



2012 EXPO – January 24th, 2012 at Kalahari Resort & Convention Center in Wisconsin Dells

Sponsorship Opportunities

Sponsorship includes company name on sponsorship easel, listing in program handout, and an additional lunch ticket (provided information is received by 1/3/11). Wisconsinizing sponsorship includes two drink tickets. Exhibit space is not included in sponsorship fee.

Wisconsinizing social gathering (Monday evening before EXPO) \$250 sponsorship fee.

Morning break sponsor(s) \$500 sponsorship fee – limited to two companies.

Lunch sponsor(s) \$500 sponsorship fee – limited to four companies.

Exhibit Space

Exhibit space is \$250 per booth and will be table top only. Each 10' X 10' booth will have one six foot table and one chair. One lunch ticket is included. You will also be listed in the program as an exhibitor. If you need an electrical hookup in your booth, there is a flat fee of \$50.00. Please check the electrical hookup box in the form below and Audra will forward you the service order form.

Company name _____ Contact person _____

Mailing address _____

Phone _____ Fax _____ email _____

Products/Services provided _____

Names of people in your booth that will need name tags. Name tags will also serve as lunch tickets.

Monday night Wisconsinizing sponsor	-		\$250	_____
Tuesday morning break sponsor	-	-	\$500	_____
Lunch sponsor	-	-	\$500	_____
Exhibit space - (includes one lunch ticket)	-		\$250	_____
Additional name tags/lunch tickets	_____	X	\$ 30	_____
Electrical hookup	-	-	\$ 50	_____
2011 WTA membership dues	-	-	\$125	_____
Grand Total	-	-	-	_____

Return this completed form by January 13th, with the check made payable to: WTA / O.J. Noer Facility / 2502 Hwy M / Verona / WI / 53593. You may go to www.wisconsinturfgrassassociation.org to pay online. If you have any questions, call Audra at 608-845-6536 or email ajander2@wisc.edu.

December 1st, 2011

Dear WTA Vendor,

This year's Wisconsin Turfgrass EXPO is at the Kalahari Resort & Convention Center in Wisconsin Dells on Tuesday, January 24th, 2012. A block of hotel rooms has been reserved for Monday, January 23rd at a rate of \$102 per night. To make your reservations, please call 1-877-253-5466 before December 24th, 2011 and refer to the Turfgrass Block to receive this discounted rate.

We are offering sponsorship opportunities. This allows you to have attendees see your company name in more locations than just your booth. The sponsorship opportunities range from \$250 - \$500. More detailed information is in the registration form. We are having the Wisconsinizing social gathering Monday evening before EXPO. This will allow you to visit with potential customers on a more personal level.

The policies are the same as they have been in the past. Exhibits may not be shipped to the Kalahari. You may set up your table top display on Monday evening between 5:00pm to 8:00pm or Tuesday morning between 6:30am – 7:30am. Exhibits must be removed by 5:00pm on January 24th, 2012. Payment is due in full with your completed registration form. Displays shall not be placed in such a manner that they interfere with other exhibits. Exhibitors are required to have liability insurance; comprehensive coverage is recommended. The WTA reserves the right to reject any display which it deems inappropriate or does not meet safety requirements. A six foot table and one chair will be provided with each booth. The trade show area is carpeted.

If you have any questions, please contact Tom at 608-845-6895, tgschwab@wisc.edu or Audra at ajander2@wisc.edu or 608-845-6536. We look forward to seeing you in January.

Sincerely,

Wayne Horman
WTA Board Member / EXPO Chair