

Associate Member Convention Guidelines: 2020 Wisconsin Association of Fairs Convention

The Wisconsin Association of Fairs (WAF) is excited to invite you to our annual convention at the Chula Vista Resort in Wisconsin Dells. Our 97th annual convention will take place January 5-8, 2020.

Again this year all of the convention materials are available online only, unless you request a hard copy be mailed to you. **Beginning October 1**, all materials needed to register online will be available at www.wifairs.com, or by using the link below. You have the option to pay for your registrations and membership via MasterCard, Visa or by check.

Below are all of the ways you can participate in our upcoming convention. On the website, there is a separate page on the convention tab for all of the items you can register for at convention. They will also be referenced as you go through the on-line convention registration form. That way you can review the information in detail or as a summary.

Convention Guidelines & Eligibility:

In order to participate in the WAF convention, you must be a paid Associate Member for 2020. 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. Associates may only conduct business from their booth during trade show hours or their hotel room. **Each Associate member participating in convention will be required to acknowledge that you have read the Associate Member Convention Guidelines and agree to follow the rules that have been established.** Associate members not adhering to the rules may be excluded from future conventions at the discretion of the WAF.

Membership Renewal:

Membership dues are \$70 for an annual membership and include promoting your company on our website, sharing WAF news, and providing two courtesy passes for two people and parking for Wisconsin's County and District Fairs. Memberships received by November 15 will be included in our Associate Membership Directory at convention.

Convention Registration:

All convention attendees are required to wear a name badge throughout the convention showing you have paid your registration. If you are reserving a booth in the trade show, one registration is included in that fee. 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 2:00 p.m. in the Grand Ballroom Lobby.

The cost for registration is \$35 per person if paid by November 15; \$50 if paid between November 16-December 31; and \$75 for convention on-site registration. We also offer

children's registration which is \$20 for ages 6-12; or free for children under 5. Cancellations must be made by December 15 for a full refund.

Trade Show Booth Contract Regulations:

The trade show will take place in Ballrooms A-I. This area is on the main floor of the convention facility and will accommodate all Associate booths in the same area. During trade show hours, we keep our other events to a minimum, such as workshops. We want to give our fairs every opportunity to meet with you.

Setup and Tear Down Hours:

Booth setup can be done on Monday, January 6, 2020 from 9 AM – 1:00 PM.

Booths are to be cleared between 4:00 PM and 6:00 PM on Tuesday January 9, 2020.

Booths are to be OPEN AND STAFFED during the following hours:

Monday, January 6, 2020 1:00 p.m. – 4:00 p.m.

Tuesday, January 7, 2020 1:00 p.m. – 4:00 p.m.

All signed booth contracts are due by **November 15, 2019**. Those received by the deadline will be assigned first based on deadlines met, sponsorship(s), trade show history, and at the discretion of the WAF board of directors and the Executive Secretary. Contracts received after the deadline will be filled as booths are available. Booths are available to paid WAF Associate Members only.

Reservations will be accepted upon receipt of a signed application form and payment of fee in full to the WAF, until all are filled. Those accepted will receive a confirmation after December 18 with a map of their location. No refunds in the case of cancellation or no-show unless space can be resold by Association.

Booth fee for an 8' deep and 10' wide booth will be \$300.00, which must be paid in full with application. This fee includes a convention registration fee for one individual. We also require a \$100 security deposit to assure you will follow the rules and hours of the trade show. New this year, you can send a separate check for the security deposit, or if you register online, agree to provide credit card information when you register on-site and we will hold your security deposit on the credit card during the convention. All members following the rules of the trade show and remaining set up until the close of the show, which is 4:00 p.m. on Tuesday, will receive their deposit back following the convention. **If not in separate check form, the \$100 deposit will be forfeited.**

Included in the booth will be a 2' x 8' draped and skirted table and one chair. The Chula Vista Resort has wireless internet throughout the facility. **If you require 110 volt electricity, an additional \$25 fee is due** to the WAF by November 15, 2019. Electricity requests made after the deadline will be charged a fee of \$100. **You are responsible for providing your own electrical cord.**

An exhibitor may not sublet or substitute another exhibitor in the assigned booth space. No exhibitors can share/split the cost of the booth. If done, a total fee will be assessed each exhibitor.

Space is guaranteed with a paid reservation. No security will be provided for items in booths. You are responsible for all items left in booth during open and closed hours. Booth exhibitors not adhering to booth regulations may be excluded from future trade shows at the discretion of the WAF.

WAF, through the chairperson assigned, has full power to interpret and enforce the regulations written herein.

