own electric.) \$ \_\_\_\_\_
- Brochure Inserts to all attendees in bags (Qty. 500): \$200.00 (Trade members NOT attending convention can do this option as well.) \$ \_\_\_\_\_
- Sponsorship Level: \_\_\_\_\_ \$ \_\_\_\_\_

**Payment Method:** \_\_\_\_\_ **Total Amount Due \$** \_\_\_\_\_

**Check # Enclosed:** \_\_\_\_\_

**Credit Card Type:** ☐ MasterCard ☐ VISA ☐ AmEx ☐ Discover **Expiration Date:** \_\_\_\_\_

**Credit Card Number:** \_\_\_\_\_ **CVV:** \_\_\_\_\_ **Billing Zip Code:** \_\_\_\_\_