



Maplin' on the Mississippi

International Maple Conference

*Hosted at the La Crosse Center on the Banks of the Mississippi River
October 26-29, 2022*

February 2022

On October 26 – 29, 2022, Wisconsin has the privilege of putting its Maple excellence on center stage as the Wisconsin Maple Syrup Producers Association invites maple professionals from all across North America and beyond to the La Crosse Center on the banks of the beautiful Mississippi River for the International Maple Conference. This celebration of maple will include NAMSC, U.S Maple Alliance, and Maple Specialist meetings. It will also include a trade show of key products, equipment, and services for all maple syrup producers and professionals to view. Technical sessions highlighting the latest research initiatives and programs funded by the NAMSC and other groups of interest. On Friday October 28, there will be a group of bus tours offering participants the opportunity to visit some of the most innovative, creative maple, and agricultural venues in Wisconsin.

Throughout the event we will be showcasing the best of Wisconsin and in no place is this more evident than our “Taste of Wisconsin” dinner at the La Crosse Center, overlooking the Mississippi River. Our goal is to offer all who attend a flavorful representation of all Wisconsin has to offer from maple, meats, produce, and cheese, to our craft beer and wines. We will continue the Wisconsin Cuisine with a Tailgating party WI style on Friday night in our Trade show vendor area.

These annual business meetings are an important part of our industry. Wisconsin is honored to be the host in 2022. In order to showcase Wisconsin properly, we are seeking your support. Listed below you will find varying levels of sponsorship that can highlight businesses from around Wisconsin. A member of our planning committee will be contacting you to discuss these opportunities further.

Many attendees still speak fondly of the maple conference held in Packer Country, Green Bay, WI in 2006. Please join us and help us make the 2022 conference just as memorable.

Thank you for your support,

Theresa Baroun
WMSPA Executive Director
director@wismaple.org

Jim Adamski
Co Sponsorship Chair
cldadamski@gmail.com

Dave Lemke
Co Sponsorship Chair
dslemke@tds.com



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Premier Sponsor – \$5,500 or more

- Opportunity to be the primary sponsor of any individual portion of the event with special recognition and Signage (i.e. Banquet, Welcome Dinner, Tour Stop, etc.).
- 2 Full Conference Registrations
- Opportunity to supply banner or signage to be included around the event
- Logo and sponsor recognition included on event signage
- Opportunity to speak briefly as part of the Welcome Dinner
- Recognition during all announcements throughout the event
- Recognition in all event advertising and promotion
- Ability to add literature, or marketing materials into Registration Packets (300 – 400 pcs.)
- 15% Discount on Trade Show Space and Additional Registrations

Event Sponsor - \$2,500 or more

- Opportunity to sponsor a break, breakfast, or technical session
- 1 Full Conference Registration and 2 tickets to the Banquet
- Logo and Sponsor recognition included on event signage
- Recognition during the Welcome Dinner and Banquet
- Recognition in all event advertising and promotion
- Ability to add literature, or marketing materials into Registration Packets (300-400pcs)
- 10% Discount on Trade Show Space and Additional Registrations

Sponsor - \$1,250 or more

- Logo and Sponsor Recognition near the registration table
- Two tickets and Recognition during the Welcome Dinner
- Ability to add literature, or marketing materials into Registration Packets (300 - 400pcs)
- 10% Discount on Trade Show Space, Registrations, and additional Advertising Space

Friend of Maple - \$500 or more

- Listing in the Program Booklet
- Listed as Sponsor on Signage near the registration table



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2022 International Maple Conference Trade Show Information

For many attendees, the trade show is the highlight of the annual Maple Syrup International Conference. It has been over 16 years since the entire maple industry has been on display in Wisconsin! This will be a tremendous opportunity for suppliers and service providers in the maple industry to put their featured products on display.

The La Crosse Center will host the trade show and all meetings all together in the same area. The Vendor area is in the middle level of the La Crosse Center with street access, loading docks, large overhead doors, forklifts, and floor carts for unloading. Unloading will be undercover and there will be some space to pull right in side to unload. The trade show and conference are not on ground floor but a large service elevator is there for vendors to use. The freight elevator dimensions are 9' wide by 8' high by 12' deep. The Doorway to the vendor trade show is 5' wide by 7'8" high. The vendor area is within 50 feet of the rooms where the technical sessions will be held. There is ample free parking next to the La Crosse Center and at the Radisson for Registered guest. We are planning for 250 – 350 people from the maple industry. Along with a one-day registration for those not attending the convention.

