

WRA ANNUAL CONVENTION 2009



STAYIN' ALIVE

SEPTEMBER 9-11, 2009

Exhibits

EXHIBIT HOURS OPEN

Wednesday, September 9, 2009

4:00 p.m. to 6:00 p.m. (Grand Opening)

Must be set up and staffed by 4 p.m.

Thursday, September 10, 2009

8:00 a.m. to 6:00 p.m. (Booth Judging)

Friday, September 11, 2009

8:00 a.m. to 2:45 p.m.

PRICES – See Space Reservation Page

Standard - 8' x 10'

(Includes one skirted table, two chairs and signage at your booth.)

Double - 8' x 20'

(Includes two skirted tables, two chairs and signage at your booth.)

Other sizes offered this year.

Note: Additional or odd size tables can be ordered from Valley Expo – (815) 873-1500 or e-mail events@expodisplays.com.

A deposit of \$100 is required with signed contract. The balance becomes due when the WRA assigns a booth number. Balance must be paid no later than August 1, 2009.

REGISTRATION & SET UP

Registration and set up for exhibitors is available on Wednesday, September 9, 2009 from 12:00 - 4:00 p.m.

EXHIBITOR TEARDOWN

Exhibitors may dismantle booths at 2:45 p.m. on Friday, September 11, 2009. Exhibitors agree **NOT** to dismantle exhibits or do any packing prior to 2:45 p.m. that day. Exhibits must be removed no later than 5:00 p.m. on Friday, September 11, 2009. Exhibitors who dismantle before the 2:45 p.m. teardown time will not be allowed back the following year.

ELECTRICITY, SHIPPING TO KALAHARI & DSL CONTACT FOR VENDORS

Visit the WRA's Web site at www.wra.org/convention09.

CANCELLATION POLICY

Prior to August 1, 2009, cancellation of space will result in the forfeiture of booth deposit. After August 1, no monies will be refunded. All cancellations must be in writing.

EXHIBITOR REGISTRATION POLICY

Exhibitors are not required to register for the convention unless they wish to attend convention programs. Prior to July 31, 2009, fees are \$109 for a full convention 2-day registration if you are a REALTOR® or Affiliate member of the WRA, or \$149 for non-members. After August 1, check the WRA Web site for pricing.

Exhibitors will receive a complimentary pass

(Max. 4 tickets) to "Wednesday Night Fever" on Wednesday evening. The cost of Wednesday's golf outing "Rock With You," is \$95 and the Chairman's Dinner on Thursday evening is \$48 per person.

VENDOR WORKSHOP

Showcase your products or services in a workshop setting. Price *depends on the time needed for the workshop, either a room or a space in the exhibit ballroom can be provided. Workshops should be educational rather than promotional. You can market your workshop from your booth or place an ad in the convention program. Limited availability. Call for details. \$100 - \$250 cost. *In order to qualify for a vendor workshop, a booth needs to be purchased as well.*

September 10, 2009 (2 spots) 1:00-2:30 p.m.

September 10, 2009 (2 spots) 2:45-4:00 p.m.

September 11, 2009 (2 spots) 10:30-11:45 p.m.

September 11, 2009 (1 spot) 1:15-2:30 p.m.

*Does not include projector, screen, DSL, or other AV equipment.

EXHIBIT SECURITY

The Wisconsin REALTORS® Association and the Kalahari Resort will take reasonable precautions to safeguard exhibit property. However, neither party will assume liability for loss or damage through any cause of goods, exhibits, or other materials owned, rented or leased by exhibitors.

The exhibitor shall indemnify and hold the WRA harmless from complaints, suits or liabilities resulting from, or in connection with, the exhibitor's contract for and use of display space.

Program Ads

A traffic-building idea for your booth is an advertisement in the official 2009 Convention Program, distributed to all convention attendees and exhibitors.

