

Sign Up Today to Exhibit at the  
**2012 Wisconsin Fresh Fruit & Vegetable Conference**  
January 15-17, 2012  
**Wilderness Territory Resort**  
Wisconsin Dells, Wisconsin

**New Location! New Dates!**

This is your invitation to exhibit at the **2012 Wisconsin Fresh Fruit & Vegetable Conference**. The Conference will be January 15, 16 & 17<sup>th</sup> 2012 at the **Glacier Canyon Lodge at the Wilderness Territory Resort, 511 E. Adams St, in Wisconsin Dells, Wisconsin**. The trade show and conference covers apples, strawberries, raspberries and blueberries, wine & grapes, all kinds of fresh vegetables, and agricultural tourism. This is a great opportunity to make new contacts while meeting with your existing customers.



The Glacier Canyon Lodge ([www.wildernessresort.com](http://www.wildernessresort.com)) offers luxurious hotel accommodations to please anyone. The Wilderness has six restaurants on site ranging from the comfortable **Wild Canyon Café** to **Field's at the Wilderness Premier Steakhouse**. Bring the family and enjoy **FOUR** indoor waterparks—the naturally-lit Wild WaterDome, the **TWO** indoor mini-golf courses, the arcades and play areas. Wilderness Resort is also home to the nationally-renowned **Sundara Inn & Spa**.

**Very Affordable Rates**

A Double Queen Couch room in Glacier Canyon Lodge is only **\$99.95** per night (up to 6 people, includes Waterpark passes and complimentary Wi-Fi in both Conference Center and rooms. (Must reserve with Wisconsin Fresh Fruit & Vegetable Conference by December 10, 2011 to receive this rate.)

An 8' x 10' draped booth is **\$480**. If you cannot attend, a literature tabletop display is **\$120**. Associate Members of the participating associations can take a \$100 discount. Booth space will be assigned on a "first-come, first-served" basis. Register now for best booth location. Please feel free to contact us at (920) 478-4277 with any questions.

Sign up for a Mini-Seminar Time Slot—Exhibitors will be given 10 to 15 minutes of time during the Trade Show to introduce their company, describe products or services, or take questions from the audience. Sign up for a timeslot on the application form (Sign up before 11/1/2011).

Join us for the **2012 Wisconsin Fresh Fruit and Vegetable Conference!**



# Wisconsin Fresh Fruit & Vegetable Conference & Trade Show



## Booth Rental Costs

Each booth space is **\$480**. If you can't attend the Conference, tabletop displays are **\$120**.

Make checks payable to: **Wisconsin Exhibitor Fund (WEF)** or pay with your credit card.

### Your Booth Reservation Includes:

- √ Two (2) exhibitor registrations, including conference sessions (*Additional exhibitors may be added for \$65 per person.*)
- √ 8' D x 10' W Booth Space
- √ Red & white booth drapery: back wall and side rails
- √ Skirted table, two chairs, company sign

### Schedule

Sunday, January 15th: 1:00pm Trade Show Setup; Meetings begin, WGGG Wine-pairing Dinner at 6:00pm

Monday, January 16th: 8:00am-10:00am Trade Show Setup; 10:30am Trade Show Opens; 5:00-7:00pm—Reception in Trade Show Area

Tuesday, January 17th: 7:30am-1:00pm Trade Show Open; 1:00-5:00pm Tear Down

## Decorator, Electrical Service, Shipping & Handling

Drayage, forklift service, and additional decorator service can be ordered directly through **Wisconsin Expo**. Please contact them with any questions.

### Hotel Reservations

Wisconsin Fresh Fruit & Vegetable Conference  
211 Canal Rd.  
Waterloo, WI 53594  
(920) 478-4277  
(920) 478-9586—Fax

### Shipping, Forklift and/or Additional Decorating

Wisconsin Expo  
1076 Western Dr.  
Hartford, WI 53207  
(262) 670-1300  
www.wisconsinexpo.com

# 2012 Wisconsin Fresh Fruit & Vegetable Conference

January 15-16-17, 2012 ■ Glacier Canyon Lodge at Wilderness Resort ■ Wisconsin Dells, Wisconsin

## EXHIBIT REGISTRATION FORM

Company Representative(s) 1. \_\_\_\_\_ 2. \_\_\_\_\_

Company \_\_\_\_\_ Telephone \_\_\_\_\_

Address \_\_\_\_\_ Fax \_\_\_\_\_

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

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

Type of Product/Service Displayed \_\_\_\_\_

**BOOTH RENTAL:** \_\_\_\_\_ 8'x10' display spaces @ **\$480** each (See map for booth numbers).....\$ \_\_\_\_\_

First Choice: \_\_\_\_\_ Second Choice: \_\_\_\_\_

Or **Customize Your Display Space to Fit Your Needs.** (Large equipment will have special placement.)

