



**WACPC, Inc. COACHES and CAPTAINS CONFERENCE
Exhibitor Prospectus**

The WACPC Coach and Captains Conference will be held at the Chula Vista Resort – Wisconsin Dells, WI on October 17th and 18th. WACPC is a not-for-profit organization focused on the education of cheer and dance coaches and athletes for the state of Wisconsin. We are expecting between 250 and 350 cheer and dance coaches and team captains from all over Wisconsin to attend. The 2009 conference will be an exciting opportunity for training, exchanging of ideas, networking, and for interaction with industry vendors on your ideas to assist and improve their cheer and dance teams. We have a ballroom that will be open to easily accommodate vendors and attendees. The vendor fair will be set up in close vicinity to the break-out rooms and this year time has been set aside to allow for vendor and only coaches interaction. Typically the registrations for this event includes approximately 80% coaches, and 20% team captains – giving you direct access to the people “in charge” of recommending and purchasing for their teams.

This year we are, in addition to exhibit areas, offering break snacks, breakfast, luncheon, and Hors d'oeuvres sponsorships. It is the best way to maximize your exposure throughout the conference giving you additional recognition. *If you are unable to attend this year's event, your company can send information packets or items to be placed in our participant welcome bags, for only a \$50/\$75 donation. Please send enough for at least 300 participants and mail (along with contract and payment) to address listed on "terms & guidelines" form. Be sure to register quickly as sponsorships are limited.*

Please see the attachment regarding specifications for each of the vendor packages. Note that all vendors in attendance will have included the following package:

Vendor Fair Packages: (\$100, plus sales tax, for each 8x10 pipe and draped display area)

The Vendor Fair Package includes an 8' x 10' exhibit booth during the exhibit hours on Saturday. Your area includes an 8' draped table, pipe-and-drape, access to electrical outlets, and a sign with your company name. If you need more than one 8x10 booth, please contact the Conference Vendor Facilitator immediately as extended space is very limited. Free attendance to all conference sessions is also included for one representative from each company. For more information, see the “exhibitor guidelines, terms, and conditions.” Recognition in the 2010 Varsity State Cheer and Dance programs is also provided.

NOTE: For any additional items such as electrical requirements, AV, phone line, or additional equipment, please contact Chula Vista directly (Amber Kaminski is Sales at 608-254-8366 ext 5292 or at amberk@chulavistaresort.com). Exhibitors and/or their representatives agree that any charges incurred with the hotel or other agents for purchase, rental, or service will be paid by the exhibitor or their agent.

Vendor Set-up:	Friday, October 16/Saturday, October 17	6 pm – 10 pm/6 am – 9 am
Exhibit Hours:	Saturday, October 17	9:00 am – 1:30 pm
Opening Session/Fashion Show:	Saturday, October 17	9:30 am – 9:50 am
Must be Broken-down By:	Saturday, October 17	2:00 pm

Sponsorship Program: All Sponsorship Programs include Vendor Fair Package as outlined above as well as:

- Recognition in conference materials as a Sponsor
- Event room signage recognition as a Sponsor
- If you choose not to send representatives to the event, your literature can be placed in the coach/captain information packets. Please include enough copies for at least 300.*

See the enclosed Vendor Package Break-Down Sheet for additional information

Breaks Package: Minimum of \$50 (unlimited sponsors)

- Free attendance to all conference sessions for an additional person – 2 total

Saturday Luncheon Sponsorship Package: \$500 (limited to two sponsors)

- Free attendance to all conference sessions for an additional person – 2 total

Saturday Coaches' Social Sponsorship Package: \$100 (limited to three sponsors)

- Free attendance to all conference sessions for 2 additional people – 2 total

Breakfast Sponsorship Package: \$350 (limited to two sponsors)

- Free attendance to all conference sessions for an additional person – 2 total

(over)



WACPC, Inc. COACHES and CAPTAINS CONFERENCE
Chula Vista Resort – Wisconsin Dells, WI
(October 17 – 18, 2009)

Exhibitor Guidelines, Terms and Conditions

Exhibitor Space and Assignment: The Vendor Fair will be held during the Saturday portion of the conference. Exhibit space is limited and will be assigned on a first-pay basis. When the space is filled, a waiting list will be established based on the date applications are received.

Vendor Fair Date and Hours:

Set-up:

Friday, October 16, 6 pm – 10 pm and/or
Saturday, October 17, 6:00 am – 9:00 am

Exhibit Hours:

Saturday, October 17, 9:00 am – 1:30 pm

Breakdown:

Saturday, October 17, 1:30 pm – 2:00 pm

Exhibitors may bring their own 8' pop-up booth provided that exhibitor can install the booth and it fits within the individual exhibitor booth space. Neither WACPC nor the Chula Vista Resort will be available for assistance.

Fashion Show:

Exhibitors will have a chance to have one piece/outfit of their merchandise modeled during the opening session fashion show on Saturday, October 17th by the athletes in attendance. There is no fee for this opportunity, but the vendor will need to provide information (i.e. cost, materials, etc) about the merchandise to be modeled. If present, we would like the vendor to speak about their items. Vendors will receive information about the sizes of the models as we get closer to the conference.

Fee Schedule (See Vendor Package Break-Down for details):

Application Deadline: The deadline for application is September 30, 2009. Mail the Exhibitor Contract and your payment to:
Cori Zietlow Roberts – Vendor Facilitator
WACPC Conference
1408 S. Covenant Lane, Appleton, WI 54915
Make check payable to (WACPC, Inc.)
WACPC cannot accept credit cards

Terms of Payment: Payment in full and a signed contract are required to secure your exhibit space and/or sponsorship opportunity. Final payment deadline is September 30th.

Terms of Cancellation: Notification of cancellation must be received in writing. Cancellations made via email to (ElmoFlyer@hotmail.com) and confirmed by phone to (262-424-2307) will be accepted. All refunds will be subject to a \$25 administrative fee. Requests received prior to September 30th will be fully refunded (less \$25). **There will be NO refunds after September 30th** and all unpaid balances must be paid in full. Unpaid balance is due at the time of cancellation.

Additional Services: If additional services such as electrical requirements, AV, phone line, or additional equipment are needed, please contact Chula Vista directly (Amber Kaminski 608-254-8366). Additional expenses for these services are the responsibility of the exhibitor. Exhibitors and/or their representatives who incur any charges with the hotel or other agents for purchase, rental, or service will be paid by the exhibitor or their agent. See the Additional Fee Information for specific costs.

Liability and Security: Each conference exhibitor must make provisions for the safeguarding of its goods, materials, equipment, and display at all times.

Information packets: If your company cannot send a representative to the vendor fair, you may choose to send information packets and/or other company items to be placed in the participant "welcome" bags for a \$50/\$75 donation to our organization. Please include enough packets for at least 300 participants and mail, along with completed contract, to the address listed in the "application deadline."

General: Any matters and questions not covered by these regulations are subject to the decision of the WACPC Conference Committee. WACPC may amend these regulations at any times. All amendments made shall be equally binding on all parties affected by them as are original regulations. WACPC will give written notice of any amendment or addition to these regulations.

Questions: Cori Zietlow Roberts
ElmoFlyer@hotmail.com

Upon signature of the contract to exhibit at the 2009 Coaches and Captains Conference, the exhibiting company agrees to these terms and conditions.