



Questions about the trade show or advertising options?

Call Alex @ 715-423-2070 x2  
8:30am – 4:30pm

# TRADE SHOW & ADVERTISING OPPORTUNITIES

## SUMMER MEETING, FIELD DAY & TRADE SHOW

Wednesday - August 10, 2016

### BROCKWAY CRANBERRY COMPANY

W8600 Castle Mound Road – Black River Falls, WI

*This annual event provides you with outstanding opportunities to network and market your products or services to Wisconsin's cranberry growers. Opportunities include exhibiting in Trade Show booths and advertising/listings in the Program Book and Buyer's Guide. We encourage you to take advantage of this great way to reach customers and renew business relationships!*

#### TRADE SHOW:

A focal point of the annual Summer Field Day event, with your choice of indoor or outdoor exhibit space. Trade show will be held from 8:30am to 3:00pm.

- ❖ **Early-bird registration deadline is Thursday, July 14<sup>th</sup>**

#### BUYER'S GUIDE:

This annual directory of WSCGA Associate Members is a handy resource book for Wisconsin cranberry growers. Submit your key contact information to stay connected with growers. The Buyer's Guide is published annually for distribution at the WSCGA Summer Field Day & Trade Show.

- ❖ **Deadline is Friday, June 10<sup>th</sup>**
- ❖ **Buyer's Guide listings are not automatically included – you must return the completed form to be listed.**

#### PROGRAM BOOK:

A colorful commemorative publication of the 2016 WSCGA Summer Meeting & Field Day that is filled with event highlights, host marsh information, meeting agenda, UW crop research articles, WSCGA and WCB organization updates, cranberry industry updates and Associate Member advertising.

- ❖ **Deadline is Friday, June 10<sup>th</sup>**

*Deadlines approach fast – be sure to make your selections soon for Trade Show and publication advertising. Prime ad positions sell out quickly; placements are available on first-come, first-served PAID basis. Make your promotional plans early and reply now to confirm your selections.*

***Your continued WSCGA support is appreciated – thank you!***

WSCGA ❖ PO Box 365 ❖ Wisconsin Rapids, WI 54495  
715-423-2070 ❖ [wiscran@wiscran.org](mailto:wiscran@wiscran.org)



**WISCONSIN STATE  
CRANBERRY  
GROWERS**  
— Association —

Questions about the Trade Show or this form?

Call 715-423-2070 x2  
8:30am – 4:30pm

Return completed form to:

**WSCGA**  
**PO Box 365**  
**Wisconsin Rapids, WI 54495**

Or fax form to:  
715-423-0275

## SUMMER MEETING, FIELD DAY & TRADE SHOW

### Wednesday - August 10, 2016

- ❖ **Location:** Brockway Cranberry – W8600 Castle Mound Road in Black River Falls
- ❖ **Hours:** Trade Show held 8:30am to 3:00pm
- ❖ **Lunch:** Box lunch – ordered in advance and delivered to booth at event
- ❖ **Booths:** Choice of indoor or outdoor location. Floorplan assigned by WSCGA staff.

Exhibitor: \_\_\_\_\_ Phone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ Fax: \_\_\_\_\_

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

Contact Person: \_\_\_\_\_

Competitors to locate elsewhere: \_\_\_\_\_

- ❖ **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

### EXHIBIT DETAILS:

Location	Size*	Set-up	Take-down	Includes	Electricity
Indoor	10'W x 8'D	August 9 <sup>th</sup> 3pm – 6pm August 10 <sup>th</sup> 7am – 8:30am	August 10 <sup>th</sup> after 3:00pm	1 table 2 chairs	Not available
Outdoor	40'W x 30'D	August 9 <sup>th</sup> 3pm – 6pm			

\* Exhibit must fit within designated dimensions

### TRADE SHOW REGISTRATION:

	Early Bird (before July 14 <sup>th</sup> )	Quantity	Standard (after July 14 <sup>th</sup> )	Quantity	Amount Enclosed
Indoor Exhibit	\$200		\$250		
Outdoor Exhibit	\$200		\$250		
Lunch Ticket	\$12		\$15		

❖ **Early Bird Deadline – Thursday, July 14<sup>th</sup> 2016** ❖

**TOTAL:**

Make checks payable to WSCGA

Form rcvd at WSCGA: \_\_\_\_\_ Check #: \_\_\_\_\_ Payment rcvd: \_\_\_\_\_ COLI rcvd \_\_\_\_\_

## Trade Show Registration



Questions about the Buyer's Guide or this form?

