

Associate Member Convention Guidelines: 2021 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 98th annual convention will take place January 10-12, 2021 in a modified format. We are modifying the convention because we'd like to offer that our Associates save the money you typically spend at our annual convention for hotel rooms, trade show, sponsorship, auction, etc. and put it towards servicing our Fair members for the 2021 fair season. Due to the fact that the majority of our fairs are rolling their contracts into 2021, I'm not certain how fairs would utilize the trade show and showcases this year.

We will be offering a two-day training session on some of the ingredients that go into making a successful fair. As you will see it is very fair board focused. Associates would be more than welcome to attend convention, but you will need to pay the \$75 registration fee that all attendees will pay. The change in the fee is because we will be offering two meals and refreshment breaks throughout the convention in addition to the breakfast buffets you receive as a guest staying at the Chula Vista. Our schedule allows for free time Monday evening, where are fairs will decide if they go out to eat, find a place to lounge and laugh or go and visit the Associates that attend convention.

We are typically used to seeing 1,000 people attend the convention. This year we will have to limit the attendees to 250 people to allow Chula Vista to follow the CDC guidelines. Because of the limited attendees, **we encourage all Associate Members to submit a free video showcase.** With your paid membership for 2021, you'd be able to provide a 2-3-minute video showcase for our fair members. We'll show the links between sessions as well as provide a link on our website. That way, if you don't physically attend convention, you could still be present to our members. Please email your video showcase or a link by **December 1, 2020** by emailing info@wifairs.com.

Registration will be open **November 1 – December 1, 2020.**

All materials needed to register online will be available at www.wifairs.com. You have the option to pay for your membership and registration via MasterCard, Visa or by check.

Convention Guidelines & Eligibility:

In order to participate in the WAF convention, you must be a paid Associate Member for 2021. All Associate members attending the convention must then pay a convention registration per attendee. This registration fee covers all events that the convention offers. For the 2021 Convention, all Associates attending convention must have a room at the contracted hotel for the convention. Associates may only conduct business from their hotel room but are welcome to attend all sessions. **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 December 1 will be included in our Associate Membership Directory at convention.

With your paid membership, all Associate Members are invited to submit a 3 minute or less video or link showcasing their business for **FREE** for the 2021 convention. We will share this during the convention with our members as well as promote on our FB page. Submissions are due **December 1, 2020** by email a link to info@wifairs.com.

We understand that times are tough this year with the Covid-19 Pandemic and respect if you are not able to pay your membership dues for 2021. Please keep in mind, if your intent is to showcase at our convention in future years, we do have a membership eligibility rule.

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.)

Convention Registration:

All convention attendees are required to wear a name badge throughout the convention showing you have paid your registration. The cost for registration is \$75 per person.

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 by **December 1** will be included in our 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!

Signage:

Associates are only allowed to display posters outside of their hotel room door. 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, 2020.

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

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 L, 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