\_\_\_\_\_ Feet Frontage (Not less than 10') X \_\_\_\_\_ Feet Depth (Not less than 8') = \_\_\_\_\_ Square Feet X **\$5.75 ft<sup>2</sup>** .....\$ \_\_\_\_\_

**Optional** – Add electricity to your display space for \$25.00.....\$ \_\_\_\_\_

**Additional Convention Registrations** (first 2 people are free) \_\_\_\_\_ (Qty.) @ **\$65** / person .....\$ \_\_\_\_\_

Name(s) 3. \_\_\_\_\_ 4. \_\_\_\_\_ 5. \_\_\_\_\_

**Associate Membership Discount - Deduct \$100** if a member of one or more of participating Associations.....(\$ \_\_\_\_\_)

**FRESH Magazine Display Advertising Discount** – 15% of display advertising (Business Directory not incl.) paid in 2011. ....(\$.. \_\_\_\_\_)

Call 920-478-4277 for discount amount if not indicated.

**Donations will be accepted** for the Silent Auction and for the Monday night reception. All donors will be recognized during the Conference and in *Fresh Magazine*. Please indicate your donation:

Cash Donation towards Monday evening Wine & Cheese Social Reception.....\$ \_\_\_\_\_

Product Donation for Silent Auction. Proceeds go to Association of your choice. Bring your donation to the Registration Desk at set-up. Description/Value: \_\_\_\_\_

**RESERVE YOUR ROOM AT Wilderness Resort: \$99.95** per night; Up to 6 people; Two Queen Beds & Couch; Waterpark Passes, Wi-Fi internet. For this room rate - reservations must be made through WFFVC by December 10, 2011.

\_\_\_\_\_ Rooms for: Check Nights:  Sun, Jan 15  Mon, Jan 16 @ **\$99.95/Room/Night** (includes sales tax).....\$ \_\_\_\_\_

**CAN'T ATTEND THE CONFERENCE IN PERSON? We Will Display Your Literature.**

2.0' x 2.5' Table-top brochure display @ **\$120** .....\$ \_\_\_\_\_

(Full payment must be included with registration. Mailing instructions will be included with confirmation.)

TOTAL AMOUNT DUE.....\$ \_\_\_\_\_

YES! I would like to advertise in the Convention (November) Issue of **FRESH! Magazine**. Contact me.

YES! I would like a mini-seminar timeslot to describe/demonstrate a product. (Sign up by November 1st to be included in *Fresh Magazine*.)

Product: \_\_\_\_\_ Amount of Time Requested: \_\_\_\_\_ (We may need to limit time allotted.)

Please make check payable to **WEF** and mail to:

WISCONSIN EXHIBITOR FUND

211 CANAL RD

WATERLOO, WI 53594

I HAVE READ THE CONVENTION SPECIFICS AND DETAILS.

Or Charge on Credit Card: *MasterCard* *Visa* (Circle one)

Name on Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Acct. #: \_\_\_\_\_

Expiry: \_\_\_\_\_ / \_\_\_\_\_ CCID: \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_

