



## *Maplin' on the Mississippi*

### The Joint Annual Meeting of NAMSC and IMSI

*Hosted at the Lacrosse Center on the Banks of the  
Mississippi River  
October 26-29, 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 to the La Crosse Center on the banks of the beautiful Mississippi River for the joint annual meetings of our two premier international organizations: the North American Maple Syrup Council (NAMSC) and the International Maple Syrup Institute (IMSI). These two organizations have membership from fifteen US States, and four Canadian provinces that commercially produce maple syrup and will be represented at the conference.

This celebration of maple will 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, funded through a program administered by NAMSC will be presented; as well as additional educational sessions for producers and industry professionals to attend. The finale is a group of bus tours offering participants the opportunity to visit some of the most innovative and 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.

These annual business meetings are an important part of our industry. Wisconsin is honored to host them. 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 about the maple conference held in Packer Country, Green Bay, WI in October 2006, so please join us, to help make the 2022 conference be memorable for years to come.

Thank you for your support,

Theresa Baroun  
WMSPA Executive Director  
[director@wismaple.org](mailto:director@wismaple.org)

Jim Adamski  
Co Sponsorship Chair  
[cldadamski@gmail.com](mailto:cldadamski@gmail.com)

Dave Lemke  
Co Sponsorship Chair  
[dslemke@tds.com](mailto: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 (ie. 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 NAMSC/IMSI Trade Show Information

For many attendees, the NAMSC/IMSI trade show is the highlight of the annual Maple Syrup International Convention. It has been over 14 years since the entire maple industry has been on display in Wisconsin! This will be a tremendous opportunity for suppliers and service providers to the maple industry to put their featured products on display.

The La Crosse Center will be the site of the trade show. The La Crosse Center is on the banks of the Mississippi River. The Vendor area is in the lower level of the La Crosse Center with street access, loading docks, ability to pull in trucks for unloading, large overhead doors, forklifts, and floor carts for unloading. 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>
<b>Wednesday 10/26/22</b>	8:00 a.m. – 3:00 p.m.	3:30 p.m.	5:30 p.m.	
<b>Thursday 10/27/22</b>		8:00 a.m.	5:00 p.m.	
<b>Friday 10/28/22</b>		8:00 a.m.	4:00 p.m.	
<b>Saturday 10/29/22</b>		8:00 a.m.	3:00 p.m.	3:00 p.m. - 6:00 p.m.

See the following pages for preliminary Trade Show floor plan, options, rates and additional registration information. The trade show floor plan is subject to adjustment to meet exhibitor preferences. All vendors will be required to provide proof of liability. All vendors 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>.



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**Trade Show Dates:** October 26-29, 2022  
Lacrosse Convention Center

**Trade Show Spaces and Rates**

- 20x10 Premium Double Trade Show Space** (center of room highly visible) .....\$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 concrete floor. Electricity will be included in each booth. WI-FI will be available.

For questions or additional information contact:

Steve Anderson, Trade Show Committee Chair: 715-822-8512, cell:715-377-8336 or  
email: [steve@andersonsmaplesyrup.com](mailto:steve@andersonsmaplesyrup.com)



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#### Advertising Rates

The 2022 NAMSC/IMSI 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 sugaring industry. Attendees are expected to represent at least 20 U.S. states and Canadian provinces, including strong local attendance expected for Wisconsin and Minnesota producers. All ads, with the exception of business cards, digital copy e-mailed, and paid by June 30<sup>th</sup>, 2022 for inclusion in this year's book.

- 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 June 30, 2022

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

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

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

**2022 NAMSC/IMSI Convention  
 "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 <b>Double</b> Trade Show Space	\$1,000	
10x10	Premium <b>Single</b> Trade Show Space	\$500	
20x10	Standard <b>Double</b> Trade Show Space	\$800	
10x10	Standard <b>Single</b> 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		<b>Sub-Total for All Services</b>	
		<b>Trade Show Discount Applied</b>	
		<b>Advertising Credit Applied</b>	
		<b>Total Due to WMSPA</b>	

Actual layout may vary slightly.

