



October 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.

We also hold a raffle at the end of the second day for all exhibitor, where you have a chance to win \$100 cash, providing your booth is still set-up and operating until 5:00 pm on the last day of the show.

We also hold all exhibitor door prize drawings for our attendees at the end of the second day as well.

Along with these incentives is the affordable price. The price of no more than \$575 per booth for a two-day event is certainly a bargain. To make your deal even better, we are offering a \$50 discount if you sign up by January 22, 2010.

So, please consider joining us. It is a great event with a lot of great people. Also included on this website page are the show details, floorplan and exhibitor contract. If you choose to participate, please return the contract with a deposit or full payment. (Don't forget to deduct \$50 if you pay I full by January 22, 2010. Also list your top two choices of your booth locations and we will do our best to accommodate you.

We look forward to hearing from you. May we both have a profitable and successful trade show.

Sincerely,

Cindy Roehl  
Trade Show Coordinator

Enclosures