



# Plan Now to Exhibit at the 2017 WUMFA Annual Convention *“To The Future And Beyond”*

The **“To The Future And Beyond”** Trade Show is scheduled for the weekend of March 24 - 26, 2017 at the Chula Vista Resort in beautiful Wisconsin Dells, WI. Friday night opening reception with **FREE Friday night only passes for you to distribute to your customers**, plus **4 hours Saturday** and **2 hours Sunday of nonconflicting trade show shopping time!**

WUMFA depends on your support to help bring education to the industry. Education is key for operating a successful business. Successful businesses in turn become important customers. By exhibiting at **“To The Future And Beyond”** you not only reach potential customers, you advance our industry by providing education.

## 2017 Exhibitor Quick Facts:

<b>Booth Cost:</b>	\$495 member, \$595 non-member (8' deep x 10' wide)
<b>Booth Includes:</b>	2 weekend passes (additional passes \$30ea.), carpet, 2 chairs, 1 - 8' banquet table, sign and black pipe & drape.
<b>Electrical Service:</b>	\$69 per booth (Included with Gold and Silver Sponsorship Package)
<b>Booth Set-Up:</b>	Friday, March 24 <sup>th</sup> Noon - 5:30pm & Saturday, March 25 <sup>th</sup> 8:00am – 10:30am
<b>Trade Show Hours:</b>	<b>Friday, March 24; 6:00pm - 8:00pm Reception &amp; Shopping</b> <b>8:00pm –9:30pm “Flower Chopped” Design Entertainment on the main stage</b> <b>Saturday, March 25; 11:00am - 6:00pm</b> <b>(Includes 4hrs Tradeshow Shopping Only Time – No Other Scheduled Events)</b> <b>Sunday, March 26; 11:30am - 3:30pm</b> <b>(Includes 2hrs Tradeshow Shopping Only Time – No Other Scheduled Events)</b>
<b>Product Reviews:</b>	In your booth throughout show hours.
<b>Fun &amp; Games:</b>	To The Future And Beyond Scavenger Hunt - Driving Attendees to your booth
<b>Tips &amp; Tricks:</b>	Saturday from 4:30pm – 6:00pm we invite you to demonstrate products in your booth
<b>Best Booth Award:</b>	Winner will receive ½ page ad in Professional Florists magazine a \$720 value.
<b>Hotel Reservations:</b>	\$95 plus taxes - (877) 436-3413 (Mention WUMFA prior to 2/21/17)
<b>Advertising:</b>	<i>Professional Florist</i> magazine call Rod at (517) 253-7730
<b>Advertising:</b>	Program ads \$250 full page, \$150 ½ page, \$100 ¼ page
<b>Projected Attendance:</b>	200 +
<b>Chula Vista Resort:</b>	www.chulavistaresort.com

## 2017 WUMFA EXHIBITOR SPONSORSHIP OPPORTUNITIES!

### *Gold Sponsor Package*

**\$1144**

(\$1723 Value)

- Business Card 6 issues  
Professional Florist mag. \$150
- Link on [www.wumfa.org](http://www.wumfa.org) HOME page \$600
- Convention Booth \$495
- Full Page Convention Program Ad \$250
- 2 Extra Passes \$60 (4 total)
- Electricity in Booth \$69
- 2017 WUMFA membership \$99

### *Silver Sponsor Package*

**\$954**

(\$1393 Value)

- Business Card 6 issues  
Professional Florist mag. \$150
- Link on [www.wumfa.org](http://www.wumfa.org) SPONSOR page \$300
- Convention Booth \$495
- Full Page Convention Program Ad \$250
- 1 Extra Pass \$30 (3 total)
- Electricity in Booth \$69
- 2017 WUMFA membership \$99

### *Bronze Sponsor Package*

**\$764**

(\$1044 Value)

