

2015 EXHIBITOR'S SHOW GUIDE

This guide provides information you will need to complete preparations to participate in our upcoming dealer show at Olympia Resort in Oconomowoc. All forms referred to below (in bold letters and underlined) can be downloaded from the web link where you accessed this Exhibitors' Show Guide. The two forms that get returned to us (the **Booth Reservation/Exhibitor Agreement Form** and the **Show Promotions Form**) are Excel spreadsheets, and can be completed on your computer and emailed to Tom Ducrest at tomducrest@gmail.com. If you'd prefer, you can print out the .pdf version of the forms, complete them manually and fax them to Tom's attention at (262) 250-1911.

Booth Set-up and Show Hours

Booth set-up can begin at approximately noon on Monday, October 12, and will continue until approximately 8:00 pm on Monday evening. Sports Specialists personnel will be at show registration area until approximately 6:30 pm and return after dinner to lock up the exhibition areas. Booth set-up will continue at 8:00 am on Tuesday and must be complete by 1:00 pm on Tuesday. Show hours will be:

Tuesday	2:00 pm – 7:30 pm
Wednesday	8:00 am – 5:30 pm; Hot Buy Event 5:45 pm – 6:15 pm
Thursday	8:00 am – 2:00 pm

Exhibitors' Pre-Show Meeting

At 1:00 pm on Tuesday (shortly before the show opens to dealers), there will be a meeting of all exhibitors in the show registration area. This is a mandatory meeting, as important procedural information will be discussed. Each booth is required to have at least one representative (but preferably all) in attendance. The meeting will be relatively short, but will contain some important information and reminders to help ensure that the event runs smoothly.

Reserving a Booth

In each of the last several years all available booths were reserved and factories hoping to exhibit were turned away. If you reserved a booth at last year's show, then you have been given advanced notice of the availability of the forms for reserving a booth. If you did not reserve a booth last year, understand that other exhibitors have been given a head start. If you wish to participate in the show, don't delay – complete and return the **Booth Reservation/Exhibitor Agreement Form** in order to make sure you have booth space reserved. Note that in earlier years these were two separate forms, but we've now combined them. Reserve the number of booths you would like and we'll do our best to accommodate your request. If we are unable to give you the number of booths you request we will let you know.

Booths are approximately 8' x 10'. There will be four slightly smaller 8' x 8' booths available in the show foyer at a reduced rate. Since only four of these smaller booths are available, you must contact Tom Ducrest (tomducrest@gmail.com) and request a special booth reservation form in order to reserve one of these four booths.

The Tent Room (a/k/a Shanty Town)

At last year's show we introduced the Shanty Town. This room is a bit removed from the primary show rooms, and was intended to be an area in which the factories with ice fishing tents could spread out a broad selection of their tents for the dealers to inspect. We received good feedback from the dealers and the exhibitors about this new introduction, and we will do it again at this year's show. Sports Specialists will have a booth in this room showing a limited number of items not otherwise exhibited at the show. Except for the Sports Specialists booth, Shanty Town is only available for the display of tents

Sales Rep's Factory Listing

In past years we've requested a separate listing of factories that each sales rep is exhibiting. This year that listing is incorporated into the **Booth Reservation/Exhibitor Agreement Form**. In the section of the form where you indicate how your booth(s) is being paid for, we ask that you list every factory that you will be exhibiting (even if that factory is not contributing towards the cost of the booth). We use that listing of factories to "sequence" our Show Book so that all of a rep's factories are listed together. So please make sure you accurately reflect on this form every factory that you will exhibit in your booth(s).

Tables in Your Booth

The rental of a 10' or 8' booth space includes a table (2' x 8') and chair. Once all booths have been reserved, we will give the names and email addresses of each individual reserving booths to Wisconsin Expo, the company that is providing the pipes, drapes, etc. for the show. They will follow up by sending a Service Kit to each exhibitor. That Service Kit will provide the opportunity to exchange (at no cost) the 2' x 8' table for a single smaller table. The Kit will also offer the exhibitors the opportunity to supplement their booth with additional tables, chairs, fixtures, lighting, etc. To avoid last-minute challenges (and to minimize additional costs) please consider your needs carefully and use Wisconsin Expo's Service Kit if you will want to change or supplement the furniture or fixtures in your booth(s).

Electrical Service in Your Booth

The rental fee for booth space does not include electrical service. If you will need electricity in your booth, you must download the **Electrical Service Form** from the web link, complete it and **send it directly to Olympia Resort** with payment for the service. If you delay and request electric service within two weeks of the start of the show, you will pay an additional surcharge. Complete these arrangements early to minimize your cost.

Lodging at Our Show

Our cost of using the Olympia facility is reduced based on the number of guest rooms rented during the event, so we encourage (but don't require) exhibitors to stay at the resort. The contractual nightly room rate that Olympia Resort has offered (\$90.00 plus applicable taxes) is significantly below the resort's normal room rate. If you wish to reserve rooms at the resort, download the **Room Registration Form** from the web link, complete the form and fax it **directly to Olympia Resort** at the fax number shown on the form.

Promotions in Your Booth

Each exhibitor must complete a **Show Promotions Form** for each factory that will be shown in the booth, even if you don't intend to offer any special inducements to the dealers. The information provided on these forms will be the basis for the Show Specials Booklet and other correspondence with the dealers who will attend the show. All of the information we receive must be sorted, digested and transcribed into the show materials, so it is important that these forms be completed and returned to Tom Ducrest as soon as possible. If you delay returning the forms or if the forms are incomplete, your information may not make the printing of the show materials.

