



April 2009

Dear Prospective Exhibitor:

Allow me to introduce or re-introduce you to the Tavern League of Wisconsin Convention and Trade Show. We hold these events twice a year at various locations around the state. I am proud to say our conventions are bigger and better than ever.

While many of our exhibitors are repeat customers, we are always looking for new participants. If you have a product or service to sell, we can help.

How? The attendees at our conventions are business owners. While other association trade shows have many managers, employees etc. attending, our attendees are decision makers. You do not have to give ten presentations hoping to reach one person that can say "yes or no". Our people come looking for products and services to help their businesses and to spend money.

To encourage this we constantly remind our members to "Support those who Support us". Many take this message seriously and prefer to do business with vendors who support our show. We have also added a raffle for attendees who purchase at our show. The more they buy, the better their chances of winning.

So, please consider joining us. It is a great event with a lot of great people. Also available on this website page are details, floorplan and a contract. If you choose to participate, please return the contract with a deposit or full payment. Also list your top two choices of your booth locations and we will do our best to accommodate you. Or give me a call to discuss.

We look forward to hearing from you. May we both have a profitable and successful trade show. Call me at 800-445-9221 with any questions or to reserve your booth.

Sincerely,

A handwritten signature in black ink that reads "Cindy L. Roehl".

Cindy Roehl
Trade Show Coordinator

Enclosures