



Wisconsin State Fire Chiefs' Association

Together We Can Make A Difference

800-375-5886

www.wsfca.com

Education • Prevention • Safety • Supression • EMS

Dear Vendor,

The Wisconsin State Fire Chiefs' Association (WSFCA) thanks you for your past support and hope you will exhibit at the 2010 Conference. **Have you considered becoming a WSFCA Gold, Silver or Bronze Sponsor? Sponsors receive many benefits including the opportunity to select their exhibit location at the conference.** The many benefits of sponsorship are available on the WSFCA web site (www.wsfca.com) in the News & Events section (left hand side - click on sponsorship). A list of current sponsors is included on the next page. If you need additional information, please contact the WSFCA office, at the address/phone number listed below.

If you have questions about sponsorship or exhibiting, contact the WSFCA office at 800-375-5886 or email info@wsfca.com.

The La Crosse Center handles the booth set up and will facilitate all your space and booth needs for our 82nd Annual Conference. The booth cost includes side and back drape, a table, 2 chairs, an identification sign and 110 volt AC outlet. For additional booth items, please contact the WSFCA office at info@wsfca.com.

We will hold our very popular Friday evening social hour again this year. We would like to thank the vendors for funding this event last year through exhibit fees.

Important Information

Conference Headquarters: La Crosse Center

Dates: June 25-26, 2010

Vendor Set-up: Friday, June 25, 8:00 am – 1:00 pm (Continental Breakfast provided)

Exhibit Hours: Friday, June 25, 1:00 pm – 7:00 pm

Saturday, June 26, 9:30 am – 1:00 pm (Continental Breakfast provided)

Tear Down: Saturday, June 26, 1:00 pm

Vendor Meeting: Saturday – June 26, 8:00 am – 8:30 am

Once again this year, **every vehicle that reserves vehicle space by June 1, 2010 will receive one indoor vehicle space before additional vehicles from a single company will be allowed inside.** If needed, additional vehicles from a single company will be placed in a parking area behind the indoor exhibit space. **Indoor vehicles will lose their indoor space if full payment is not received by June 1, 2010.** If you prefer an outdoor space, please note this on your reservation form.

Again this year, **all non-member vendors will pay an additional \$100 per booth/vehicle space.** Associate membership is \$75 for one calendar year. A membership application is available at www.wsfca.com.

Sponsors: Please use the special 'sponsor registration form' to register for an exhibit space. The space is included in your sponsorship – but **you must still complete a form to register for an exhibit space.** Sponsors will be contacted to select their booth location in May 2010.

Cost and Registration Cutoff Date: The charge for a booth/vehicle space is \$525 for the 1st booth/vehicle space. Each additional booth/vehicle space will cost \$400. **Remember, associate members receive a \$100 per booth/vehicle space discount.** This year for planning purposes, and the desire by vendors to receive additional information prior to the conference, we are accepting registrations until June 1, 2010, at a registration fee of \$525.

6737 W. Washington St. • Suite 1300 • Milwaukee, WI 53214
800-375-5886 • 414-755-6291 • Fax: 414-276-7704
info@wsfca.com • www.wsfca.com

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Hotel Information: There are several hotels near the La Crosse Center that we have blocks with:

Best Western - \$99.99 (3.0 miles from La Crosse Center) (608) 781-7000

Courtyard by Marriott - \$116/Double; \$132/King Jacuzzi (0.2 miles from La Crosse Center) (608) 782-1000

Grand Stay - \$99.90/1 Bedroom Suite; \$109.90/2 Bedroom Studio Suite (0.2 miles from La Crosse Center) (608) 796-1615

Holiday Inn - \$109/1 King or 2 Queens; \$119/King Suite (across the street from La Crosse Center) (608) 784-4444

Radisson Hotel – (attached to La Crosse Center) (608) 784-6680

Standard Guest Rooms

\$119.00 – one king bed, city view

\$129.00 – two queen beds, river view

Plaza Club Rooms

\$149.00 – Plaza Club King, city view

\$159.00 – Plaza Club Double Queen, river view

Pool View Suite

\$119.00 – one king bed, pool view

\$175.00 – salon with one king bed, pool view

Mississippi Suite

\$300.00 – large parlor with large screen television, table for 6, couch, wet bar, Murphy bed

\$129.00 – one king bed, river view

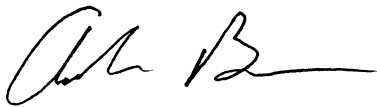
\$129.00 – one king bed, river view

Super 8 - \$72/1 Queen Bed; \$82/2 Queen Beds (2.7 miles from La Crosse Center) (608) 781-8880

Room blocks open April 1, 2010. All hotel reservations must then be made by May 14, 2010.

Please send **check payable to WSFCA with completed reservation form** to: *WSFCA, 6737 W. Washington St, Suite 1300, Milwaukee, WI 53214*. Additional reservation forms may be obtained from the WSFCA or on our website. Should you have any questions or concerns please call the WSFCA at (800) 375-5886. We look forward to your participation in our 82nd Annual WSFCA Conference in La Crosse.

Sincerely,



Andrew Bronson
Conference Coordinator

Thanks to our Sponsors:

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Custom Fire Apparatus, Inc.
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