



## Wisconsin Fresh Fruit & Vegetable Conference Returns!

After a year off, the Wisconsin Fresh Fruit & Vegetable Conference is back and better than ever!

This is your formal invitation to exhibit at the 2009 Wisconsin Fresh Fruit & Vegetable Conference. The trade show and conference covers apples, strawberries, raspberries and blueberries, grapes, all kinds of fresh vegetables, and agricultural tourism. We expect 450 to 500 growers to attend. The Conference will be January 4, 5, and 6<sup>th</sup> 2009 at the Chula Vista Resort in Wisconsin Dells, Wisconsin.

Reserve a booth or table-top display today! The fee for a booth \$475. Booths come complete with skirted table, chair, side and back curtains and company sign. The first two representatives from each exhibiting company are entitled to attend any of the educational sessions at no additional charge!

If you cannot attend the conference but would like to display your company's printed material, a table display is available for only \$120. Fill out the enclosed exhibitor registration form to apply for a booth or table-top display. Booth space will be assigned on a "first-come, first-served" basis. Register now for best booth location.

New This Year! More Trade Show only hours! Join us on Sunday to attend the sessions or arrive Monday morning to set up your exhibit. The Trade Show will open at 12 noon Monday and close at 12:30 p.m. on Tuesday. There will be over FIVE hours of Trade Show time without competing Conference sessions. Also, exhibitors are invited to offer their own mini-seminars and demonstrations on Tuesday. Show a new product or describe your service. Sign up for a timeslot on the registration form.

**AFFORDABLE RATES!** Reserve your hotel rooms with the Wisconsin Fresh Fruit & Vegetable Conference before 12/1/2008 and pay just \$79.00/night/room! Chula Vista Resort offers luxurious guest rooms, fine dining in *Kaminski's Chop House*, a massive 80,000 sq. ft. indoor waterpark, and soothing body treatment at the *Spa del Sol* salon. The newly-remodeled Chula Vista Resort is located just north of Wisconsin Dells, about one hour northwest of Madison.

Please feel free to contact us at (920) 478-3852 with any questions. We look forward to having you join us at the 2009 Wisconsin Fresh Fruit and Vegetable Conference.



# Wisconsin Fresh Fruit & Vegetable Conference & Trade Show

## Exhibitor Schedule

Sunday, January 4

Noon—1:00 p.m.

Conference Registration

1:00 p.m.—6:00 p.m.

Opening Keynote, Conference Sessions, and Association Meetings (No Trade Show)

Monday, January 5

8:00 a.m.—12 noon

Exhibitor Setup

Noon—2:15 p.m.

Trade Show Open (Exclusive hours)

2:15 p.m.—5:00 p.m.

Trade Show Open during Conference Sessions

5:00 p.m.—7:00 p.m.

Wine, Beer & Cheese Reception in Trade Show Area (Exclusive hours)

Tuesday, January 6

8 a.m.—9:30 a.m.

Trade Show Open during Conference Sessions

9:30 a.m.—11:00 a.m.

Conference Break, Mini-Seminars & Demonstrations in Trade Show Area

11:00 a.m.—12:30 p.m.

Trade Show Open during Conference Sessions

12:30 p.m.

Conference Adjourns & Exhibitor Tear Down

## Hotel

Chula Vista Resort

Highway 13 North, Wisconsin Dells, WI 53965

[www.chulavistaresort.com](http://www.chulavistaresort.com)

## Room Rate

\$ 79 per night (double-queen room, up to 4 people, includes Waterpark passes!)

Reserve your room with your Trade Show registration before December 1, 2008.

## Booth Rental Costs

Each booth space is \$475.

Discounts are available to current Association members and display advertisers in *Fresh Magazine*.

Make checks payable to: Wisconsin Exhibitor Fund (WEF) or pay with your credit card.

Power, carpeting, and other options are available for a fee and will be coordinated by the Wisconsin Expo after booth reservation.

## Your Booth Reservation Includes:

√ Two (2) exhibitor registrations, including conference sessions \*\*

√ Booth space 7' D x 10' W (Grand Ballroom) or 8' D x 10' W (Conference Center). See Map on back of Registration.

√ Red & white booth drapery: back wall and side rails

√ One (1) six or eight foot skirted table (your choice) and one chair

√ Company sign

\*\* Additional exhibitors may be added for \$59 per person.

