

2022 Winter Trade Show



EXHIBITOR PACKET

January 19, 2022

Glacier Canyon Conference Center

Wilderness Resort, Wisconsin Dells, WI

Exhibitor Contact:

Alex Skawinski

alex.skawinski@wiscran.org



2022 Winter Trade Show

The WSCGA Winter Trade Show will be held on Wednesday, January 19, 2022 at the Wilderness Resort- Glacier Canyon Conference Center in Wisconsin Dells from 8:00am to 3:30pm.

For best exhibit rates and booth locations, be sure to register early!

Concurrent Events: The following events will also take place at the Wilderness Resort- Glacier Canyon Conference Center. We have planned breaks so that school participants may visit the trade show at various times throughout the day.

- Wisconsin Cranberry School: January 19 and January 20, times to be determined
- WSCGA Annual Winter Meeting: January 19 from 1:00pm-2:30pm

Registration:

- All registrations will be accepted online at this link: <https://wcref.regfox.com/winter-trade-show>
- Trade Show exhibits are only available to WSCGA Associate Members. Please renew your membership when you register for the trade show, or via the membership renewal packet sent in October.

Payment Options:

- All registrations will be accepted online.
- There are two payment options
 - **Credit card:** Select “credit card” during checkout (MC, Visa, Discover & AMEX)
 - **Check:** Select “check” during checkout and follow the instructions in your confirmation email. Return payment to the WSCGA office within 3 weeks or your booth reservation will be released.

Booth Details:

Dimensions*	Advance Nov 1 – Nov 21 Premium Members Only	Standard Nov 22 – Dec 31 All Members	Late Jan 1 – Jan 19 All Members	Includes	Options
10'W x 8'D	\$400	\$500	\$600	1 skirted table 2 chairs ID sign Wi-Fi	Electricity \$35 Corner Location \$25 Lunch ticket \$22/ea.

**Exhibits must fit within booth dimensions*

Insurance:

- **Certificate of Liability Insurance** is **REQUIRED** to exhibit at the trade show
- Certificate must show: - \$300,000 minimum General Liability Insurance
- WSCGA listed as “Certificate Holder”
- Please send certificate to WSCGA office as soon as possible



2022 Winter Trade Show

Sponsorship Options: Please consider event sponsorship as a great way to build awareness of your company and support this annual event. We have new sponsorship options this year – please see the sponsorship packet for details!

Trade Show Set-Up:

- Booth set up is 3:00pm to 6:00pm on January 18, and 7:00am to 8:00am on January 19.
- All exhibits must be in place by 8:00am on January 19.
- Please visit the WSCGA Registration table to check-in and receive your welcome packet, name badges, lunch tickets, etc.

Parking: Exhibitor parking is indicated on the attached map. Please do not park in the main conference center parking lot – this space will be needed for Cranberry School participants. Equipment, trailers, and large or extra vehicles are not permitted in hotel/conference center parking areas. Do not bring equipment/vehicles for outdoor display or sale at event.

Lunch: Exhibitor lunch tickets are available for purchase in advance, while registering for your booth space. Exhibitor lunch runs from 11:00am to 11:30am (while Cranberry School is in session).

Trade Show Take-Down: Exhibitors may take down after 3:30pm. The Associate Member Committee asks that you respect this policy. Anyone taking down early may not be allowed to exhibit at future events.

Social Hour: Following the day's events, WSCGA will host an on-site Social Hour from approximately 4:30pm to 5:30pm for all school participants and exhibitors. Complimentary hors d' oeuvres will be served, and a cash bar will be available. A complimentary beverage ticket is included in your Welcome Packet.

Hotel Accommodations: A block of guest rooms has been reserved at the Glacier Canyon Lodge. The conference rate is \$109.00 per night plus tax and resort fee. For reservations, please call 1-800-867-9453. State that you are with the 2022 Wisconsin Cranberry School, Leader #873111. The block will be available until December 19, 2021.

Check-in/ Unloading: If you are staying overnight at the hotel, please reference the attached map to locate the lobby. It is separate from the conference center, and it may be easiest to check-in to your room first. Unloading for the trade show can be done at the turn-around in front of the conference center, which is marked by a star on the attached map.

Location:

Wilderness Resort- Glacier Canyon Conference Center
45 Hillman Road
Wisconsin Dells, WI 53965



2022 Winter Trade Show

Glacier Canyon Conference Center Exhibitors Policies & Procedures

- Each booth set-up includes one eight food table and two chairs.
- Please help us recycle by breaking down all boxes when you arrive and leave. A station will be put in the room you are in where cardboard should be placed and please throw only garbage in the garbage cans.
- Extension cords and power strips are not provided but can be rented for a nominal charge on the day of your conference.
- No deep fryers or electric griddles are allowed.
- Tape, thumb tacks and nails are not to be permitted to be used to place anything on our walls. Please inform the convention dept in advance if you wish to hang a banner. An appropriate charge will apply.
- Office supplies are not provided.
- Copies and faxes are available at an additional charge.
- We do not allow any food or beverage to be brought into conference center. We are happy to provide you with a list of food and beverage for purchase.
- Exhibitors may distribute food/beverages samples relevant to their business with prior approval from your Event Detailer. Exhibitor's distributing samples must provide a food and/or beverage license. Food/beverage samples not relevant to an exhibitor's business must be purchased through the Glacier Canyon Conference Center. There will be a chef's fee when Glacier Canyon staff or equipment is used to prepare exhibitor's food items.
- OSHA requires that the Wilderness Territory has on file a Material Safety Data Sheet for any chemical brought into the facility. Exhibitors displaying or using any chemicals are required to provide MSDS sheets for any chemical they are using.
- Displays can not block any marked fire exit doors, extinguishers, or hallways.
- Please contact your event detailer for information regarding motor vehicle exhibits within the Conference Center (i.e. cars, boats, trucks, etc.):
 - Less than 5 gallons of gas in vehicle
 - Vehicle cannot be driven in
 - Carpet must be protected; any damage will incur charges
- If you are shipping any packages to the Conference Center, please allow 3 business days. Please list the name and date of your event. There is a storage fee of \$20 per package, per day, for packages arriving more than 7 days prior to your event. Packages weighing more than 50 pounds or need special security, heating or cooling, will be an additional charge.