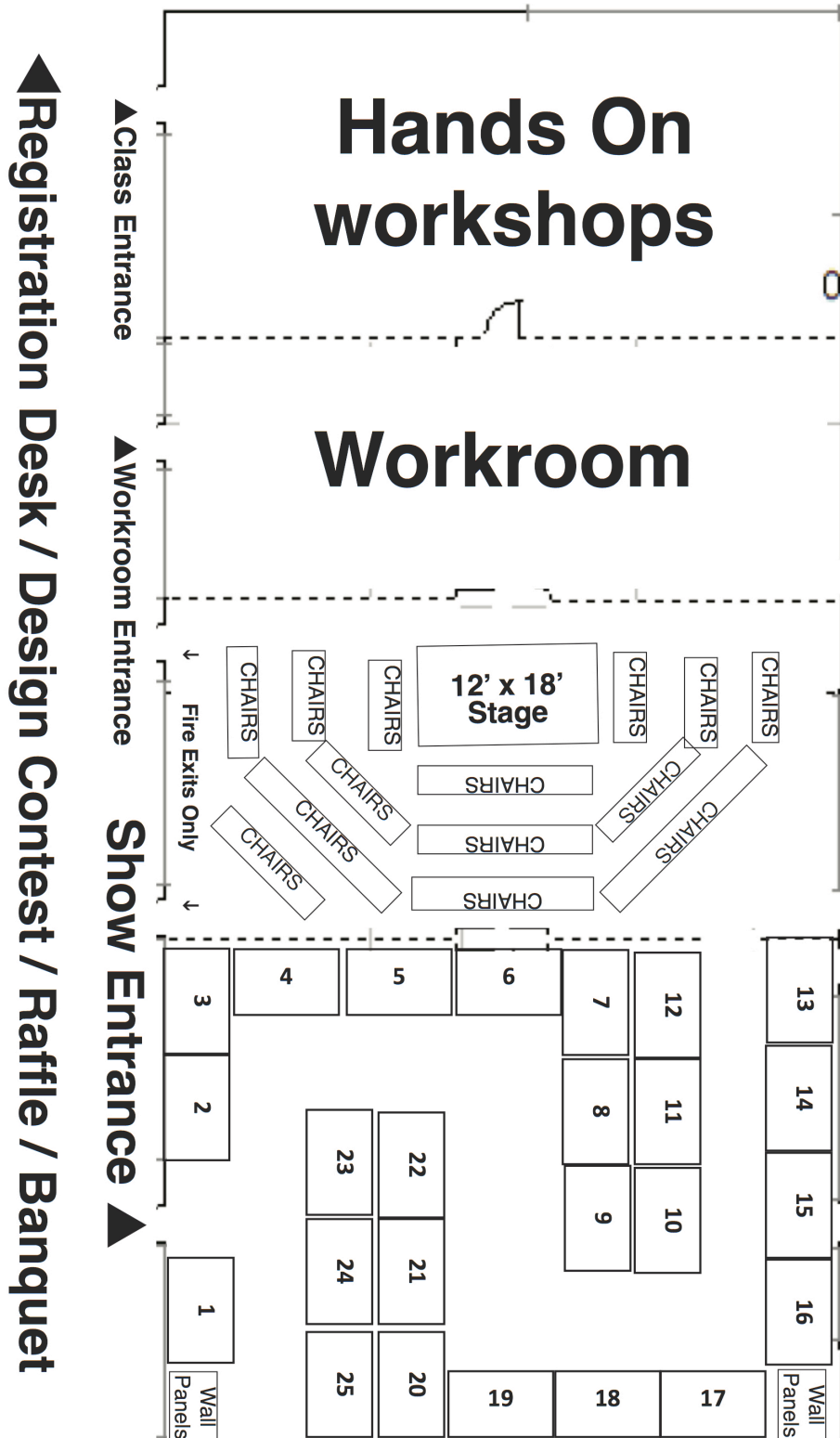
- Business Card 6 issues  
Professional Florist mag. \$150
- Link on [www.wumfa.org](http://www.wumfa.org) SPONSOR page \$300
- Convention Booth \$495
- 2017 WUMFA membership \$99

To register for a booth simply fill out the contract on the following page and return to the WUMFA office via mail or fax to (517) 575-0115.

If you have questions contact Rod at (517) 253-7730 or email: [rod@michiganfloral.org](mailto:rod@michiganfloral.org)

All booths are 10' wide by 8' deep and include an 8' tall back wall and 3' tall sidewalls.  
All booths are separated by black pipe and drape.