1. **INSTALLATION, EXHIBITION AND TEAR DOWN** -- The Exhibit Hall will be open for set-up Monday, January 5, 2009, from 8 a.m. – 12 noon. Exhibit hours are Monday, January 5, from Noon - 7:00 p.m. & Tuesday, January 6, from 8:00 a.m. to 12:30 p.m. No display shall be dismantled or removed from the Exhibit Hall until the end of the Exhibit Show at 12:30 p.m. on Monday, January 6, 2009. If a display is removed prior to the scheduled closing, that exhibitor may not be allowed to return in future years. All displays must be removed by 5:00 p.m. January 6 unless prior permission is obtained from show coordinator. Any exhibit remaining on the floor after 5:00 p.m. may be dismantled and moved to accommodate another show or for any other reason. The Exhibitor agrees to pay any extra charges incurred for the removal of displays and to release The Wisconsin Exhibitor Fund from any liability for loss by theft or damage caused in moving property of the exhibitor after 5:00 p.m. on January 6, 2009.

2. **PAYMENT FOR BOOTH** -- All booth fees must be paid in full and payment received by The Wisconsin Exhibitor Fund on or before November 15, 2008. After November 15, 2008, WI Exhibitor Fund does not have to hold space that is not fully paid. WI Exhibitor Fund reserves the right to rent partially paid or unpaid booths after November 15, 2008.

3. **LIABILITY INSURANCE** -- Please provide certificate of insurance for at least \$1,000,000 liability. No one will be allowed to set up unless proof of insurance is provided and payment is received. The hotel and its owners do not maintain insurance covering property brought on to the hotel's premises by exhibitors and it is the sole responsibility of the exhibitor to obtain insurance covering such losses.

4. **REFUNDS** -- There will be no refunds or cancellations received after November 15, 2008. WI Exhibitor Fund may cancel any exhibit space for non-compliance with the terms, conditions and regulations of this contract or for nonpayment of the rent. Further, WI Exhibitor Fund reserves the right to not assign exhibit space to the Exhibitor and, thereby, terminate any obligation of the Exhibitor and WI Exhibitor Fund under this contract, in which case, WI Exhibitor Fund will so notify the Exhibitor and refund any payments made by the exhibitor under this contract.

5. **BOOTH ALLOCATION** -- Assignment is in order of receipt of a signed contract and payment, and in the order of preference, as stated by the exhibitor, or from space available. WI Exhibitor Fund reserves the right to alter locations of exhibitors or of booths as shown on the official floor plan at its sole discretion, if deemed advisable in the best interests of the show, or to separate competitors.

6. **BOOTH SPECIFICATIONS** -- Rent includes the 7-ft. deep by 10-ft. wide booth (in Grand Ballroom) or 8-ft. deep by 10-ft. wide booth (in Convention Center) with draped red and white backdrop and draped side rail dividers, a skirted 6' or 8' table, 1 chair, and 1 booth sign. Counters, additional chairs or tables, electrical outlets, rugs, freight, storage, etc. are not included in the booth rent. A packet of order forms for services and equipment will be mailed by the show decorator. The exhibitor is required to make any arrangements for equipment and services and assume the cost of same. The convention sponsors assume no obligations for these arrangements.

7. **USE OF SPACE** -- Exhibitor shall not sublet, divide or share exhibit space with any person not identified in the Exhibit Space Contract without written permission of WI Exhibitor Fund. Distribution of advertising materials is limited to the area of each exhibit space. Exhibits will be arranged so that nothing is attached to the walls and no tacking or marring is permitted. Disturbing noises or other objectionable forms of attracting attention will not be permitted. WI Exhibitor Fund reserves the right to restrict exhibits which may become objectionable, and prohibit or remove any exhibit which may detract from the general character of the display. This includes persons, things, conduct, printed matter or anything of a character which may not be in keeping with the exhibit show as a whole. The exhibitor agrees not to interfere in any way with the ordinary use by others of any portion of the building or grounds. Exhibitor shall not obstruct the aisles adjacent to exhibit space. No booth structure or sign will be allowed which obscures adjoining exhibits or which projects more than four feet outward from the backdrop.

8. **CARE AND SURRENDER OF EXHIBIT SPACE** -- Exhibitor agrees it will not in any way injure, damage, mar or deface the building premises, furniture, fixtures or equipment on or about the Chula Vista Resort and shall be liable for any such damage or injury caused by it, its employee, agents or other persons admitted to the premises by the Exhibitor, its agents or employees. Exhibitor agrees to quit and surrender the exhibit space at the time set forth herein, and to comply with the Chula Vista Resort for handling vehicular traffic in and out of dock area.

9. **FIRE SAFETY** -- Flammable booth decorations must be flameproofed. All hangings must clear the floor. Electrical wiring must conform to local safety rules. No open flame candles or other open flame fixture, whether equipped with a guard or not, shall be used in any place of assembly. If inspection indicates that any exhibitor has neglected to comply with these regulations or otherwise incurs fire hazards, the right is reserved to cancel all or such part of the exhibit as may be irregular. Motor vehicle Exhibitors must comply with the local regulations regarding the display of such vehicles.