The convention format will encourage convention attendees to mix and mingle with the trade show exhibits. All breaks will be held in the trade show exhibit hall. We intend for this event to be exhibitor friendly in all respects.

Exhibit booths are available in single (10' x10') and double (20' x10')

- Single Booth package: 1-8' Skirted Table, 2 Chairs, Pipe and Drape
- Double Booth package: 2-8' Skirted Tables, 4 Chairs, Pipe and Drape

Trade Show Schedule (Preliminary – subject to change)

| | <u>Set – Up</u> | <u>Exhibits Open</u> | <u>Exhibits Close</u> | <u>Tear Down</u> |
|---------------------------|------------------------|-----------------------------|------------------------------|-------------------------|
| Wednesday 10/26/22 | 8:00 a.m. – 3:00 p.m. | 3:00 p.m. | 6:00 p.m. | |
| Thursday 10/27/22 | | 9:00 a.m. | 5:30 p.m. | |
| Friday 10/28/22 | | 4:00 p.m. | 8:00 p.m. | |
| Saturday 10/29/22 | | 9:00 a.m. | 3:00 p.m. | 3:00 p.m. – 5:00 p.m. |

The following pages for preliminary Trade Show floor plan, options, rates and additional registration information. The trade show floor plan is subject some minor adjustments, but the integrity of the space you choose will be upheld.



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Trade Show Dates: October 26-29, 2022

La Crosse Convention Center

Trade Show Spaces and Rates

- 20x10 Premium Double Trade Show Space** (endcap or highly visible aisle)\$1,000
- Limited quantities, reserved based on sponsorship level, then first come first served.
 - Includes 2 skirted 8' table, 4 chairs
- 10x10 Premium Single Trade Show Space** (endcap or highly visible aisle)\$500 •
- Limited quantities, reserved based on sponsorship level, then first-come first-served
- Includes 1 skirted 8', 2 chairs
- 20x10 Standard Double Trade Show Space**\$800
- Double spaces include 2 skirted 8' table, 4 chairs
- 10x10 Standard Single Trade Show Space**\$400
- Single space includes 1 skirted 8', 2 chairs
- 8' Skirted Table Top Space – Entry location**\$200
- Includes 2 chairs
 - Table spaces will be located in the foyer area leading into the main trade show room

Exhibit hall is carpeted. Electricity will be included in each booth. WI-FI will be available.

All vendors will be required to provide proof of liability insurance. All participating in WMSPA events are required to act appropriately, courteous to other participants, and follow all WMSPA policies. WMSPA will also remain politically neutral, no political solicitating allowed at any WMSPA affiliated event. WMSPA policies can be obtained at <https://wismaple.org/policies>.

For questions or additional information contact:

Trade Show Committee Co-Chairs:

Steve Anderson 715-822-8512, cell:715-377-8336 or email:

steve@andersonsmaplesyrup.com

Pete Roth 715-289-3820 email: info@rothsugarbush.com



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Advertising Rates

The 2022 International Maple Conference program book will contain all of the information about the event and become another annual keepsake collected by many of the participants. The book will be produced in a combination of full color and black/white. It will be distributed to an estimated 300 participants, all of whom have a vested interest in the maple industry. Attendees are expected to represent at least 20 U.S. states and Canadian provinces, including a strong local attendance from Wisconsin and Minnesota producers. All ads need to send a digital copy, e-mailed, and must be paid by July 31, 2022 for to be included in the booklet.

- Back Cover, 8.5x11, Color \$1,000 (Priority given to sponsorships by level)
- Inside Front & Back Covers, 8.5x11, Color \$900 (Priority given to sponsorships by level)
- Inside Full Page, 8.5x11, Color \$700 • Inside Full Page, 8.5x11, B & W \$500
- Inside Half Page, 8.5x5.5, B & W \$300
- Inside Quarter Page, 4.25x2.75, B & W \$175
- Inside Business Card, 3.5x2.0, B & W \$25

Deadline for Digital Ad Copy and Payment is July 31, 2022

All vendors participating in this WMSPA events are required to provide appropriate and courteous materials, and follow all WMSPA policies. WMSPA will also remain politically neutral, no political solicitating allowed at any WMSPA affiliated event. WMSPA policies can be obtained at <https://wismaple.org/policies>.