*Booths 3 & 4 / 6 & 7 / 19 & 20 are available as double corner booth exhibits.*



**2017 WUMFA Annual Convention**  
**"To The Future And Beyond"**  
**March 24 - 26, 2017**  
**Chula Vista Resort – Wisconsin Dells, WI**  
**EXHIBITOR CONTRACT**

The Wisconsin & Upper Michigan Florists Association (WUMFA) hereby leases to:

Firm Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone #: \_\_\_\_\_

Email \_\_\_\_\_ Website: \_\_\_\_\_

Booth Location/Number(s): 1st choice \_\_\_\_\_ 2nd choice \_\_\_\_\_ 3rd choice \_\_\_\_\_

Would you like an 8' table in your booth? \_\_\_\_\_ Yes \_\_\_\_\_ No

For the purpose of exhibiting and otherwise advertising the product lines listed on this contract. When choice is not available, you will be assigned to a booth location. For and in consideration of the lease, (firm name) \_\_\_\_\_ hereby agrees to pay to the order of WUMFA, the sum of \$ \_\_\_\_\_ which covers the booth space rental for the entire period of the convention. This includes Full Convention weekend pass registration for two representatives for each booth. The above firm also agrees to have booth fully set up by 10:30am on Saturday, March 25, 2017. Furthermore, the firm will NOT remove, package, prepack or do any other form of dismantling in its booth(s) until after 3:30p on Sunday, March 26, 2017.

**BOOTH PRICES:**

**\$495 WUMFA MEMBER (8' x 10')**

**\$595 NON-MEMBER (8' x 10')**

Purchase of one booth: full payment due with contract. Two or more booths: 50% deposit required to hold spaces.

Balance due no later than Friday, January 20, 2017.

**SPACE RESERVATION & CANCELLATION POLICY:**

If cancellation of WUMFA Trade Show space(s) is received by: January 20, 2017 - Advance payments will be refunded less a 15% administration fee based on the total reserved space. After January 20, 2017 - NO REFUND unless WUMFA can resell the space(s). If resold, a 50% refund will be paid on the resold portion.

**SIGNS:** Exhibitors will receive a sign with company name (as stated above) and booth number.

**PRODUCT/SERVICE:** List the product or service that you will feature in your booth(s).

**NAME BADGES:** List the names of the individuals who will be working in the exhibit area. Two weekend passes included per booth. Additional Full Convention weekend passes are available at \$30 each. Please print first and last name's as they are to appear on the badge. PLEASE PRINT - Separate names using a comma.

**NAMES FOR BADGES:** \_\_\_\_\_

**By signing below, I agree to the terms and conditions on the following page:**

\_\_\_\_\_  
Authorized Firm Representative Signature

\_\_\_\_\_  
Print Name Title Date

**COMPLETE AND RETURN WITH PAYMENT TO:**

WISCONSIN & UPPER MICHIGAN FLORISTS ASSOCIATION

P. O. Box 67, 1152 Haslett Rd.

Haslett, MI 48840

Phone (517) 253-7730 / Fax (517) 575-0115

**PAYMENT INFO:** (circle one) Check# \_\_\_\_\_ Visa MC Amex Discover

\_\_\_\_\_  
Credit Card number Expiration Date CVC Code

**LIABILITY:** The Wisconsin & Upper Michigan Florists Association shall not be responsible for any loss, damage or injury that may occur to the Exhibitor or the Exhibitor's employees or property from any cause whatsoever, prior to, during, or subsequent to the period covered by the Exhibit Contract; and the Exhibitor, in signing the Contract, expressly releases the Wisconsin & Upper Michigan Florists Association from, and agrees to indemnify same against any and all claims for such loss, damage, or injury. Any damages to the building due to carelessness of the Exhibitor must be paid for by the Exhibitor causing it. Also, the Wisconsin & Upper Michigan Florists Association shall not be responsible for any damage to the Exhibitor's business for failure to hold events as scheduled. The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury to persons or damage to exhibitor's displays, equipment, or other property brought upon the premises of the Chula Vista Resort and agrees to indemnify, defend and hold harmless the Group, the Chula Vista Resort and its owners, servants, agents, and employees against all claims or expenses for such losses, including reasonable attorney's fees, arising out of the use of the Chula Vista Resort premises excluding any liability caused by the negligence of the Group or the Chula Vista Resort or its owners, servants, agents, and employees. The Exhibitor understands that neither the Group nor the Chula Vista Resort maintains insurance covering the Exhibitor's property or lost revenue and it is the sole responsibility of the Exhibitor to obtain such insurance. It is the Group's responsibility to adhere to local fire codes and have the proposed floor plan approved by the local fire Marshal. The Chula Vista Resort requires receipt of the approved floor plan 60 days prior to the Show. The Exhibitor agrees to abide by the following rules and regulations for the Trade Show. Any deviation, without the express permission of WUMFA, may result in removal from the show and loss of any monies paid.