Exhibitor and/or their representative(s) agrees to:

1. Observe set-up, takedown and open staffed times; booth assignment; and other regulations as set by the WAF. Failure to follow all of these will cause the forfeit of the \$100.00 security deposit in addition to the booth rental fee of \$300.00.
2. Accept sole responsibility for damage and/or loss of their merchandise and their personal property during the convention.
3. Indemnify and hold harmless the WAF, Chula Vista Resort, and their agents and employees, from any mysterious disappearances, theft, fire or any damage or liability of any kind to exhibitor or exhibitor's possessions which arise out of booth use.
4. Indemnify and hold harmless the WAF, Chula Vista Resort, their agents and employees, for any and all liabilities, claims, causes of action, etc., arising out of or caused by exhibitor's booth during the convention.
5. No security will be provided before, during or after the trade show and/or the convention. This is a non-secured area.
6. Associates are limited to one trade show booth per membership. After the November 15 deadline, if the trade show is not sold out, additional booth spaces may be sold.
7. Any non-human live creatures displayed must be tethered or caged at all times. Copy of proof of insurance must be provided if displaying live creatures.
8. Trade Show exhibitors must vacate the trade show and their booth during scheduled non-open times and not enter during scheduled non-open times unless escorted by the credentials and physical arrangements chairperson or his committee person designee.
9. All noise from your booth should be kept to a level where neighboring booths are still able to conduct business with convention attendees. No "sound enhancements" are permitted.
10. Your display and business should be conducted within your assigned 8'x10' booth space. Strolling in the trade show area is not permitted.

Any other additional equipment must be ordered in advance directly from and paid for directly to the Chula Vista Resort.

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 are due **November 15**. "Strolling" is defined as any entertainment-based act that's main purpose is to perform their act while moving through the grounds. Only acts that would normally stroll at a fair are eligible to stroll at convention.

In order to stroll at the WAF Convention, you must do the following:

1. Be a paid Associate member for the current convention year.
2. Pay a convention registration fee for each Associate member attending. (This registration fee covers all events that the convention offers except for the banquet, which is a separate fee.)
3. Complete the strolling application and pay the \$150 strolling fee by November 15.
 - As part of your stroll, you are permitted to have a small table (no larger than a standard square card table) with your promotional items during the trade show hours set up in the adjacent hallway to the trade show.
 - You may not stroll within the trade show.
 - Associates may only conduct business from the confines of their hotel rooms and/or from their trade show booth or as a stroller during trade show hours.
 - Strollers may only be in costume during the trade show hours.

This is not an application to showcase on stage, but is required if you wish to stroll during the convention. You may also submit an application to showcase and/or participate in the trade show if desired.

Showcasing:

Showcase Applications are due October 15, 2019. You can access Showcase Materials online using the following link: <http://www.wifairs.com/p/other/showcase-application-materials>.

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. Evening & Family Showcase Acts will be showcased only once within a three year time period (two years in between each showcase opportunity.) Video Showcase acts may be submitted annually.

We are looking for bands, magicians, hypnotists, jugglers, dancers, animal shows, truck shows, etc. that you believe are a good fit for our fair family. Please keep in mind the budgets our fair members have. You might find a fair that is going to book an act between \$1,500 and \$3,000 or a group that can pay up to \$5,000 for entertainment. If you can provide a variety of entertainment (bands, family acts, variety acts or street entertainers) with a variety of price ranges (\$1,000 - \$5,000) for our fairs to see at the showcases, I think the fairs will have a larger variety of entertainment to choose from that fits their budgets and our Associates will have more successful showcases. We are looking forward to seeing what everyone has to offer!

We will once again be having our Evening Showcase of Entertainment on Monday and Tuesday evening of convention in the lower floor of the Chula Vista Resort. The screens for the showcase will once again be provided so everyone has a great view of shows. **Again this year we will be offering a Family Stage Showcase on Tuesday morning.** Acts that cannot typically showcase in our evening showcase due to the room restrictions are able to submit an application to showcase in the Grand Ballroom instead. Each act will go through the same application process as the other showcases, however your act will be limited to twelve minutes of performance time with a short time to set up and tear down between acts. A member from the Showcase Committee will act as the emcee. We will be working with the hotel and our Associate Members to provide appropriate sound equipment for the type of acts that submit.

Associates can apply for all of our showcases, they just must complete the application form and pay the application fee for each. **The cost to submit an application for the Evening or Video Showcase is \$50, or the Family Showcase is \$25. Those submissions not selected will be refunded the application fee. Promotional materials will be accepted for preview via a link to your website, YouTube, a DVD or a CD.** The past two years we allowed for website and YouTube links which were a very successful way of promoting your acts and we encourage you to utilize this option again.

