



**23rd Annual
WATERFORD AREA SPRING EXPO
Home • Business • Health**

*** Featuring a Senior Health & Wellbeing Fair ***
SATURDAY, MARCH 4, 2017

9AM - 3:30PM

at WATERFORD UNION HIGH SCHOOL
100 Field Dr., Waterford, WI 53185

October 14, 2016

Dear Potential 2017 SPRING EXPO Exhibitor:

Preparations are underway for the 23rd Annual Waterford Area Spring Expo which will be held on Saturday, March 4, 2017 from 9AM-3:30PM at the Waterford Union High School. Now is the time to reserve your booth space for the 2017 Expo! Don't be left out! More than 2,000 people are expected to attend, so make sure your business is there to capture these qualified leads.

As a chamber member or 2016 exhibitor, the Chamber encourages you to sign-up at the special early bird rates! **But hurry, Early bird rates end December 16th!** By registering during early bird registration, you can take advantage of the following:

- ◇ Returning exhibitors have the first right to the same booth space as last year (if applicable)
- ◇ Significant cost savings for your business
- ◇ Priority booth placement as space requests are granted in the order that completed contracts are received¹

The 2017 floor plan is enclosed to make it simple to RESERVE YOUR BOOTH SPACE TODAY! To take advantage of the early bird benefits listed above, please return the enclosed exhibitor application² with payment by December 16, 2016. **You will receive a packet of important Expo information, including your confirmed booth space, at least 10 days prior to the event.**

- **New this year:** This year we welcome vendors who cater to the older adult population, health and wellness, and of course our traditional business vendors that have been the backbone of our 23 year existence.

If you would like more information on the many benefits of being a WACC member (including the Exhibitor cost savings for the Spring Expo!), please call me at the Chamber office today. If you have other questions please call me at 262-534-5911 or e-mail chamber@waterford-wi.org.

On behalf of the Waterford Area Spring Expo Committee, we look forward to seeing you on March 4th!

Regards,
Katy Engels, *Executive Director*

¹WACC reserves the right to place businesses into booth spaces outside of the choices indicated on the application. Booth choices may already have an assigned exhibitor from the previous year, in which case your business would be assigned a location in close proximity of the requested space. The WACC Booth Assignment Coordinator does his/her very best to keep a respectable distance between competitors, but there are no guarantees.

² It is important to completely fill out both sides of your application.