Call 715-423-2070 x2  
8:30am – 4:30pm

Return completed form to:  
WSCGA  
PO Box 365  
Wisconsin Rapids, WI 54495

Or fax form to:  
715-423-0275

Listings and advertisements in the **WSCGA Buyer's Guide** puts your business name and contact information at the fingertips of cranberry growers. Wisconsin cranberry growers turn to the Buyer's Guide as the "Yellow Pages" of WSCGA Associate Members. The Buyer's Guide is organized by type of business or service provided. Basic Members will receive up to three category listings, and additional listings are available for \$15 each. Premium Members receive unlimited listings free of charge. Advertising opportunities are available; please make selections below. The Buyer's Guide is published annually and distributed at the WSCGA Summer Field Day & Trade Show.

**❖ AD DEADLINE: FRIDAY – JUNE 10, 2016 ❖**

**BUSINESS LISTING INFORMATION – PLEASE PRINT CLEARLY**

BUSINESS NAME \_\_\_\_\_

ADDRESS / PO BOX: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

TOLL-FREE PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

WEBSITE: WWW. \_\_\_\_\_ (Free WSCGA Link)

- PDF or EPS files preferred
- Ad formatting, layout, and design services available from publication printer, upon request. Service charges billed directly to advertiser by printer
- Ad reservation is first come, first served based on receipt of payment
- Cost to resize same ad for Program Book = \$30-\$50

**BUYER'S GUIDE ADVERTISING OPTIONS:**

**CHECK ONE:**    **NEW AD** (submit PDF / EPS file)    **REPEAT AD- ¼ PAGE ONLY** (from 2015 Buyers Guide or WSCGA News)

Ad Description	Size	Location	Color	Cost	Deadline	Indicate Selection With ✓	Amount Enclosed
Cover ad	Full-page 5 ½"W x 7 ⅞"H	<ul style="list-style-type: none"> <li>• Inside front cover</li> <li>• Inside back cover</li> <li>• Back cover</li> </ul>	Full color	\$350	June 10th		
Interior ad	½ page 5 ½"W x 3 ¾"H	Interior of booklet	Black & White	\$250	June 10th		
Interior ad	¼ page 2 ⅝"W x 3 ¾"H	Interior of booklet	Black & White	\$150	June 10th		
Additional Buyer's Guide Listings				\$15 ea.	June 10th		
						<b>TOTAL:</b>	

CONTINUED ON BACK ➡

Date Received at WSCGA: \_\_\_\_\_ Check #: \_\_\_\_\_ Payment Received: \_\_\_\_\_



**WISCONSIN STATE  
CRANBERRY  
GROWERS**  
— Association —

Questions about the Buyers  
Guide or this form?

Call 715-423-2070 x2  
8:30am – 4:30pm

Return completed form to:

WSCGA  
PO Box 365  
Wisconsin Rapids, WI 54495

Or fax form to:  
715-423-0275

- ❖ **BASIC MEMBERS** – PLEASE SELECT 3 FREE CATEGORIES (additional listings = \$15 each)
- ❖ **PREMIUM MEMBERS** – SELECT UNLIMITED CATEGORIES (relevant to products / services provided)