## WISCONSIN FRESH FRUIT & VEGETABLE CONFERENCE TRADE SHOW

- 1. INSTALLATION, EXHIBITION AND TEAR DOWN** – The Exhibit Hall will be open for set-up Sunday, January 15, 2012 from 1:00 p.m. to 5:00 p.m. and Monday, January 16, 2012, from 8 a.m. – 10:00 a.m.. **Exhibit hours are Monday, January 16, from 10:30 a.m. - 7:00 p.m. & Tuesday, January 17, from 7:30 a.m. to 1:00 p.m. No display shall be dismantled or removed from the Exhibit Hall until the end of the Exhibit Show at 1:00 p.m. on Tuesday, January 17, 2012.** If a display is removed prior to the scheduled closing, that exhibitor may not be allowed to return in future years. All displays **must** be removed by 5:00 p.m. January 17 unless **prior permission** is obtained from show coordinator. **Any exhibit remaining on the floor after 5:00 p.m. may be dismantled and moved to accommodate another show or for any other reason.** The Exhibitor agrees to pay any extra charges incurred for the removal of displays and to release The Wisconsin Exhibitor Fund from any liability for loss by theft or damage caused in moving property of the exhibitor after 5:00 p.m. on January 17, 2012.
- 2. PAYMENT FOR BOOTH** – **All booth fees must be paid in full and payment received by The Wisconsin Exhibitor Fund on or before December 1, 2011.** After December 1, 2011, WI Exhibitor Fund does not have to hold space that is not fully paid. WI Exhibitor Fund reserves the right to rent partially paid or unpaid booths after December 1, 2011.
- 3. LIABILITY INSURANCE** – **Please provide certificate of insurance for at least \$1,000,000 liability.** No one will be allowed to set up unless proof of insurance is provided and payment is received. The hotel and its owners do not maintain insurance covering property brought on to the hotel's premises by exhibitors and it is the sole responsibility of the exhibitor to obtain insurance covering such losses.
- 4. REFUNDS** – **There will be no refunds or cancellations received after December 1, 2011.** Wisconsin Apple Growers Association, Inc. d/b/a WI Exhibitor Fund may cancel any exhibit space for non-compliance with the terms, conditions and regulations of this contract or for nonpayment of the rent. Further, WI Exhibitor Fund reserves the right to not assign exhibit space to the Exhibitor and, thereby, terminate any obligation of the Exhibitor and WI Exhibitor Fund under this contract, in which case, WI Exhibitor Fund will so notify the Exhibitor and refund any payments made by the exhibitor under this contract.
- 5. BOOTH ALLOCATION** – Assignment is in order of receipt of a signed contract and payment, and in the order of preference, as stated by the exhibitor, or from space available. WI Exhibitor Fund reserves the right to alter locations of exhibitors or of booths as shown on the official floor plan at its sole discretion, if deemed advisable in the best interests of the show, or to separate competitors.
- 6. BOOTH SPECIFICATIONS** – Rent includes the 8-ft. deep by 10-ft. wide booth with draped red and white backdrop and draped side rail dividers, a skirted table, two chairs and company sign. Counters, additional chairs or tables, electrical outlets, rugs, freight, storage, etc. are not included in the booth rent. The Wilderness Territory does not have access to a forklift truck for exhibitor use. Exhibitors should contact the decorator service, Wisconsin Expo (262-670-1300) if a forklift is needed. The exhibitor is required to make any arrangements for equipment and services with the decorator service and assume the cost of same. The convention sponsors assume no obligations for these arrangements.
- 7. USE OF SPACE** – Exhibitor shall not sublet, divide or share exhibit space with any person not identified in the Exhibit Space Contract without written permission of WI Exhibitor Fund. Distribution of advertising materials is limited to the area of each exhibit space. Exhibits will be arranged so that nothing is attached to the walls and no tacking or marring is permitted. Disturbing noises or other objectionable forms of attracting attention will not be permitted. WI Exhibitor Fund reserves the right to restrict exhibits which may become objectionable, and prohibit or remove any exhibit which may detract from the general character of the display. This includes persons, things, conduct, printed matter or anything of a character which may not be in keeping with the exhibit show as a whole. The exhibitor agrees not to interfere in any way with the ordinary use by others of any portion of the building or grounds. Exhibitor shall not obstruct the aisles adjacent to exhibit space. No booth structure or sign will be allowed which obscures adjoining exhibits or which projects more than four feet outward from the backdrop.
- 8. CARE AND SURRENDER OF EXHIBIT SPACE** – Exhibitor agrees it will not in any way injure, damage, mar or deface the building premises, furniture, fixtures or equipment on or about the Wilderness Resort and shall be liable for any such damage or injury caused by it, its employee, agents or other persons admitted to the premises by the Exhibitor, its agents or employees. Exhibitor agrees to quit and surrender the exhibit space at the time set forth herein, and to comply with the Wilderness Resort for handling vehicular traffic in and out of dock area.
- 9. FIRE SAFETY** – Flammable booth decorations must be flame proofed. All hangings must clear the floor. Electrical wiring must conform to local safety rules. No open flame candles or other open flame fixture, whether equipped with a guard or not, shall be used in any place of assembly. If inspection indicates that any exhibitor has neglected to comply with these regulations or otherwise incurs fire hazards, the right is reserved to cancel all or such part of the exhibit as may be irregular. Motor vehicle Exhibitors must comply with the local regulations regarding the display of such vehicles.
- 10. NO SMOKING** – Smoking is prohibited in the Exhibition area.
- 11. LIABILITY** – The exhibitor agrees to indemnify and hold harmless Wisconsin Apple Growers Association, Inc. d/b/a WI Exhibitor Fund, its officers, agents and employees from and against any and all claims, demands or suits alleging liability for losses, damages, expenses, costs and disbursements, including reasonable attorneys' fees, and any other relief, for any actual or claimed injury or death to any person or damage to any property sustained as a result of the Exhibitor's use of or presence on the premises described in this Exhibit Space Contract, regardless of whether proximity caused by the negligence of WI Exhibitor Fund, its officers, agents or employees, unless Exhibitor can prove that such injury, death or damage was caused solely by the active negligence of WI Exhibitor Fund, its officers, agents or employees.
- 12. REGISTRATION & BADGES** – Convention badges for exhibit attendants are furnished and must be worn for admittance to the trade show floor or conference sessions.
- 13. FREIGHT** – **Freight will be handled by the Wisconsin Expo (262-670-1300).** The convention organizers assume no obligation for these arrangements and the exhibitor must assume all costs.
- 14. OFFICIAL REGULATIONS** – Exhibitor will comply with all laws of the U.S. and of the state of Wisconsin and all local ordinances and all rules and requirements of the police and fire departments or other municipal authorities, and will not permit anything to be done in its exhibit space in violation of any such law, ordinance, rule or regulation. Exhibitor will also conform to rules and regulations adopted or prescribed by the Wilderness Resort.

KEEP A COPY FOR YOUR RECORDS AND RETURN TO:

Wisconsin Apple Growers Association, Inc. d/b/a THE WISCONSIN EXHIBITOR FUND  
211 Canal Road  
Waterloo, WI 53594

Anna M. Maenner, Exec. Director  
920/478-4277 Fax 920/478-9586  
office@waga.org