The top dealers are driven to attend the show by a variety of promotional opportunities offered, including the Hot Buy Night promotion, in-booth specials, special buying opportunities based on close-out purchases we make before the show, a show-ending super cash raffle, and additional special promotions that are highlighted in the dealer's show invitation. Some factories have already approached us with creative ways to promote their products at the show in order to stimulate sales. If you would like to be proactive you can contact Gaston to discuss your ideas for creating excitement and generating additional dealer orders at the show.

Door Prizes

It's very important to keep piling on the enticements to get the dealers to attend the show. One of the things we offer is a substantial list of door prizes that will be given away throughout the run of the show (everybody likes to walk away with free stuff!). We respectfully ask that you provide us with door prizes to assist in this effort. If you are a sales rep, please make the effort to contact your factories to see if they will help us with this. Provided we're given the information about the prizes early enough, we give the dealers a listing of the prizes ahead of the show as part of our campaign to encourage them to attend. There is a spot on the **Show Promotions Form** to list door prizes. Please support us in this effort with merchandise, commemorative items or other suitable prizes. Do not leave this section blank in the **Show Promotions Form**, as that will result in us following up with you to get a response.

During the booth set-up period you can drop door prizes off at our show registration table. We'll keep a checklist of the prizes that are committed and will note on the list when prizes are dropped off. We will follow up with you if door prizes have not been received by the start of the show.

Cash Back Promotions

A number of factories do Cash Back promotions each year – it's a very popular and effective promotion. Some participating Exhibitors bring their own cash, and some ask us to supply (front) the cash to be used at the show. Where we advance funds to exhibitors for Cash Back promotions, those advances are repaid to Sports Specialists through debit memo's to the accounts of participating factories in the days that follow the show. Please familiarize yourself with the document entitled "**Cash Back Procedures**" that can be downloaded from the same web page where you downloaded this guide. If you expect us to supply you with cash to use in this promotion, you must arrange this with Tom Ducrest in advance. The **Show Promotions Form** has space provided where that request can be made.

Booth Raffles

Exhibitors often find it effective to run a raffle in their booth. If you will have an in-booth raffle, please indicate that in the appropriate field of the **Show Promotions Form**. As the show approaches its conclusion on Thursday afternoon, please hold your own drawing to determine the raffle winner(s). We will gladly announce winners and award the prizes as part of our show-closing ceremonies.

You must provide the information about raffle winners to the show registration desk by 1:00 pm on Thursday (show closes at 2:00 pm.). If you deliver the prize to your raffle winner, you can simply let us know who won your raffle and we'll make the announcement. If you want us to hand the prize to the winners, then bring the prize along with the winner's name to the show registration table no later than 1:00 pm on Thursday.

If you are going to have a raffle in your booth, plan ahead and come prepared. You'll need a receptacle to hold tickets (such as a fish bowl), and will need a supply of tickets (either 2-part tickets where the dealer keeps one part and the other part goes into the ticket receptacle, or small blank tickets on which the dealer can apply the dealer sticker that we provide).

Event/M meal Sponsorships

The cost of hosting the show is substantial, and the show is made possible by the support and sponsorship provided by suppliers. We will have several events (Tuesday evening reception as well as breakfast on Wednesday and Thursday, and lunch and a special dealer-only dinner on Wednesday evening) for which we are seeking sponsors. With each sponsorship comes special considerations, not the least of which is the exclusive right to offer a special promotion during the event. Often those special "event" promotions will result in additional sales and will help to offset all or a part of the cost of the sponsorship. More information is provided in the **Event Sponsorship Program** that can be downloaded from the website.

Other Promotional Sponsorship Opportunities

There are other sponsorship opportunities available that allow factories to promote their brand and support our show. Each year we work with exhibitors to put their brand names on items such as coffee cups, calendars, tote bags, etc. If your factory has unused co-op funds that have accrued for us, or other funds available for promotions, please contact Gaston, Jim or Tom to discuss options for promoting your brand.

Exhibitor Action Checklist

We have provided an **Exhibitor Action Checklist** that can and should be downloaded and printed from the web link. Use the checklist to make sure you've completed all of the necessary tasks and forms by the dates provided in order to make sure preparations for the event are completed timely.

Shipping to Olympia Resort

If you would like to ship booths, materials, merchandise, etc. to Olympia in advance of the show, you may do so. Please keep in mind that they do not have a great deal of storage space and can only hold packages for a short time, so try to limit the amount of time between when the package arrives at the

Resort and the starting date of the show. A nominal charge (which must be paid directly to the Resort) will be assessed for the handling and storage of each package. Shipments should be labeled/addressed as follows:

Hold for SPORTS SPECIALISTS' SHOW

October 12 – 15, 2015

"Your Company Name"/"Your On-Site Contact"

c/o Olympia Resort & Conference Center

1350 Royale Mile Road

Oconomowoc, WI 53066

Future Show Dates

Please write these dates down somewhere so you will not have to call and ask for future show dates:

- October 10 – 13, 2016
- October 16 – 19, 2017
- October 15 – 18, 2018

Finally

We are very proud of the success and growth of our show. Last year's event was the 6th consecutive record show (measured in terms of orders written). We recognize that the exhibitors have played a huge part of that success and we want our show to be a positive experience for them. If you have any questions or need assistance at the show, please contact any of the Sports Specialists personnel and we'll try to provide the assistance you need. Have a great show!