

Wisconsin Family Child Care Association
Chris Crow-Bohman
547 Fred St.
Green Bay, WI 54302



November 1, 2011

Dear Sir(s),

Wisconsin Family Child Care Association (WFCCA) is a nonprofit statewide organization of family child care providers and their supporters formed in 1980. One of the goals of WFCCA is to improve the quality of child care in the state of Wisconsin through conferences, workshops, meetings, and involvement in the community.

WFCCA is currently planning its 31st annual child care conference at the Kalahari Resort in Wisconsin Dells on May 10, 11, and 12, 2012. We are expecting 200 to 250 family child care providers from throughout the state to attend this conference.

The purpose of this conference is to inform and educate family child care providers through a variety of training workshops. By educating providers, we are increasing the quality of child care in Wisconsin. Children enrolled in high quality early childhood programs tend to be more successful in school, more competent socially and emotionally, and show higher verbal and intellectual development during early childhood than children who are not enrolled in high quality programs. Conference participants do all the purchasing of equipment and supplies for their centers. They appreciate being able to shop for equipment and supplies when attending conferences.

We would like you to consider being a part of our conference by participating as an exhibitor. Exhibitors can reserve more than one table and may choose to attend on Friday and/or Saturday. Exhibitors are responsible for any and all travel and accommodation expenses. Hotel information will be provided with your registration confirmation.

The Registration Form and Liability Clause are to be received with appropriate fees no later than **December 15, 2011** to receive the Early Bird Price. Please return the required information to Chris Crow-Bohman, WFCCA Exhibit Chair, 547 Fred St., Green Bay, WI 54302. Upon receipt of your reservation and applicable fees, your organization will be listed in our conference booklet. You may also place your own ad in our conference booklet for an additional fee. Registration of exhibitor space will be confirmed in writing.

Please remember that we do have a NO REFUND policy in place.

If you have questions, please contact me via e-mail at chriscrow457@hotmail.com or call 920.469.7639. Please visit wisconsinfamilychildcare.org for conference details. Thank you for your time.

Sincerely,

Chris Crow-Bohman
2012 Exhibitor Chair

2012 WFCCA CONFERENCE EXHIBITOR REGISTRATION



BUSINESS NAME

BUSINESS ADDRESS

BUSINESS PHONE

MAIN EMAIL

INDIVIDUAL EMAIL

EXHIBITOR NAMES

BRIEF DESCRIPTION OF PRODUCTS OR SERVICES

EXHIBITOR EARLY BIRD REGISTRATION FEES

\$65.00 PER TABLE PER DAY

REGISTRATION WITH PAYMENT MUST BE RECEIVED BY December 15, 2011

NUMBER OF TABLES NEEDED _____ x \$65 x _____ DAYS = \$ _____
 Subtotal A

BOX LUNCH COST IS \$10.00 PER LUNCH PER DAY

NUMBER OF LUNCHESES NEEDED _____ x \$10 x _____ DAYS = \$ _____
 Subtotal B

ELECTRICITY IS \$50.00 PER BOOTH **NO** **YES + \$50** \$ _____
 Subtotal C

PLEASE ADD \$15.00 PER TABLE PER DAY IF REGISTERING AFTER 12/15/11

TOTAL REGISTRATION FEES DUE (Subtotals A + B + C) \$ _____

NOTE: We are asking each exhibitor to donate a door prize as well.

PLEASE INDICATE WHICH DAY OR DAYS YOU PLAN TO EXHIBIT **FRIDAY** **SATURDAY**

MAKE CHECKS PAYABLE TO WFCCA

Office Use Only

Registration Received	Check # or CC	Amount \$	Check Date	EB	Reg
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2012 WFCCA CONFERENCE EXHIBITOR LIABILITY CLAUSE

Throughout the term of this agreement, exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and save Wisconsin Family Child Care Association, its conference, and the Kalahari Resort of Wisconsin Dells and their members, employees and agents harmless from and against all claims, costs, losses, and damages to persons and/or property, governmental charges or fines, and attorney's fees arising out of a cause by the exhibitor's installations, removal, maintenance, occupancy, or use of the exhibition premises, or a part thereof, excluding any such liability caused by the sole negligence of Wisconsin Family Child Care Association, its conference, and the Kalahari Resort of Wisconsin Dells and their members, employees and agents.

