



Wisconsin Association of Lakes

Conserving, enhancing and restoring Wisconsin's Lakes

4513 Vernon Boulevard, Suite 101 · Madison, WI 53705-4964
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Dear Friend of Wisconsin Lakes,

It's time for the 2010 Annual Wisconsin Lakes Convention, held at the KI Convention Center in Green Bay from Tuesday, March 30 to Thursday, April 1, 2010.

The 32nd annual event, **Fringe Benefits: Restoring Wisconsin Shorelands and Shallows** is presented by the Wisconsin Lakes Partnership and will feature guest speakers, hands-on workshops, educational and networking opportunities, Stewardship Awards Ceremony and a chance to discuss lake issues with colleagues and friends.

Sponsoring, exhibiting and advertising is a great way to promote your business and/or service while assisting lake associations, lake districts, lakefront property owners, business owners and anyone who uses Wisconsin lakes!

There are a variety of packages that give you the opportunity to highlight your business services, support Wisconsin Lakes and allow you to receive valuable marketing benefits at the same time.

Please contact me at 608.661.4313 or bstjohn@wisconsinlakes.org if you have questions and would like to discuss this further.

Best Regards,

Barbara St. John
Development Director
Wisconsin Lakes

New Exhibitor/Sponsorship Opportunities in 2010!

Conservation - \$450

- Exhibit Booth
- 100 Word Company Description and Logo in Convention Business Guide*

Restoration - \$500

- Exhibit Booth
- 100 Word Company Description and Logo in Convention Business Guide
- Half-Page Black and White Ad in Convention Business Guide*
- Company Logo Displayed prominently on convention signs and banquet tables*
- Company Logo Displayed on Wisconsin Lakes Website*

Preservation - \$1,000

- Exhibit Booth
- Full Page Black and White Ad in Convention Business Guide *
- 100 Word Company Description and Logo in Convention Business Guide*
- One full-page black and white ad in the Lake Stewardship Awards Program Book*
- Company Logo Displayed prominently on convention signs and banquet tables
- Company Logo Displayed on Wisconsin Lakes Website

Sustainability - \$2,500

- Double Exhibit Booth*
- Full Page Color Ad in Convention Business Guide*
- 300 Word Company Description and Logo in Convention Business Guide*
- One full-page ad in the Lake Connection Newsletter*
- One full-page black and white ad in the Lake Stewardship Awards Program Book
- Company Logo displayed prominently on convention signs and banquet tables
- Company Logo displayed on Wisconsin Lakes Website

New Exhibitor/Sponsorship Opportunities in 2010!

Stewardship - \$5,000

- Double Exhibit Booth
- Full Page Color Ad in Convention Business Guide
- 500 Word Company Description and Logo in Convention Business Guide*
- Two additional full convention registrations for company representative*
- Full year of ads in the Lake Connection Newsletter*
- One full-page color ad in the Lake Stewardship Awards Program Book
- One custom banner (yours to keep after the convention) *
- Company Logo Displayed prominently on convention signs and banquet tables
- Company Logo with hyperlink displayed on Wisconsin Lakes Website*

Convention Business Guide Advertising Only

- Full-Page Black and White Ad - \$350
- Full-Page Color Ad - \$700
- Half-Page Black and White Ad - \$175
- Half-Page Color Ad - \$350
- Quarter-Page Black and White Ad - \$85
- Quarter-Page Color Ad - \$175
- Eighth-Page Black and White Ad - \$50
- Eighth-Page Color Ad - \$100

* Designates new items

For more information about Convention Sponsorship and Advertising opportunities,
or to custom-tailor your specific needs, please contact
Barbara St. John at 608.661.4313 or bstjohn@wisconsinlakes.org.

Convention Sponsorship/Advertising Agreement



Convention Sponsorship

- Stewardship - \$5,000
- Sustainability - \$2,500
- Preservation - \$1,000
- Restoration - \$500
- Conservation - \$450

Convention Business Guide (Circle one)

- Full-Page Black and White Ad - \$350
- Full-Page Color Ad - \$700
- Half-Page Black and White Ad - \$175
- Half-Page Color Ad - \$350
- Quarter-Page Black and White Ad - \$85
- Quarter-Page Color Ad - \$175
- Eighth-Page Black and White Ad - \$50
- Eighth-Page Color Ad - \$100

Contact Information

Company Name: _____

Names of Exhibit Booth Representatives: _____

Address: _____ City: _____ St: _____ Zip: _____

Phone: _____ Cell: _____ Fax: _____

Email: _____ Website: _____

Payment Information

Form of Payment: Check MasterCard Visa Amount Enclosed: \$ _____

Credit Card Information

Card Number: _____ Exp. Date: _____ Card Holder Signature: _____

Make Checks Payable to Wisconsin Association of Lakes. Mail to 4513 Vernon Boulevard, Suite 101, Madison, WI 53705