- \_\_\_\_\_ Accountants
- \_\_\_\_\_ Agricultural Consultants
- \_\_\_\_\_ Agricultural Loans
- \_\_\_\_\_ Appraisers
- \_\_\_\_\_ Arts / Crafts / Gourmet Food / Gifts
- \_\_\_\_\_ Attorneys
- \_\_\_\_\_ Automobiles / New & Used
- \_\_\_\_\_ Automotive Service
- \_\_\_\_\_ Body Shop / Frame Straightening
- \_\_\_\_\_ Booms / Containment
- \_\_\_\_\_ Bulkheads & Culverts
- \_\_\_\_\_ Communications
- \_\_\_\_\_ Construction / Concrete
- \_\_\_\_\_ Construction / Marsh
- \_\_\_\_\_ Construction / Structure
- \_\_\_\_\_ Cranberry Ingredient Sales & Consulting
- \_\_\_\_\_ Crop / Monitoring
- \_\_\_\_\_ Crop / Protection
- \_\_\_\_\_ Dams
- \_\_\_\_\_ Diesel Engines
- \_\_\_\_\_ Doors & Accessories
- \_\_\_\_\_ Drainage
- \_\_\_\_\_ Electrical / Controls / Panels
- \_\_\_\_\_ Energy Consultants
- \_\_\_\_\_ Engineering
- \_\_\_\_\_ Environmental Consulting
- \_\_\_\_\_ Equipment / Agricultural Implements
- \_\_\_\_\_ Equipment / Construction
- \_\_\_\_\_ Equipment / Fabrication
- \_\_\_\_\_ Equipment / Harvesters
- \_\_\_\_\_ Equipment / Parts
- \_\_\_\_\_ Equipment / Rental & Leasing
- \_\_\_\_\_ Equipment / Sorting & Packaging
- \_\_\_\_\_ Estate Planning / Financial Planning
- \_\_\_\_\_ Excavation / Dragline
- \_\_\_\_\_ Fertilizers / Chemical
- \_\_\_\_\_ Fertilizers / Non-Chemical
- \_\_\_\_\_ Financial
- \_\_\_\_\_ Fuel
- \_\_\_\_\_ Fuel Containment
- \_\_\_\_\_ Furnaces
- \_\_\_\_\_ Generators / Sales & Service
- \_\_\_\_\_ Handlers / Ag Cooperatives
- \_\_\_\_\_ Health Insurance / Benefit Programs
- \_\_\_\_\_ Hydraulic Components
- \_\_\_\_\_ Hydraulic Hose Assemblies
- \_\_\_\_\_ Insurance
- \_\_\_\_\_ Insurance / Multi-Peril & Hail
- \_\_\_\_\_ Integrated Pest Management

- \_\_\_\_\_ Investments
- \_\_\_\_\_ Irrigation / Engines
- \_\_\_\_\_ Irrigation / Parts
- \_\_\_\_\_ Irrigation / Systems & Pumps
- \_\_\_\_\_ Lasers
- \_\_\_\_\_ Lighting
- \_\_\_\_\_ Loading Dock Equipment
- \_\_\_\_\_ Lubrication Products (Oil & Grease)
- \_\_\_\_\_ Machine Repair / Maintenance
- \_\_\_\_\_ Machine Shop
- \_\_\_\_\_ Nutrient Management Planning
- \_\_\_\_\_ Office Equipment & Technologies
- \_\_\_\_\_ Overhead Doors & Accessories
- \_\_\_\_\_ Packaging Supplies / Equipment
- \_\_\_\_\_ Pesticides / Biological
- \_\_\_\_\_ Pesticides / Chemical
- \_\_\_\_\_ Plant Varieties
- \_\_\_\_\_ Plastics
- \_\_\_\_\_ Plastic Drainage Tubing
- \_\_\_\_\_ Pollination
- \_\_\_\_\_ Promotion
- \_\_\_\_\_ Pressure Washers
- \_\_\_\_\_ Pumps
- \_\_\_\_\_ Real Estate
- \_\_\_\_\_ Retail / Online Store / Gift Shop
- \_\_\_\_\_ Retirement Plans / Retirement Planning
- \_\_\_\_\_ Sauna Cabins
- \_\_\_\_\_ Soil & Plant Testing / Analysis
- \_\_\_\_\_ Spreaders / Long Reach Boom
- \_\_\_\_\_ Steel Sales
- \_\_\_\_\_ Storage
- \_\_\_\_\_ Surveying
- \_\_\_\_\_ Tires
- \_\_\_\_\_ Tractors
- \_\_\_\_\_ Trailers
- \_\_\_\_\_ Truck Parts & Drivelines
- \_\_\_\_\_ Truck Repair / Interiors
- \_\_\_\_\_ Trucks & Vehicles
- \_\_\_\_\_ Trucking Service / Transportation
- \_\_\_\_\_ Water Control Structures
- \_\_\_\_\_ Water Treatment & Sanitation Chemicals
- \_\_\_\_\_ Welding & Fabrication
- \_\_\_\_\_ Well Drilling
- \_\_\_\_\_ Wetland Consulting & Services