PROGRAM RATES

Back Cover.....	SOLD
Inside Front Cover.....	\$400
Front 1st Page.....	\$375
Inside Back Cover.....	\$375
Full Page (3 1/2" x 7-1/2").....	\$300
Half Page (3" x 3-3/4").....	\$150
Business Card (3 1/2" x 2").....	\$75

All ads must be produced electronically, with no bleeds, as a high resolution PDF, and received on or before August 11, 2009. If you need an ad developed, please contact Rob Uhrina at rob@wra.org for an estimate.

DEADLINES

Space reservations – August 1, 2009;
Materials – August 11, 2009.

Link to Your Web Site

If you provide us with your URL, we will include a hyperlink from our convention Web site to your company site. Your con-

tact information will be placed in our Virtual Exhibit Hall for 12 months.

HOTEL ACCOMMODATIONS

Exhibitors must make their own hotel reservations.

Kalahari Resort – Convention Site

1305 Kalahari Dr., Wisconsin Dells, WI 53965

(877) 253-5466 or (608) 253-5466

Room Rates: Regular: *Standard room \$99;

Jacuzzi Suite \$149; Royal African Suite \$179

Release Date: 8/09/09

*DESERT Room – Two Queen size beds with a full size sleeper. *NOMAD Room – Two queen-size beds, full-size sofa sleeper and a fireplace.

Overflow Hotels:

Baker's Sunset Bay Resort

921 Canyon Rd.

Wisconsin Dells, WI 53965

(800) 435-6515

Room Rate: Single/Double: \$59 (Sept. 8, 9, 10)

Release Date: 9/08/09

Holiday Inn Express

1033 Wisconsin Dells Parkway S.

Wisconsin Dells, WI 53965

(888) 946-3000 or (608) 253-3000

Room Rate: Single/Double: \$69.95 (Sept. 8, 9, 10)

Release Date: 8/15/09

Alakai Hotel & Suites

1030 Wisconsin Della Parkway S.

Wisconsin Dells, WI 53965

(800) 593-9392 or (608) 253-3803

Room Rate: Single/Double: \$58 (Sept. 8, 9, 10)

Release Date: 9/08/09

Ho-Chunk Casino & Hotel

S3214 Highway 12

Baraboo, WI 53913

(800) 746-2486 or (608) 356-6210

Room Rate: \$70 (Sept. 8, 9, 10)

Release Date: 8/30/09

Ramada Limited of WI Dells

1073 Wisconsin Dells Parkway S.

Wisconsin Dells, WI 53965

(800) 845-2251 or (608) 254-2218

Room Rate: Single/Double: \$57 (Sept. 8, 9, 10)

Release Date: 9/01/09

Rhapsody Resort and Spa

1010 Wisconsin Dells Pkwy.

Wisconsin Dells, WI 53965

Rate: \$125 (Sept. 8, 9, 10)

866-403-3557

Release Date: 8/15/09

Wintergreen Resort & Conference Center

60 Gasser Rd.

Wisconsin Dells, WI 53965

(608) 254-2285

Room Rate: Single/Double: \$65 (Sept. 8, 9, 10)

Release Date: 8/26/09

YES!

I Want To Participate!

Please check box(es) you'd like to sponsor ...

I WANT TO BE A SPONSOR ...

- Workshop Speakers (\$1,000 +)
- General Session Speaker (\$2,500 +)

Icebreaker - "Wednesday Night Fever" - 9/9

- Hors d'oeuvres (\$300 up to \$5,000)
- Beer (\$2,500)
- Sponsored Drinks (\$3,500)
- Band (\$3,000)
- Door Prizes (\$100 +)

Chairman's Dinner - 9/10

- Wine (\$2,000)
- Flowers (\$1,500)
- Dessert Bar (\$1,800)
- Dinner Entertainment (\$3,000)
- Dinner Program (\$500)
- Dinner Music (\$500)
- Wine Glasses (\$2000)
- Dance Band (\$1,500)