For questions about advertising contact Theresa Baroun (920) 680-9320

Send payment in U.S. fund and registration for to:

Theresa Baroun, Executive Director
2546 Homestead Dr,
De Pere, WI 54115

**2022 International Maple Conference
 "Maplin' on the Mississippi"
 October 26-29, 2022, Lacrosse Center**

| | |
|------------------------|-----------------|
| Vendor/Exhibitor Name: | Contact Name: |
| Mailing Address: | E-mail Address: |
| | Phone Number: |

SPONSORSHIPS

| | |
|------------------------------------|----|
| Premier Sponsor (\$5,500 or more): | \$ |
| Event Sponsor (\$2,500 or more): | \$ |
| Sponsor (\$1,250 or more): | \$ |
| Friend of Maple (\$500 or more): | \$ |

PROGRAM BOOK ADVERTISING

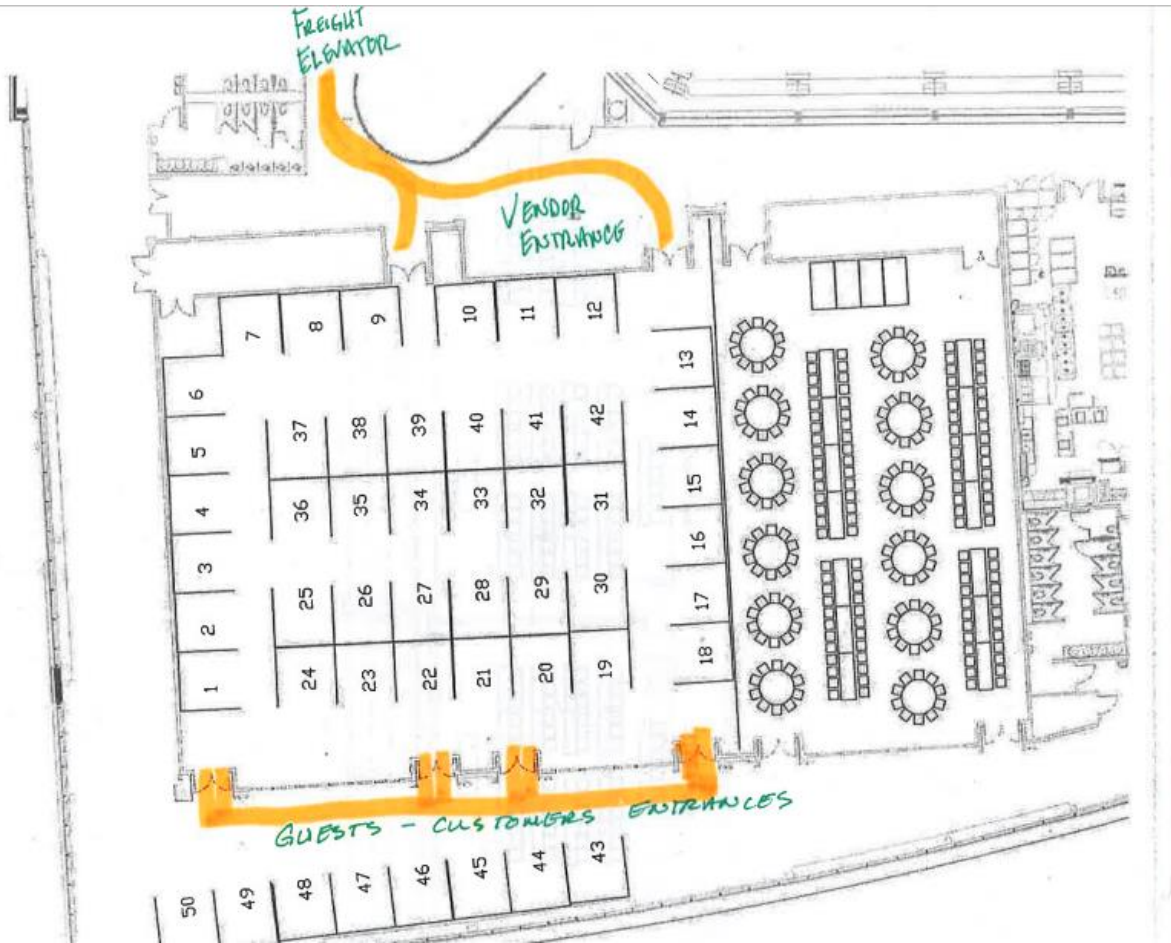
| Quantity | Description | Price | Amount |
|----------|--|---------|--------|
| | Back Cover: 8.5x11, Color | \$1,000 | |
| | Inside Front & Back Covers: 8.5x11, Color | \$900 | |
| | Inside Full Page: 8.5x11, Color | \$700 | |
| | Inside Full Page: 8.5x11, B & W | \$500 | |
| | Inside Half Page: 8.5x5.5, B & W | \$300 | |
| | Inside Quarter Page: 4.25x2.75, B & W | \$175 | |
| | Inside Business Card: 3.5x2.0, B & W | \$25 | |

