



2021 WPLF MID-WINTER TRAINING CONFERENCE

EXHIBITOR RESOURCE GUIDE



CONFERENCE LOCATION

Kalahari Resort & Convention Center
1305 Kalahari Dr.
Wisconsin Dells, WI 53913
Phone: 877-253-5466
Web: www.kalahariresorts.com



EXHIBITOR CONFERENCE COORDINATOR POINT OF CONTACT

Please address all WPLF Training Conference Exhibition related questions to:

Pete Peters (WCPA Executive Director and WPLF Conference Coordinator)
Office Phone: 715-364-2367
Cell Phone: 218-348-5911
Email: ppeters@wichiefs.org

EXHIBITION BOOTH PRICING & ASSIGNMENT DETAILS

Exhibition Booth Type/Size: Single 8.0 X 10.0' Standard Exhibitor Booth

Exhibition Booth Price: \$650.00*

***NOTE:** A Single 8.0 X 10.0' Standard Exhibition Booth features an 8.0' back and 3.0' side drape and includes an 8.0' skirted table, (2) chairs and a company identification sign (7.0 X 44.0"), continental breakfast (served in Exhibition Hall), Conference Lunches and Break refreshments as well as Host Chief's Night/Superbowl LV Party access for (2) Exhibitor representatives/booth personnel. Continental breakfast, Conference Lunch, Break refreshments and Host Chief's/Superbowl LV Party access for additional Exhibitor representatives/booth personnel may be purchased separately for \$50.00/person. **Companies interested in multiple booths or a vehicle booth, please contact Pete Peters directly.**

Conference Event Sponsors receive preferred/reserved booth assignments within the Exhibition Hall. To learn more about Conference Event Sponsorship Opportunities, please visit <https://www.wichiefs.org/mid-winter-conference-event-sponsorship-opportunities>.

All other exhibitor booth assignments are determined on a "first come/first served" basis. Exhibitor booth assignments and availability may be viewed online in real-time by visiting: <https://www.wichiefs.org/exhibition-hall-floor-plan-booth-assignments>.

EXHIBITOR MATERIALS/SERVICE PROVIDER DETAILS

Valley Expo & Displays is the official exhibitor materials/service provider for the 2021 WPLF Mid-Winter Training Conference. All registered Exhibitors will be sent an "Exhibitor Services Kit" which will contain information about





2021 WPLF MID-WINTER TRAINING CONFERENCE

EXHIBITOR RESOURCE GUIDE



ordering any additional exhibitor booth services or such as electricity, carpeting, furniture, etc... The “*Exhibitor Services Kit*” may also be downloaded at <https://www.wichiefs.org/valley-expo-displays-exhibitor-services-kit>.

HOTEL SPECIAL ROOM RATES & RESERVATION DETAILS

KALAHARI RESORT (HOST HOTEL)

Kalahari Resort & Conference Center
1305 Kalahari Dr.
Wisconsin Dells, WI 53913
Web: www.kalahariresorts.com



Online Reservation/Booking: <https://book.passkey.com/event/50141431/owner/49796246/home>

- **Single Room Rate:** \$91.00/night (includes a FREE Indoor Water Park Pass)*
- **Standard Double Room Rate:** \$109.00/night (includes (2) FREE Indoor Water Park Passes)*
- **Standard Triple or Quadruple Occupancy Room Rate:** \$129.00/night (includes up to (4) FREE Indoor Water Park Passes)*

***IMPORTANT NOTE:** To receive these special room rates you MUST reserve/book your room online at the Kalahari Resort by no later than Tuesday, January 12th. Rooms rates are valid for check-in between 02/07/21 – 02/09/21. Reservation/booking requests at special room rates received after the 01/12/21 deadline date is subject to availability.



STAYBRIDGE SUITES (OFF-SITE HOTEL)

Staybridge Suites
1345 Great Wolf Dr.
Lake Delton, WI 53940



Online Reservation/Booking: <https://book.passkey.com/event/50141431/owner/49796246/home>

- **Single Room Rate:** \$91.00/night*
- **Standard Double Room Rate:** \$109.00/night*
- **Standard Triple or Quadruple Occupancy Room Rate:** \$129.00/night*

***IMPORTANT NOTE:** To receive these special room rates you **MUST** reserve/book your room at the Staybridge Suites by no later than Sunday, January 31st. Rooms rates are valid for check-in between 02/07/21 – 02/09/21. Reservation/booking requests at special room rates received after the 01/31/21 deadline date is subject to availability.

EXHIBITOR CHECK-IN/BOOTH SET-UP DATES & TIMES

Early Exhibitor Check-In/Booth Set-Up: Sunday, February 7th from 12:00pm until 6:00pm*

***NOTE:** Exhibitors with Vehicle Booth Displays are requested to have vehicles delivered on 02/07/20 by 10:00am.

Regular Exhibitor Check-In/Booth Set-Up: Monday, February 8th from 7:00am until 9:00am

EXHIBITION HALL DATES & TIMES

Monday, February 8th from 9:00am until 4:30pm

Tuesday, February 9th from 9:00am until 3:30pm*

***NOTE:** Exhibition Booth break-down starts on 02/09/21 at 3:30pm. All Exhibition Booths **MUST** remain set-up until this date/time unless prior authorization for early break-down has been received.