Continuing Education Workshops 9/9, 9/10, 9/11

- 4 Sessions (\$2,000)

Appraisal Continuing Education Workshops 9/11

- 2 Sessions (\$1,000)

Other

- Convention Program Printing (\$2,000)
- Beer in Exhibit Area (9/9 & 9/10 - \$550 per day)
- Entertainment by the Exhibits (\$750)
- Entertainment Dance Band (9/10 - \$2,000)
- Entertainment for Opening Session (9/10 - \$1,000)
- Break (\$2,500)
- Coffee in Exhibit Area (9/10 & 9/11 - \$1000 per day)
- Rolls in Exhibit Area (9/10 & 9/11 - \$1000 per day)
- Cyber Center (\$2,000)

"Best of Show" Booth Contest:

Discounted booth pricing for 2010 and Best of Show Ribbons for: First place \$300; Second place \$200; Third place \$100. Judging 9/10, between 8:00 - 9:00 a.m. Judging based on 1) Originality 2) Theme Development 3) Fun Visit 4) Good Give-ways. Winners announced 9:00 a.m. on 9/10.

I WANT AN AD IN THE PROGRAM

- Back Cover (\$500) **SOLD**
- Inside Front Cover (\$400)
- Front 1st Page (\$375)
- Inside Back Cover (\$375)
- Full Page (3 1/2" x 7-1/2") - \$300
- Half Page (3" x 3-3/4") - \$150
- Business Card (3-1/2" x 2") - \$75

Return to: Wisconsin REALTORS® Association

Attn: Debbie Thacker
4801 Forest Run Road Suite 201
Madison, WI 53704
Phone: 800-279-1972 or 608-241-2047 | Fax: 608-241-5168

Sponsorship Packages

Gold Partner

\$10,000

- Recognition as a Gold Partner on event signage
- Full page ad in Convention Program
- Full page ad in *Wisconsin Real Estate Magazine* (1 issue)
- Complimentary booth at convention (\$775 value)
- Recognition and plaque at Opening Session
- 5 tickets to Icebreaker Party
- 8 tickets to Chairman's Dinner (\$384 value)
- Recognition on Web site and link to company Web site (1 year)

Silver Partner

\$5,000

- Recognition as a Silver Partner on event signage
- 1/2 page ad in Convention Program
- 1/2 page ad in *Wisconsin Real Estate Magazine* (1 issue)
- Complimentary booth at convention (\$775 value)
- Recognition and plaque at Opening Session
- 3 tickets to Icebreaker Party
- 4 tickets to Chairman's Dinner (\$192 value)
- Recognition on Web site and link to company Web site (1 year)

Bronze Partner

\$2,000

- Recognition as a Bronze Partner on event signage
- 1/2 page ad in Convention Program
- 1/4 page ad in *Wisconsin Real Estate Magazine* (1 issue)
- Recognition and plaque at Opening Session
- 2 tickets to Icebreaker Party
- 2 tickets to Chairman's Dinner (\$96 value)
- Recognition on Web site and link to company Web site (1 year)

Yes! Sign Me Up as a Sponsor ...

IMPORTANT:

Please print your contact information and company description as you would like it to appear in the Convention Program and on the WRA Web site.

Name: _____

Company: _____

Brief description: _____

Address: _____

City/State/Zip: _____

Phone: _____

Fax: _____

Web address: _____

E-mail: _____

Payment: VISA MC Check (made payable to: WRA)

Credit Card No. _____

Exp. Date: _____

Authorized Signature: _____

All convention sponsors will be credited in the Convention Program, on convention signage, and on the Convention Web site under "Sponsors." To be listed in *Wisconsin Real Estate Magazine*, your contract and contact information must be submitted before May 12, 2009.

2009 WRA Convention Space Reservation

Contact Information _____ Date _____

IMPORTANT:

Please print your contact information and company description as you'd like it to appear in the Convention Program and on the WRA Web site.

