



Dear Prospective Exhibitor:

The Tavern League of Wisconsin would like to invite you to our annual fall Convention and Trade Show to be held at the Radisson Paper Valley in Appleton, Wisconsin. The dates are October 3 & 4, 2017. If you have a product or service that you would like to market to many of our five thousand members, this is an opportune time.

This event creates an opportunity for you to find new customers or bond with current ones by participating in our Trade Show. It is a two-day show that is attended by over 600 business owners and is priced so that even the smallest of companies can profit from it.

What separates our show from others is that it is attended by business owners. 90% of our attendees are owners that you can do business with. They are the decision makers and they come to do business. This means you don't waste your time talking to people who don't have the ability or authority to make a decision.

By sponsoring several raffles we encourage our members to purchase from our trade show vendors. More importantly, we encourage our members to "support those who support us", and they take that message very seriously.

So please consider joining us. Your registration in our trade show includes:

1. 8 x 10 Booth
2. Priority Booth Location
3. Up to four Convention Registrations (\$140 value)
4. Free admission to Convention Social Events (badge required)
5. Discounted Hotel Rates
6. 1 Complimentary 110 Electric Service (220 extra)
7. Company Listing in our "On Premise" Publications
8. Eligibility for a **\$200** Cash Vendor Drawing

PLACE: Radisson Paper Valley Hotel, Appleton, WI

TELEPHONE: (920) 733-8000

SHOW SET UP: Monday, October 2, 2017 (4:00 pm – 11:00 pm) and
Tuesday, October 3, 2017 (6:00 am – 11:00 am)

SHOW HOURS: Tuesday, October 3, 2017 (12:00 PM to 5:00 pm) and
Wednesday, October 4, 2017 (11:00 am to 3:00 pm)

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

Sincerely,

Cindy Roehl
Tavern League of WI
Trade Show Coordinator