**NEW / ADDITIONAL CATEGORIES REQUESTED:**

- \_\_\_\_\_ Describe: \_\_\_\_\_
- \_\_\_\_\_ Describe: \_\_\_\_\_
- \_\_\_\_\_ Describe: \_\_\_\_\_



Questions about the Program Book or this form? Call 715-423-2070 x2 8:30am – 4:30pm

**Return completed form to:**  
**WSCGA**  
**PO Box 365**  
**Wisconsin Rapids, WI 54495**

Or fax form to:  
 715-423-0275

Your **WSCGA Program Book** advertising delivers an effective connection to Wisconsin’s cranberry growers. *Advertise in the 2016 Program Book at 2015 prices!* Plan now to take advantage of this valuable marketing tool for your business. Copies of the Program Book will be distributed at Brockway Cranberry Company during the 2016 Summer Field Day and Trade Show, and are available to all WSCGA members.

**❖ AD DEADLINE: FRIDAY – JUNE 10, 2016 ❖**

Business Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ Fax: \_\_\_\_\_

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

**Contact Info same as Buyer’s Guide Listing**

- Advertiser to provide ad
- High-resolution ad with 300+ Dots per Inch required
- PDF or EPS files preferred
- Ad formatting, layout, and design services available from publication printer, upon request. Service charges billed directly to advertiser by printer
- Ad reservation is first come, first served based on receipt of payment
- Cost to resize same ad for Buyer’s Guide = \$30-\$50

**PROGRAM BOOK ADVERTISING OPTIONS:**

**CHECK ONE:**     **NEW AD** (submit PDF / EPS file)     **REPEAT AD** (from 2015 PROGRAM BOOK or WSCGA NEWS)

Ad Description	Size	Location	Color	Cost	Deadline	Indicate Selection with ✓	Amount Enclosed
Cover ad	<b>Full-page</b> 7"W x 9 ¾"H	<ul style="list-style-type: none"> <li>• Inside front cover</li> <li>• Inside back cover</li> <li>• Back cover</li> </ul>	Full color	\$550	June 10th		
Cover-facing page	<b>Full-page</b> 7"W x 9 ¾"H	<ul style="list-style-type: none"> <li>• Inside front cover-facing page</li> <li>• Inside back cover-facing page</li> </ul>	Spot or Full color	\$450	June 10th		
Interior ad	<b>Full-page</b> 7"W x 9 ¾"H	Interior of booklet	Black & White	\$350	June 10th		
Interior ad	<b>½ page</b> 7"W x 4 ¾"H	Interior of booklet	Black & White	\$250	June 10th		
Interior ad	<b>¼ page</b> 4 ½"W x 3"H	Interior of booklet	Black & White	\$150	June 10th		
						<b>TOTAL:</b>	

Date Received at WSCGA: \_\_\_\_\_ Check #: \_\_\_\_\_ Payment Received: \_\_\_\_\_

