

2010 WRLA Convention

- Tabletop Format
- Manager/ Owner Seminars
- Hospitality Suites

The Wisconsin Retail Lumber Association appreciates your loyal support as an Associate member. Over the years the WRLA has made changes to the convention format with the goal being to find an ideal format for both our retail dealers and our supplier members.

The 120th annual WRLA Convention will return to the popular Kalahari Resort & Convention Center in Wisconsin Dells, Wisconsin, on February 10th & 11th, 2010. Attendees will be invited to tour the tabletop showcase from 3:30 p.m. to 6:30 p.m. on Thursday, February 11th, with a reception from 5:30 p.m. to 7:00 p.m. on the show floor. This will enable exhibitors, dealers and builders to discuss products while enjoying their favorite beverage and hearty hors d'oeuvres all in one venue.

Education is always important to dealers, builders and suppliers. Thursday morning there will be two seminars directed toward owners and managers. Thursday afternoon two exhibitors will be able to host a one hour "How To" seminar. The "How To" seminars will be assigned on a first come first serve basis.

Over 50 Prize Drawings! If each exhibitor brings one door prize, dealers will have a chance at over 50 prizes in addition to the WRLA prizes. A suggestion from this years exhibitor survey was, for exhibitors to give out gift cards from Gander Mountain, Cabela's, Fleet Farm etc. for the dealer door prizes.

The WRLA is holding six suites at the Kalahari to be used as Hospitality Suites. Exhibitors can reserve these suites for Thursday evening to entertain customers and potential customers following the WRLA Show. The suites will be assigned on a first come first serve basis.

The WRLA always puts great effort into promoting the show and encouraging dealers and their builders to attend. Exhibitors can help increase attendance by promoting the show through your sales force and by using the free dealer labels, that are available with the exhibitor packet in October, to invite your customers to the show.

We would like to offer you the opportunity to reserve a tabletop. For your convenience, we have enclosed a floor plan of the tabletop showcase. To reserve a tabletop, fax your table location request to the WRLA office at 262-250-1842. Tabletops will be sold on a first come first serve basis. Once we have received your signed tabletop reservation form, we will forward a contract and invoice. The deposit and contract must be returned to the WRLA office within 30 days in order to hold your tabletop space. Any tabletop that does not have a deposit and signed contract will be considered an open space and can be sold. **The SPECIAL for 2009 HAS BEEN EXTENDED.... if you return your signed contract and payment by May 15th, 2009 the WRLA will discount your booth cost by \$25.00.**

Feel free to call the WRLA office if you have any questions on the 120th WRLA Convention.

WISCONSIN
RETAIL LUMBER
ASSOCIATION
INC.

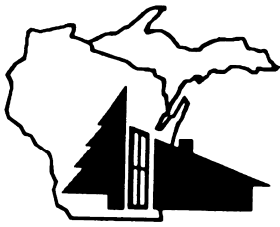
W175 N11086
Stonewood Dr
Germantown, WI
53022

Phone: 800-236-3534

Fax: (262) 250-1842

E-mail:

wrla@wrlamsi.com



WISCONSIN RETAIL LUMBER ASSOCIATION INC.

2010 WRLA Convention Agenda

Wednesday, February 10, 2010

9:00 a.m. - 11:00 a.m. Executive Committee Meeting
5:00 p.m. - 6:00 p.m. Registration
2:00 p.m. - 5:00 p.m. Board of Directors Meeting
6:00 p.m. - 7:00 p.m. Opening Reception
7:00 p.m. - 9:00 p.m. Board Reception & Dinner

Thursday, February 11, 2010

8:00 a.m. - 6:00 p.m. Registration
9:00 a.m. - 4:00 p.m. Ladies Hospitality Suite
9:30 a.m. - 11:30 a.m. Educational Seminars
12:00 noon - 2:00 p.m. Grand Luncheon:

- Membership Meeting/Election of Officers
- Sponsor Recognition Awards
- Lumber Person of the Year
- Legislative Update -WMC
- Keynote Speaker: Dan Fesler

2:00 p.m. - 3:30 p.m. Exhibitor Set Up
2:30 p.m. - 3:30 p.m. Two- "How To" Seminars led by Exhibitors
3:30 p.m. - 6:30 p.m. Tabletop Showcase
5:30 p.m. - 7:00 p.m. Showcase Reception

- Hors d'oeuvres
- Early Bird Drawing
- Prize Drawings
- Door Prizes

7:00 p.m. Exhibitor Tear-Down
7:00 p.m. Hospitality Suites Open

Friday, February 12, 2010

8:00 a.m. - 10:30 a.m. Check out

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wrla@wrlamsi.com

2010 Tabletop Showcase Reservation Form

120th Annual WRLA Convention - February 10-11, 2010

Kalahari Resort & Convention Center -Wisconsin Dells, Wisconsin

Company: _____

Mailing Address: _____

City / State / Zip: _____

Contact: _____

Phone: _____

Fax: _____

Email: _____

Number of Tabletops Requested: _____ **Space Choice:** 1st Choice _____ 2nd Choice _____

We do not wish to be in close proximity to the following firms:

2010 tabletop prices are \$650.00 for WRLA Associate members (non-member price \$850.00). The tabletop dimensions are 8' deep and 8' wide and includes a drape, a sign, a 6 foot draped table and registration for FOUR people. Two side-by-side tabletops are 8' X 16'. **Displays can not block neighboring exhibit space.**

Tabletops will be sold on a first come first serve basis. A 50% deposit is due within 30 days. The balance is due by October 1, 2009. You will be sent a contract to sign and an invoice for the deposit amount. In order to GUARANTEE your location choice, payment must be in the WRLA office within 30 days of the deposit invoice date. If you reserved a location and we do not have your payment within 30 days we will release that location to exhibitors on the waiting list. If we then receive your payment after the 30 days we have the right to assign you a new location.

“How To” Seminar *—limited to two companies*

YES, I would like to host a seminar on:

Hospitality Suites *—limited to six companies*

YES, I would like to reserve a Hospitality Suite for the 2010 Convention. Please send me additional information.

Convention Sponsor

YES, I would like to be a 2010 Convention sponsor. Please send me additional information.

Exhibitor Signature: _____

Date: _____

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