At this time we are only accepting check payments for the Showcase Applications, due to the fact that if you are not selected you receive your application fee back. **Please make checks payable to WAF, Inc. and mail with completed application to Wisconsin Association of Fairs/Wisconsin State Fair, c/o Jamie Kwiatkowski, 640 S 84th Street, West Allis, WI 53214.**

Please refer to the Showcase Application for all submission details. All showcases not authorized by the Wisconsin Association of Fairs Showcase Committee, during their fall Showcase Committee meeting, are not permitted during the convention. If you have any questions regarding the application form or the showcases, please feel free to contact Jaime Kwiatkowski at 414-266-7071 or jaime.kwiatkowski@wistatefair.com.

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 opportunities to see if we have an area of sponsorship that interests you. Thank you for your consideration!

Payments:

You can register and pay online with a credit card (Master Card or Visa) or by sending in a check. **Beginning October 1** you will be able to register for all of the events the convention has online at www.wifairs.com. You will receive an e-mail confirmation of your reservation and payment. The showcase application fee is the only registration not accepted on-line due to the fact that if you are not selected you receive your application fee back.

Carnival Night:

Our convention does not officially begin until Monday, 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 5 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 Vince Heiman at 715-347-2232 or Kathi Mead at 715-347-7108 or badgerlandmidways@gmail.com.

Associate Meeting:

A meeting related to Associate Member issues will be held during the convention. The date will be provided in the convention program but will likely take place on Tuesday morning. Any Associate is welcome to attend and discuss any concerns or suggestions for future conventions.

Signage:

Associates are only allowed to display posters outside of their hotel room door or in their trade show booth. Posters are not allowed on the walls throughout the hotel. Please keep in mind when displaying your posters that trinkets and easels can become trip hazards. We know you want to encourage our fair members to visit, but we also want to be safe.

WAF 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. Only WAF staff will be updating the boards. If an Associate makes modifications to the sign boards, they are not adhering to the rules may be excluded from future conventions at the discretion of the WAF.

Hotel Reservations:

To help keep our Associates easier to find by our fair members, we have created "Vendor Hospitality Row". Vendor Hospitality Row are two floors 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. Layouts of the room descriptions are available on our website, www.wifairs.com on the convention page. 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.

All hotel rooms come with a full breakfast buffet and waterpark passes at a rate of \$89 for a standard room. Check-in is 4:00 p.m. and check-out is 10:30 a.m. If you need to make a reservation, please contact Chula Vista at 1-866-382-4852. If you have additional questions or requests on your room or you are making multiple room reservations, please contact Robin Dunham at robind@chulavistaresort.com.

<http://www.wifairs.com/p/other/chula-vista-hotel>

Chula Vista Rental Form:

If you are in need of extra tables or chairs for your hospitality room, please complete the Chula Rental Form and return it to Amber by December, 27, 2019.

<http://www.wifairs.com/p/other/chula-vista-hotel>

Associate of the Year Nominations:

This award recognizes a WAF (WAF) Associate member (business or individual) that has, and continues to contribute to the success of the Fair industry in Wisconsin. Please use the link below to nominate an Associate Member you feel is worthy of this special recognition. Completed forms must be due **by October 15th** and submitted to the WAF, 5320 County Road F, Merrill, WI 54452 or info@wifairs.com.

Please provide a supporting statement of 250 words or less, as to why the nominee should be selected as the recipient of the award. If selected, your statement may be used during the presentation of the award. You may use the remaining space on this application or on one additional page.

Guidelines:

- Nominee may be living or deceased.
- Nominee shall be a present or past Associate Member of WAF.
- All Fair Members and Associate Members of WAF are encouraged to nominate an Associate member who has supported the WAF and the Wisconsin Fair Industry.
- Nominations will be held over for a three (3) year period with the approval of the Fair/Associate that nominated them.
- The WAF state board will review all nominations received to select the recipient(s).
- An Award is not required to be given each year. The number of awards presented is at the discretion of the WAF state board.
- Selection of the recipient will be announced at the WAF annual convention at the Opening Session on Monday morning.

<http://www.wifairs.com/p/other/Award-Forms>

Contact:

If you have any questions about any of the information or you would like a hard copy mailed to you, please don't hesitate to contact me.

Jayne Buttke, Wisconsin Association of Fairs
5320 County Road F, Merrill, WI 54452
Phone: 715-536-0246
E-Mail: info@wifairs.com Web: www.wifairs.com

In order to be a member and participate in our annual convention, the Terms & Conditions must be read. By checking the box, you are acknowledging that you have read them and will follow them.

_____ I agree that I have read the Wisconsin Association of Fairs Associate Member Convention Guidelines and will adhere to the rules.

Associate Members not adhering to the rules may be excluded from future conventions at the discretion of the Wisconsin Association of Fairs.

Business Name

Name

Date