

WISCONSIN ATHLETIC DIRECTORS ASSOCIATION

Brad Nemec

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April 30, 2007

Dear Exhibitor:

The Forty-first Annual Wisconsin Athletic Directors Association Workshop will be held Sunday, November 4th through Tuesday, November 6th, 2007 at the **Radisson Paper Valley Inn** in **Appleton**. We expect approximately 400 athletic directors to be in attendance.

The exhibitors' booths will be set up in the Grand Ballroom. This area of the **Paper Valley Inn** is designed to house exhibits and provides appropriate space and security for our exhibitors. We will also have all the Booths in one large room. Booth sizes will be eight by ten with an eight-foot high back wall drape and three-foot high side divider drapes. Each booth will be provided with one table, two chairs, and an identification sign. The exhibitor's fee will be \$350.00 if postmarked by August 1st, \$400.00 if postmarked before September 1st, and \$450.00 between September 1st and the 15th, and \$500.00 after September 15th. **If you will need electrical outlets at your booth you need to request this on the enclosed contract form. There will be an additional \$15.00 charge for this service. To order power at the workshop the cost will be \$35.00. So please plan accordingly.**

Exhibitors will be expected to set up their displays BETWEEN 12:30 p.m. and 5:30 p.m. on Sunday, November 4th, and maintain them through 1:00 p.m. on Monday, November 5th. The Paper Valley Inn will not accept materials from exhibitors more than THREE DAYS IN ADVANCE OF THE WORKSHOP. Please send all materials to the attention of the person who will pick up the materials at the Paper Valley Inn. The address is: **The Radisson Paper Valley Hotel and Conference Center, 333 W. College Avenue, Appleton, WI, 54911, 1-800-242-3499, (920) 733-8000, marked WADA Workshop Exhibitor. If you have any special needs for electronic equipment such as phone lines, TV monitors, VCR's, extension cords, etc., **YOU MUST BRING YOUR OWN.** We cannot guarantee any additional equipment for your exhibitor booth and any additional equipment will be at your expense.**

Periodic breaks have been set aside to provide athletic directors and their guests the opportunity to visit the exhibit area; we are working to increase additional free time. The exhibit area will be locked and secured at 10:00 p.m. on Sunday evening. On Monday we will be open from 7:30am until 12:30pm.

This year the Vendors display area will be open on Sunday evening from 7:15pm to 10:00pm. This will be in conjunction with Mecca's hospitality social and WADA's door prize drawings. The time of displaying will be finalized in July and exact times will be sent to you in the fall with your confirmation.

We are planning on having 92 exhibitors for this year's workshop and included you will find an Exhibitor Reply Form/Contract Agreement. **This form MUST be returned by Saturday July 30th to secure a spot.** Exhibitors who were with us for the 2006 workshop will retain their booth(s) if confirmation and payment is received by August 1. On August 30th, any remaining booths will be assigned on a first come, first served basis according to when registration was received.

The enclosed room reservations should be made **DIRECTLY TO THE RADISSON PAPER VALLEY INN.**

Sincerely,

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