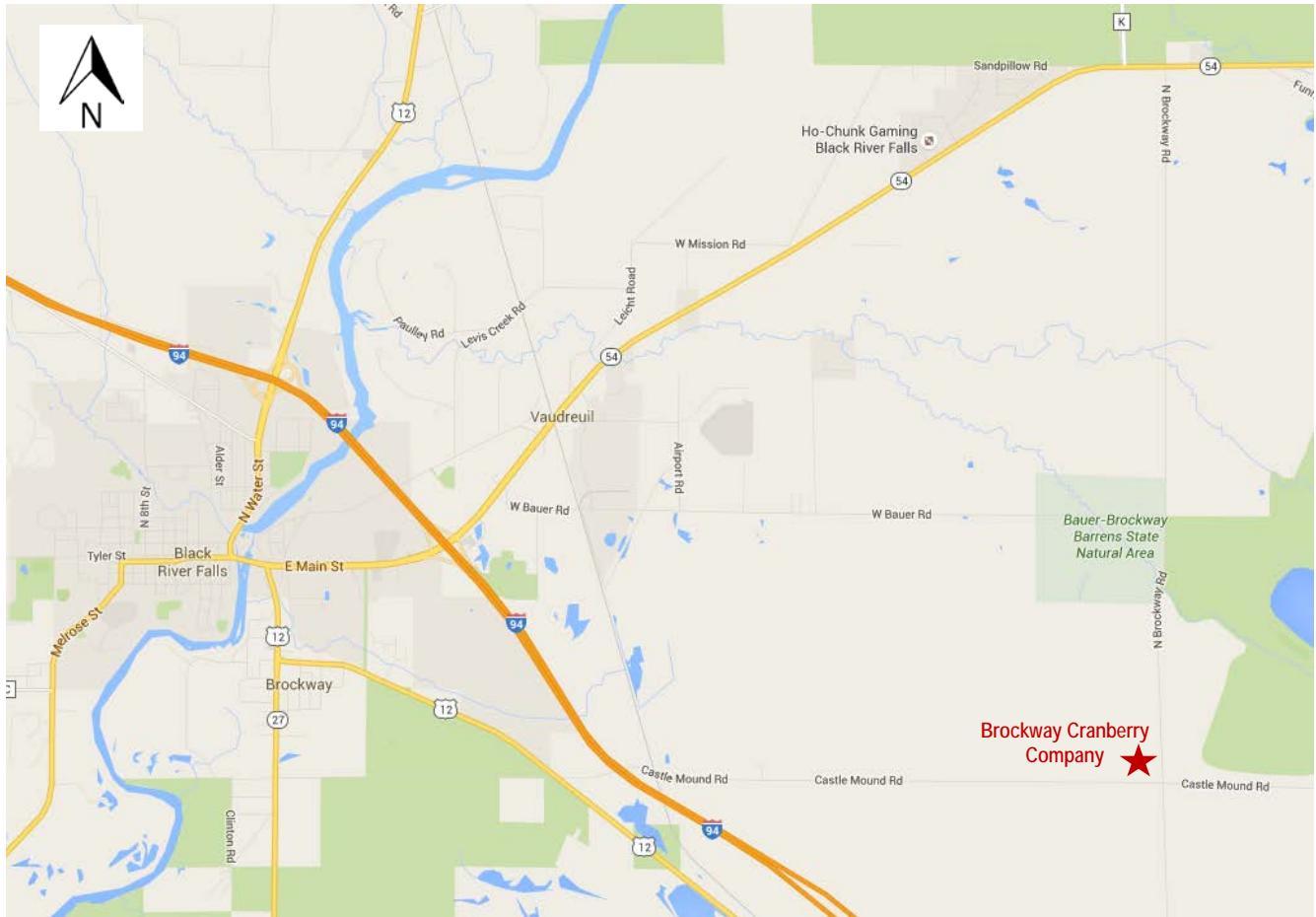


# SUMMER MEETING, FIELD DAY & TRADE SHOW

Wednesday - August 10, 2016

## BROCKWAY CRANBERRY COMPANY

W8600 Castle Mound Road – Black River Falls, WI



### **From Northeast – Wisconsin Rapids Area**

Take WI-54 south from Wisconsin Rapids through Port Edwards, go right (west) on Letendre Ave/WI-54 W, then left (south) on N Brockway Road, and right (west) on Castle Mound Road – about ¼ mile to Brockway Cranberry

### **From Northwest – Eau Claire Area**

Take I-94 E toward Madison/Chicago. Take Exit 116 for WI-54 toward Wis Rapids/Black River Falls. Take a sharp left onto WI-54 E. Follow WI-54 E, then right (east) on W Bauer Road, and right (south) on N Brockway Road, then right (west) on Castle Mound Road – about ¼ mile to Brockway Cranberry

### **From Southeast – Tomah / Warrens Area**

Take I-94 W towards Eau Claire. Take Exit 128 for Cty Rd O toward Millston. Turn left onto Cty Rd O (signs for Millston). Turn right onto US-12 W, then right (east) on Castle Mound Road – about 3 miles to Brockway Cranberry

### **From Southwest – La Crosse Area**

Take I-90 E toward Madison. Take Exit 25 for WI-27 and turn left on WI-27 N. Then right (east) on Castle Mound Road – about 5 ½ miles to Brockway Cranberry.

Follow Summer Meeting Signs on Castle Mound Road to designated parking areas at Brockway Cranberry. Handicapped parking will be available on-site.