TRADE SHOW SPACE

| Size | Description | Price | Amount |
|-------|--|---------|--------|
| 20x10 | Premium Double Trade Show Space | \$1,000 | |
| 10x10 | Premium Single Trade Show Space | \$500 | |
| 20x10 | Standard Double Trade Show Space | \$800 | |
| 10x10 | Standard Single Trade Show Space | \$400 | |
| | 8' Skirted Table Top Space (Entrance Area) | \$200 | |

| | | |
|---|------------------------------------|--|
| Please send form, payment in U.S. funds, and vendor proof of insurance to: Theresa Baroun 2546 Homestead Dr. De Pere, WI 54115 | Sub-Total for All Services | |
| | Trade Show Discount Applied | |
| | Advertising Credit Applied | |
| | Total Due to WMSPA | |

10 x 10 booths



Premium Booths
19, 24, 25, 30, 31 36, 37, 31, 42

Hotel Accommodations

The Link for Hotel Reservation is:

<https://explorelacrosse.sendsites.net/L/Rate-Sheet/F/4123182801/P/MapleSyrupBt4z>

Radisson Hotel La Crosse

200 Second St.

La Crosse, WI 54601

1(608)784-6680

Standard King City View: \$145 U.S dollars plus tax

Standard 2 Queen Riverview: \$155 U.S dollars plus tax

Overflow Hotels

Home2Suites by Hilton La Crosse

210 Jay Street

La Crosse, WI 54601

1-608-881-6835

King Suite: \$134.00 U.S dollars plus tax

Holiday Inn La Crosse

200 Pearl St.

La Crosse, WI 54601

1(608)784-4444

Rooms: \$139 U.S. dollars plus tax

International Maple Conference Policies

All vendors are required to provide proof of insurance, a completed registration form, payment and this signed policy page no later than **July 31, 2022**

WMSPA POLICY 1-11

Public Participation at Meetings Policy 1-11 Members in good standing of the Wisconsin Maple Syrup Producers Association (WMSPA) are welcome to appear at all meetings and voice their concerns. At the same time, members should bear in mind that even though these meetings are open to the membership/public, they are not public meetings. Hence, it is necessary to maintain order at these regular meetings. Any member wishing to address the Executive Board (Board) at any meeting should contact the President or Executive Director ten (10) business days prior to the meeting so the subject he/she wishes to be discussed may be placed on agenda. Updated agenda will then be posted on the WMSPA website at least 24 hours prior to the start of the meeting (www.wismaple.org). There will also be a time set aside at the meeting for members and delegations where one can generally address the Board. Voting on an issue that was not on the agenda 10 days prior to the meeting will be at the discretion of the Executive Committee and Board of Directors. The presiding officer will regulate the time and length of such discussions. Members who attend regular meetings or committee meetings shall conduct themselves in a manner, which will ensure a safe, orderly and efficient meeting. Shouting, audible comments or other disruptive noise or movements at times other than the designated time for that person to speak will not be tolerated. Any person who attempts to disrupt the proceeding in a manner contrary to what has been stated will be asked by the presiding officer to cease and desist from such conduct. If the person refuses to cease and desist or repeats such conduct, that person will be asked to leave the meeting room. If such person refuses, the meeting will adjourn until such time law enforcement authorities may be called and come assist in the removal of that person. In that case the Association could pursue disorderly conduct or other appropriate charges against the person.

All vendors will be required to provide proof of liability insurance. All participating in WMSPA events are required to act appropriately, courteous to other participants, and follow all WMSPA policies. WMSPA will also remain politically neutral, no political solicitating allowed at any WMSPA affiliated event. WMSPA policies can be obtained at <https://wismaple.org/policies>.

By purchasing a booth or ad space and signing the agreement you are agreeing to follow all WMSPA policies and guidelines.

NAME

DATE