**RULES AND REGULATIONS:**

1. Booths will be fully set up and ready for business by 10:30am Saturday, March 25, 2017.
2. No part of the booth will be packaged, pre-packed, removed nor will any other form of booth dismantling be allowed prior to Sunday, March 26, 2017 at 3:30 pm. If this rule is broken the Exhibitor will lose booth selection privileges for the next year.
3. Behavior in a disorderly, abusive or other manner not generally acceptable to the general public won't be permitted.
4. The firm or individual's whose name appears on this contract takes responsibility for any and all individuals representing the company or himself while at the Trade Show.
5. Booth displays with sides over 3' in height may not extend more than 4' from the back drape/wall. Special arrangements can be made for displays not meeting these criteria.
6. **Sales representatives not participating in the Trade Show may not solicit on the convention property or attend the show.**
7. Upon directive of the Fire Marshal, all freestanding display units must be kept exactly within space allowed. NO EXCEPTIONS. They must be made of sturdy materials that will not tip over easily. Exhibit booths posing any potential accident hazards to our show guests will be removed from the show upon request of show management.
8. Booth floor space is separated with pipe and drape. Please take into consideration the width of your shelving units as these cut down on your selling floor space. All merchandise and display items must be kept within your rented space. Items extending into the aisle space will be moved or removed by the show management.
9. Do not ship materials to WUMFA. **All pre-show shipments must go through the Chula Vista Resort.**

**PRE-SHOW SHIPMENTS:**

Chula Vista Resort – 2501 N. River Rd., Wisconsin Dells, WI 53965

Contact Name: Amanda Bledsoe (Catering/Convention Services Manager) PH:(608) 254-1628 ext:5736 email: abledsoe@chulavistaresort.com

**EXHIBIT SET-UP:**

**Friday March 24, 2017, Noon to 6:00pm & Saturday, March 25, 2017 8:00am – 10:30am**

All booths must be set by 10:30am March 25, 2017 for cleaning of the Exhibit Hall.

**EXHIBIT TEARDOWN:**

Sunday, March 26, 2017 from 3:30pm to 5:30pm. Teardown is prohibited prior to 3:30pm.

**TRADE SHOW HOURS:** Friday, March 24; 6:00pm - 8:00pm (*Tradeshow Reception, with FREE Friday night only passes for you to distribute to your customers*)  
8:00pm – 9:30pm "*Flower Chopped*" Design Entertainment on the main stage.  
Saturday, March 25; 11:00am - 6:00pm (*Includes 4hrs Tradeshow Shopping Only Time – No Other Scheduled Events*),  
Sunday, March 26; 11:30am - 3:30pm (*Includes 2hrs Tradeshow Shopping Only Time – No Other Scheduled Events*)

**BOOTH FURNISHINGS:**

**Each 8' x 10' booth will be carpeted and include two chairs, one 8' banquet table, one identification sign and black pipe and drape.**

**EXHIBIT REGULATIONS:**

The height of each exhibit is not to exceed 12' at the peak. Side walls over 3' in height may not extend further than 4' from the back wall of the exhibit space. Special arrangements can be made for exhibits exceeding these dimensions. All merchandise and display items must be kept within your rented 10' x 8' space. Items extending into the aisle space will be moved or removed by the show management. Each exhibitor must agree to set up a display in keeping with the standards of quality with other exhibitors. All exhibits must comply with regulations of the Chula Vista Resort. Fire exits must be kept open. The individual exhibitor, not WUMFA, will be liable for violations of any fire regulations.

**DIRECT SELLING:**

**Exhibitors are allowed to sell merchandise from their booths.** The Wisconsin & Upper Michigan Florists Association will not be responsible for any merchandise lost or stolen from any booth or exhibit. Exhibitors are responsible for securing their merchandise and staffing their booth during trade show hours.

**HOTEL RESERVATIONS:**

Please call the Chula Vista Resort – 2501 N. River Rd., Wisconsin Dells, WI 53965 direct at (877) 436-3413. We have a special guaranteed rate of \$95 plus taxes per night. Mention that you are with the Wisconsin & Upper Michigan Florists Association to receive group rate.

**Reservations must be made prior to 2/21/17 to be insured this rate.**

**If you need further assistance please call the WUMFA office at (517) 253-7730 M-F 8:00a - 4:00p CST. or check our website at [www.wumfa.org](http://www.wumfa.org)**