Packages should be shipped to:
Glacier Canyon Conference Center
Attention: *WSCGA 2022 Winter Trade Show*
45 Hillman Road
Baraboo, WI 53913

SPONSORSHIP PACKET

January 19, 2022

Glacier Canyon Conference Center
Wilderness Resort, Wisconsin Dells, WI

Sponsorship Contact:

Alex Skawinski

alex.skawinski@wiscran.org

Sponsorship Packet



Increase your booth traffic and brand awareness with Wisconsin cranberry growers before, during and after the trade show! Event sponsorships can increase traffic, generate more leads, and bring added value to your marketing dollar.

Enhance your investment with a sponsorship option that best suits your company:

Sponsorship Options		Cost
Event Sponsor	Lunch Sponsor	\$850*
	Social Hour Sponsor	\$550*
	Break Sponsor	\$350
	Associate Member Sponsor	\$150
Trade Show Sponsor	Passport Sponsor	\$250 in-kind
	Passport Supporter	\$100

ALL SPONSORSHIPS INCLUDE:

- Full-color logo featured on the sponsor page in attendee folders
- Banner in your booth indicating your sponsorship
- Full-color logo printed on the Show Sponsor Board in the Registration area
- Post-event Report
- *Certain sponsorships have additional benefits- see detail sheets for more information*

*MAJOR SPONSORSHIPS (> \$500) ALSO INCLUDE:

- One entry into the Product Showcase (see pg. 6)
- One Pre-Show Traffic Builder Email (see pg. 6)
- One Post-Show Follow Up Email (see pg. 6)

To become a sponsor:

- If you decide a sponsorship is right for you, please choose the appropriate selection when you register for your trade show booth online.
- Thank you!

Event Sponsorships

As an event sponsor, you'll establish a noticeable presence at the event. These sponsorships provide an opportunity to raise your profile and awareness among attendees who will recognize that you're an integral part of making the event possible.

There are four levels of event sponsorships available:

- Lunch - \$850*
- Social Hour - \$550*
- Break - \$350
- Associate Member - \$150

YOUR SPONSORSHIP INCLUDES:

- **Tent card & sign recognition at appropriate locations**
- Full-color logo featured on the sponsor page in attendee folders
- Banner in your booth indicating your sponsorship
- Full-color logo printed on the Show Sponsor Board in the Registration area
- Post-event Report

***MAJOR SPONSORSHIPS (> \$500) ALSO INCLUDE:**

- One entry into the Product Showcase (see pg. 6)
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Trade Show Sponsorships

Passport

This is a proven way to attract more attendees to your booth! Every attendee receives the passport with their folder. Attendees must visit your booth, learn more about your products and services, and have their passport initialed by you. Attendees who complete and return their passport are entered into a prize drawing.

We are offering two levels of support for this program:

- **Sponsor – 1 available – \$250 in-kind:** Become the Passport Sponsor with an in-kind donation for the passport prize (\$250 value). At the Sponsor level, you'll receive:
 - **The headline space on the passport with your logo, booth number and brief tagline.**
 - You are highlighted as the Passport Sponsor on sponsor page in attendee folders
 - You receive a Passport Sponsor sign for your booth
 - Sponsor recognition with the prize displayed at registration

- **Supporter – 12 available – \$100 each:** Participate as a Passport Supporter to secure a space on the passport. At the Supporter level, you'll receive:
 - **A space on the passport with your logo, booth number and brief tagline.**
 - Recognition as a Passport Sponsor on the sponsor page in attendee folders
 - You receive a Passport Sponsor sign for your booth

YOUR SPONSORSHIP ALSO INCLUDES:

- Full-color logo featured on the sponsor page in attendee folders
- Banner in your booth indicating your sponsorship
- Full-color logo printed on the Show Sponsor Board in the Registration area
- Post-event Report

Major Sponsorships

As a thank you for your investment, we have included additional benefits for Major Sponsors – those at and above the \$500 level.

- **Product Showcase**

Give attendees a sneak peek of what they can see when they visit your booth – Major Sponsorships include one entry into the Product Showcase – conveniently located near the Registration area.

Your product will be displayed with headline, exhibitor name, booth number and 100 character description on display card. If your product cannot fit on a 2' x 4' tabletop space, submit a 12" x 14" landscape-oriented photograph by January 14, 2022.

- **Pre-Show Traffic Builder Email**

We want you to make the most of your time and investment. Are you hoping to generate new leads, make sales, launch a new product, or build brand visibility? As a Major sponsor, our pre-show traffic builder email will help you achieve your trade show goals!

How does it work? You compose an email that we distribute on your behalf within three business days prior to the show. Submit the text for your email in a Word document and any images or logos as jpeg files to alex.skawinski@wiscran.org by January 14, 2022.

- **Post-Show Follow up Email**

After walking the show floor, attendees head home with countless catalogs and samples. How can you get yours to the top of their pile? The WSCGA offers Major Sponsors the opportunity to reach every attendee — even the ones you may have missed.

Simply send us your promotional message and we will deliver your email. Within 7 days of the show, all attendees who have given us their email address will receive your customized email. Submit the text for your email in a Word document and any images or logos as jpeg files to alex.skawinski@wiscran.org by January 29, 2022.