

Wisconsin Association of Fairs Associate Member Convention Guidelines

Thank you for your interest in the Wisconsin Association of Fairs annual convention to be held at the Chula Vista Resort in Wisconsin Dells, January 8-11, 2012.

Convention Guidelines & Eligibility:

In order to participate in the WAF convention, you must be a paid Associate Member for 2012. All Associate members attending the convention must then pay a convention registration per attendee. This registration fee covers all events that the convention offers except for the banquet, which is a separate fee. Since not all of our Associate members can fit into the trade show area, all Associates attending convention must have a booth in our trade show, register as a strolling act, or have a room at the contracted hotel for the convention. If you choose not to have one of the three, a \$300 minimum payment will be invoiced to your business. This way all Associates, on average, are paying the same amount to participate in the convention. Lastly, Associates may only conduct business from their booth during trade show hours or their hotel room.

Payments:

New this year you will have two options for registration and payment.

1. You can use the hard copy paper forms as in the past with a check payment. All forms are enclosed. If you chose to use the paper forms, you can once again write out one check. Simply fill out the summary form provided and mail back with your payment. This also serves as a double check for both of us. In addition, once you've completed the Associate Membership Renewal form, there is no need to keep writing in your company contact information providing you are submitting all of the forms at the same time.

OR....

2. You can register online and pay online with a credit card or send payment via check. Beginning October 15 you will be able to register for all of the events the convention has online at www.wifairs.com. In addition, you have the choice to make a payment via credit card or check. If you choose credit card, you can make your payments immediately with Visa or MasterCard. If you prefer to send in a check, you can register online and send the payment separately. I have enclosed hard copies of the form used in the past for reference. Once you register online this will count as your reservation for convention, booths, strolling, etc. You will receive an e-mail confirmation of your reservation and payment.

We'll see how the process goes and hopefully for the 2013 convention all registration will be done online. Since this is our first time, I appreciate any suggestions you have in making the registration process easier in the future. My apologies for the delay on the opening registration date. Next year all forms will be ready for a September 15 open date.

Membership Renewal: *(orange colored sheet)*

Your 2012 membership renewal is enclosed. Please make any needed corrections, sign and return the form along with payment. Memberships received by November 15 will be included in our Associate Membership Directory at convention. If you choose to register online, you can ignore the hard copy that was mailed to you and simply make your changes and payment online.

Convention Registration:

Enclosed please find the convention registration form. All convention attendees are required to wear a name badge showing you have paid your registration throughout the convention. If you are reserving a booth in the trade show, one registration is included in that fee. Your registration may be submitted at

your convenience, but the earlier you register, the less the cost. Convention credentials (badges and banquet tickets) may be picked up beginning on Sunday at 4:00 p.m. in the Grand Ballroom Lobby.

Showcasing: *(separate packet)*

We encourage you to send in bands, family variety acts, and midway acts that you believe are a good fit for our fair family. New this year we will be adding video showcasing to the evening events. If you haven't showcased in awhile, please consider it. Please refer to the showcase pages for all of the details. Showcase applications are due **October 15, 2011**.

For those Associates wishing to have an act participate in our showcase of entertainment, only established booking agencies or individual acts that are in good standing with Wisconsin Association of Fairs (WAF) are eligible for showcasing. A member in good standing is considered an Associate who has paid membership through the two fair conventions prior to the year they wish to showcase. Agency or act must have Association dues paid in full for year in which it showcases. Acts will be showcased only once within a three year time period (two years in between each showcase opportunity.)

Strolling:

Any entertainment-based Associate who wishes to "stroll" during the convention needs to pay a \$150 strolling fee per act and does not include convention registration. Strolling may take place only during the times the trade show is open. Strolling takes place in the hallways outside of the trade show. Strolling forms due **November 15**.

Trade Show Contract Form:

The trade show will take place in Ballrooms A-I. The hours of operation are listed on the form. During trade show hours, no other events such as workshops will take place. We want to give our fairs every opportunity to meet with you. All of the trade show details are on the booth contract. All signed contracts are **due by November 15**. Those received after November 15 will not be given booth placement priority.

Convention Sponsorship:

Each year the Association welcomes any sponsorship your business wishes to donate; cash or in-kind services/products, to make a better convention and give you greater exposure. All sponsorships received prior to **November 15** will be included in our convention newsletter, convention program and at the convention. Please look over our sponsorship form to see if we have an area of sponsorship that interests you. Thank you for your consideration!

Carnival Night:

Our convention does not officially begin until Monday, January 9, 2012, but we're happy to announce that "Carnival Night" will once again be hosted by our Associate members in the Carnival industry. Carnival night will take place from 6-8 p.m. on Sunday, January 8 and will include games, food and drinks sponsored by our Associate friends in the Carnival and Concessions business. All convention attendees are encouraged to attend. If you'd like to find out how to donate, please contact Chuck Waterman at 813-390-7075.

Associate Introductions:

Associate introductions will take place on **Monday, at 11:15 a.m.** in the Grand Ballroom following our convention opening keynote speaker. Introductions will take place prior to our Special Project Activities. Associate introductions are your opportunity to introduce yourself and your business to our convention attendees as well as provide your hotel room and trade booth locations. All Associates are welcome. Following introductions, the trade show will open at 1:00 p.m. We ask that Associate introductions be kept to a minute or less as we have many Associates to announce.

Associate Member Meeting:

A meeting related to Associate member issues will be held on Tuesday, January 10, 2012 from 2:30-3:30 p.m. Any Associate is welcome to attend and discuss any concerns or suggestions for future conventions.

Signage:

The Association will provide signboards in the registration area and throughout the convention facility listing your trade show booths and hotel rooms so fairs can find your business. We will provide more signboards throughout the convention facility than we have in the past simply because there isn't the same amount of wall space for banners and signs that you're used to. Posters displayed will be limited to 14"x22" in size. We hope this will allow enough room for everyone to display posters. Each business will be limited to displaying posters on the floor where your hotel room is located, the hallway to the condo elevators and a designated area near our convention registration area. You can always check with the registration desk where posters can be hung. Posters can only be affixed with painter's tape (no masking tape, no duct tape, no scotch tape, etc.). A \$100 charge per poster will be made to those not following this policy. **New in 2012, no easels will be allowed.** We only have so much space and need to keep the floor space as open as possible.

Hotel Reservations:

Enclosed please find an aerial view of the Chula Vista Resort. I have made some notes on the property to help you understand where activities are being held in relation to sleeping rooms. To help keep our Associates easier to find by our fair members, we have created "Vendor Hospitality Row". Vendor Hospitality Row is a floor of rooms specifically reserved for our Associate Members who like to use their room for conducting business in addition to or instead of having a booth in the Trade Show.

Vendor Row consists of two and three-bedroom condos and a few junior suites. Enclosed is a layout of the room descriptions. When you make your room reservations, be sure to ask to be included in "Vendor Hospitality Row". You are welcome to book rooms other than condos, but I wanted you to be aware that we were making an effort to group the Associates as close together as possible.

Again this year, we allowed our Associates to make their reservations prior to the fairs so we could keep the Associates on specific floors. All Associates should have received notification of this last March as the rooms went on sale in April. Another copy is enclosed as reference. All hotel rooms come with a full breakfast buffet and water park passes. Check-in is 4:30 p.m. and check-out is 10:30 a.m. If you have additional questions or requests on your room you or you still need to make a reservation, please contact Robin Dunham at robind@chulavistarestort.com or by phone at 1-866-382-4852, extension 5462 or her direct number is 608-254-1620.

Contact:

If you have any questions about any of the information, please don't hesitate to contact me.

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