Full Name of Firm or Organization _____

Company Description _____

Address _____ City/State/Zip _____

Phone _____ Fax _____

E-mail _____ Web site _____

Number of people attending WRA Annual Convention 2009 (_____) Name of Person(s) Attending: _____



STAYIN' ALIVE
WRA ANNUAL CONVENTION 2009

I WANT TO BE AN EXHIBITOR *Signage included for each exhibitor!*

Single 8x10 Double 8x20

BOOTH # PREFERENCE (See insert for exhibit map) 1st Choice _____ 2nd _____ 3rd _____ 4th _____

Those exhibitors who have contracted early with a signed contract and a minimum \$100 deposit will be sent the convention prospectus first. Once you have received the prospectus, fill out your reservation form and select four booth choices. Upon completion, send your exhibit space reservation to: **Debbie Thacker, WRA, 4801 Forest Run Road Suite 201, Madison, WI 53704 or fax to: 608-241-5168.** A follow-up letter will be sent with your final exhibit selection with either an invoice or a confirmation receipt. Balance is due immediately when WRA assigns booth number. Balance must be paid no later than August 1, 2009. Cancellations prior to August 1 will result in forfeiture of deposit; cancellations after August 1 forfeit entire amount. All cancellations must be in writing.

VENDOR WORKSHOPS Yes No Times in Prospectus _____ Time _____ Day _____

AD IN PROGRAM Yes No Ad Size and Specs. in Prospectus Size _____ Location _____

I WILL NEED: Electricity Phone Line Extra Tables or Different Sizes – contact Valley Expo at (815) 873-1500.

DSL Line – contact Kalahari Resort at (877) 253-5466.

DOOR PRIZE IN YOUR BOOTH? Yes No Please describe your door prize: _____

GIVEAWAYS IN YOUR BOOTH? Yes No Please describe your door prize: _____

I would like to sponsor a Door Prize to be given away at the Ice Breaker and/or exhibit area.

Minimum value \$100. Contact Kitty Kuhl for more details at kitty@wra.org or Debbie Thacker at dthacker@wra.org.

I WOULD LIKE TO ATTEND

Chairman's Dinner Thursday 9/10/09 (\$48 per person.)

Attending: _____

Names: _____

Golf Outing: "Rock With You" Wednesday 9/09/09: Wild Rock Golf Club (\$95 per person) (10:00 a.m. Shot Gun)

Attending: _____ (contact Debbie Thacker to reserve foursomes at 800-279-1972, ext. 256)

Names: _____

I WOULD LIKE TO HELP SPONSOR THE GOLF OUTING Yes No

Please see separate Golf Sponsorship Opportunity sheet for a complete list of offerings and registration.

Method of Payment

Payment must be made prior to convention. A minimum deposit of \$100 is required along with a signed contract. All exhibits will be featured on the WRA Web site with your contact information and description. For recognition in the Convention Program, please make your commitment by August 1, 2009.

Charge my VISA/MC (Circle one) Card # _____ Exp. Date _____

Authorized Signature _____

Check - made payable to WRA Please bill me *A company representative must be at the booth during exhibiting hours.*

Booth Pricing

Refer to map for location of each booth. Signage included for each exhibitor booth!

Vendor Workshop – \$100 - \$250

Booths 1-63 in the Ballroom – \$775

Full 8' x 10' w/ table and chairs

Booths 64-86 in the Hallway – \$900

Double Booth Discount Pricing

\$775 x 2 \$1550 Discounted Rate: \$1,250 Save – \$300

\$900 x 2 \$1800 Discounted Rate: \$1,500 Save – \$300

"Best of Show" Booth Contest!

Best Booth Winners will receive: Discounted booth pricing for 2010 and Best of Show Ribbons for:

First place \$300; Second place \$200; Third place \$100

Judging: Thursday, September 10, 8:00 - 9:00 a.m. Winners will be announced at 9:00 a.m. Ribbons will be awarded at that time.