10. **NO SMOKING** -- Smoking is prohibited in the Exhibition area.

11. **LIABILITY** -- The exhibitor agrees to indemnify and hold harmless WI Exhibitor Fund, its officers, agents and employees from and against any and all claims, demands or suits alleging liability for losses, damages, expenses, costs and disbursements, including reasonable attorneys fees, and any other relief, for any actual or claimed injury or death to any person or damage to any property sustained as a result of the Exhibitor's use of or presence on the premises described in this Exhibit Space Contract, regardless of whether proximity caused by the negligence of WI Exhibitor Fund, its officers, agents or employees, unless Exhibitor can prove that such injury, death or damage was caused solely by the active negligence of WI Exhibitor Fund, its officers, agents or employees.

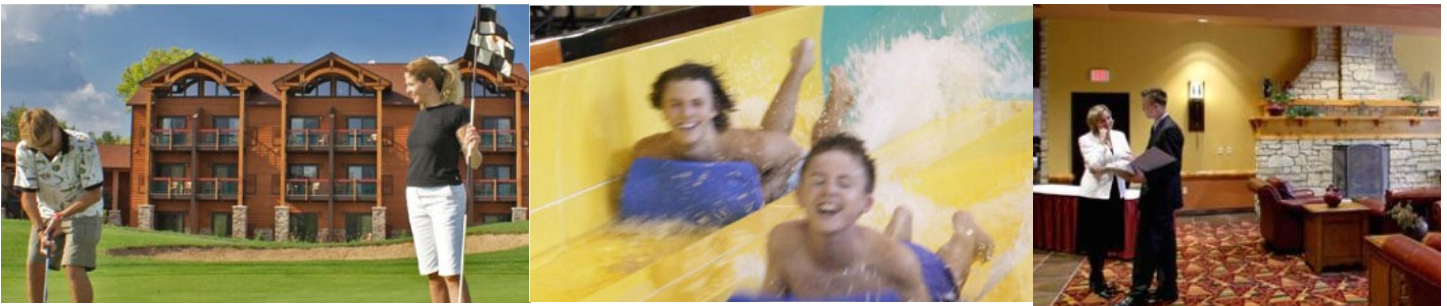
12. **REGISTRATION & BADGES** -- Convention badges for exhibit attendants are furnished and must be worn for admittance to the trade show floor or conference sessions.

13. **FREIGHT** -- Freight will be handled by the drayage company. Information will be included with your confirmation letter. The convention sponsors assume no obligation for these arrangements and the exhibitor must assume all costs.

14. **OFFICIAL REGULATIONS** -- Exhibitor will comply with all laws of the U.S. and of the state of Wisconsin and all local ordinances and all rules and requirements of the police and fire departments or other municipal authorities, and will not permit any thing to be done in its exhibit space in violation of any such law, ordinance, rule or regulation. Exhibitor will also conform to rules and regulations adopted or prescribed by the Chula Vista Resort.

Wisconsin Fresh Fruit &  
Vegetable Conference  
Wisconsin Exhibitor Fund (WEF)  
211 Canal Road  
Waterloo, WI 53594  
Phone: (920) 478-4277

## WISCONSIN FRESH FRUIT & VEGETABLE CONFERENCE January 4-5-6, 2009



### Decorator, Electrical Service, Shipping & Handling

Wisconsin Expo, Inc. is the official provider of drayage and decorator service. Electrical & internet service can be ordered directly from the Chula Vista Resort. Wisconsin Expo, Inc. will mail service packets to each registered exhibitor 45 days in advance of the Conference. Please contact Wisconsin Expo directly with any questions regarding decorator services or shipping and handling.

#### Decorating/Shipping & Handling

Wisconsin Expo, Inc.  
1076 Western Drive  
Hartford, WI 53027  
(262) 670-1300  
(262) 670-1360 - Fax

#### Hotel Reservations

Wisconsin Fresh Fruit  
& Vegetable Conference  
211 Canal Rd.  
Waterloo, WI 53594  
(920) 478-4277/(920) 478-9586—Fax

#### Electrical/Internet Service

Chula Vista Resort  
4031 River Road  
Wisconsin Dells, WI 53965  
(800) 388-4782 or (608) 254-8366  
[www.chulavistaresort.com](http://www.chulavistaresort.com)

### Question on Booth Sales and Allocations?

Call the WI Fresh Fruit & Vegetable Conference office at (920) 478-4277 or email [office@waga.org](mailto:office@waga.org).