2021 WPLF MID-WINTER TRAINING CONFERENCE

EXHIBITOR RESOURCE GUIDE



CONFERENCE AGENDA BOOKLET ADVERTISING DETAILS

The Conference Agenda is printed as an 8.5 X 11.0" full color booklet with vertical page layout that is distributed to all Conference Attendees and Exhibition Booth personnel.

Advertising Rates & Dimensions:

- **Full-Page (8.5 X 11.0") (Full Color):** \$400.00
- **Half-Page (8.0 X 5.0") (Full Color):** \$250.00 (horizontal layout)

Advertisement Artwork File Specifications & Submission Deadline Date:

Advertisers are responsible for emailing their advertisement artwork file in either (AI, EPS, PDF or JPEG) format to aarondexter80@gmail.com by **NO LATER THAN** Friday, January 8th deadline date. To help ensure the best print quality, the advertisement artwork file should incorporate an 1/8" bleed and be provided in high resolution (300dpi) with CMYK color.

IMPORTANT NOTE: *Advertisement artwork files that are NOT received by the 01/08/21 deadline date may NOT be featured in the Conference Agenda Booklet.*

MEMBER REGISTRATION WELCOME PACKET LITERATURE DROP

Exhibitors taking advantage of the "*Member Conference Registration Welcome Packet Literature Drop*" opportunity as a part of a Conference Event Sponsorship benefit or if purchased separately (\$200.00) are responsible for ensuring that the materials are delivered to the address listed below by Friday, February 5th. Exhibitors should provide at least (400) literature pieces/packets to ensure an ample quantity is available.

Kalahari Resort & Convention Center
ATTN: Pete Peters (WPLF Conference)
1305 Kalahari Dr.
Wisconsin Dells, WI 53913

EXHIBITION BOOTH CANCELLATION/REFUND POLICY

In the event an Exhibitor cancels all, or part, of the Exhibition Booth space ordered the following provisions shall apply: **(i)** if written notice of cancellation is received by the WPLF prior to January 8th 2021, the Exhibitor shall be refunded 75% of the cancelled Exhibition Booth space fee; **(ii)** if written notice of cancellation is received by the WPLF prior to January 15th, 2021 the Exhibitor shall be refunded 50% of the Exhibition Booth space fee. **(iii)** No refund will be issued if an Exhibitor Booth space cancellation notice is received after January 23rd, 2021.

Should the hotel and/or state issue pandemic restrictions that require the 2021 WPLF Mid-Winter Training Conference to be cancelled, the WPLF will provide all Exhibitors with immediate written notification. Exhibitors will be given the option of having Exhibition Booth space fees paid credited towards a future WPLF Training Conference or refunded in full.



2021 WPLF MID-WINTER TRAINING CONFERENCE

EXHIBITOR RESOURCE GUIDE



FIREARM/WEAPONS DISPLAY SAFETY POLICY

To help ensure the safety of all, Exhibitors displaying firearms or weapons at their Exhibition Booth **MUST** adhere to following:

- Firearms are **NOT** to be left unattended at any time in the Exhibition Hall.
- Firearms **MUST** be locked in your hotel room or in another secure place when the Exhibition Hall is closed.
- **NO** live ammunition is allowed at any Exhibition Booth.
- Firearms **MUST** be unloaded and have their firing pins removed to ensure that they cannot fire a round. If a firing pin cannot be removed, the firearm **MUST** be disabled in another manner to ensure that weapon is unable to fire a round.
- It is strongly recommended that **NO** magazine is inserted into a firearm on display, unless it is necessary to show the functionality of the firearm.
- The use of firearm “breach flags” is strongly recommended.
- Firearms **MUST** have actions opened while being displayed.
- It is highly recommended that you do **NOT** carry any live firearm, concealed or not, within the Exhibition Hall. If you elect to carry a live, concealed firearm within the Exhibition Hall, that firearm **MUST** never be used as a display.

Prior to the Exhibition Hall opening each day, a WPLF Conference Safety Officer will visit each Exhibition Booth in which firearms or weapons are being displayed for inspection to ensure firearm/weapon display safety policy adherence.



2021 WPLF MID-WINTER TRAINING CONFERENCE

EXHIBITOR RESOURCE GUIDE



HOST CHIEF'S NIGHT/SUPERBOWL LV PARTY DETAILS

All registered exhibitor booth personnel are welcomed to attend the 2021 WPLF Mid-Winter Conference's Host Chief's Night/Superbowl LV Party event being held on Sunday, February 7th between 5:30pm and 10:00pm in Rooms 1-8.

This event provides a wonderful opportunity for exhibitors to network with attendees in a casual environment while watching the big game being projected on four projection screens. Complimentary appetizers, soda and tap beer will be served (cash bar available). Also, multiple door prize drawings will be held during the event.

To be admitted into the Host Chief's Night/Superbowl LV Party event you **MUST** show your exhibitor name badge or a guest pass. Guest passes to attend the event may be purchased at the Conference Registration Booth.