In addition, the exhibitor acknowledges that Wisconsin Family Child Care Association, its conference, and the Kalahari Resort do not maintain insurance covering the exhibitor's property, and that it is the sole responsibility of the exhibitor to obtain interruption and property insurance covering such losses by the exhibitor.

Please sign below to indicate that you and your agency, business or organization have read and understand the above information in its entirety.

Business Name

Name of Authorized Signer

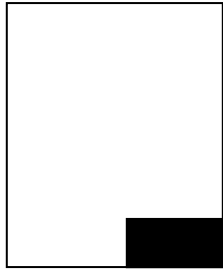
Please Print

Position or Title of Signer

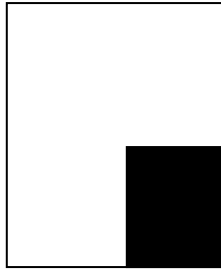
Authorized Signature

Date

Wisconsin Family Child Care Association Advertising Rates



Business Card



Quarter Page



Half Page



Full Page

Please indicate your choice by marking the appropriate box or boxes.

Advertise in two of the three books, take 10% OFF the total price.

Advertise in all three books, take 15% OFF the total price.

Conference Brochure: 1 issue

(sent to all licensed and certified family child care providers in Wisconsin)

- \$75.00 Business Card
- \$100.00 Quarter Page
- \$125.00 Half Page
- \$150.00 Full Page

Newsletter Prices: 4 issues (1 year)

(sent to all WFCCA members)

- \$75.00 Business Card
- \$100.00 Quarter Page
- \$175.00 Half Page
- \$225.00 Full Page

Conference Book: 1 issue

(given to all conference attendees)

- \$25.00 Business Card
- \$50.00 Quarter Page
- \$75.00 Half Page
- \$100.00 Full Page

Subtotal _____ Discount _____

Total Amount Due _____

_____ agrees to pay the above fees to Wisconsin Family Child Care Association.

Company Name

Signature of Advertising Agent

Date

Signature of WFCCA Advertising Representative

Date

Wisconsin Family Child Care Association

Advertising Guidelines

- All ads are to be directed specifically to the Early Childhood field and primary care profession, including school age care.
- Ads and products must be free of discrimination, inappropriate language and content.
- Ads should be camera ready and designed by the marketer. Newsletter editor will then copy and paste into the newsletter or other pertinent material agreed upon by both parties; ex. Newsletter, conference brochures, conference booklets, etc. Ad sent via email or disk is preferred.
- All ads to be approved by the overall newsletter committee.
- Payments to be made payable to WFCCA by check or money order.
- All moneys will be held until final approval of the committee.
- Ad and check/money order to be mailed together. If ad is sent by email, ad will wait for approval until receipt of payment.
- Ads should be received at least one month prior to printing; printing dates to be determined yearly by newsletter committee and posted to advertisers separately.
- Approval of ad will be made no less than two weeks following the receipt of ad and payment.
- All ads will be accompanied by the following items: ad, check/money order, advertising rates list and advertising contract.
- Advertisers will be included in the membership mailing list to receive quarterly newsletters in which their ads will appear. Any other publications in which their ad appears will also be sent directly to them. Advertisers will also receive a WFCCA Membership Brochure, explaining WFCCA and its purpose.
- Advertising criteria are subject to modification.

_____ agrees to the above terms and conditions.
Company Name

Signature of Advertising Agent

Date

Signature of WFCCA Advertising Representative

Date

Wisconsin Family Child Care Association Advertising Contract

The advertisement will be published in the following books:

_____ Newsletter _____ Conference Brochure _____ Conference Book

Ad Size _____ Advertising Fee _____

Length of Contract is one year. Start Date _____ End Date _____

The above agreement is entered into between the advertiser and Wisconsin Family Child Care Association.

Signature of Advertising Agent

Date

Signature of Advertising Representative

Date

Advertiser Contact Information

Contact Name _____

Company Name _____

Address _____

Phone _____ Email _____

FOR OFFICE USE ONLY

Check # _____ Check Amount _____ Approved? YES NO Approval Date _____

FOR NEWSLETTER ADS ONLY

First Ad Appearance Date _____ Last Ad Appearance Date _____