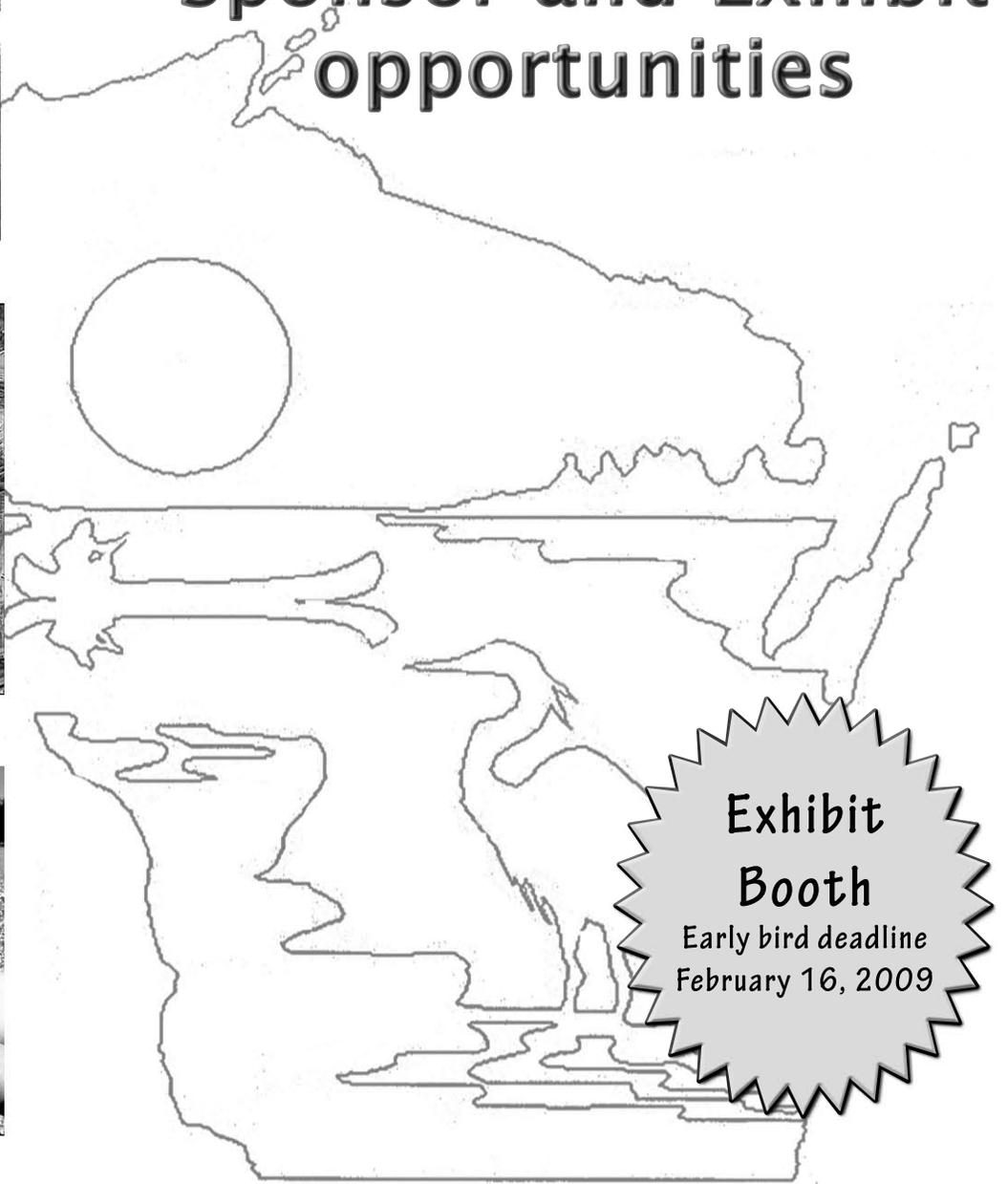


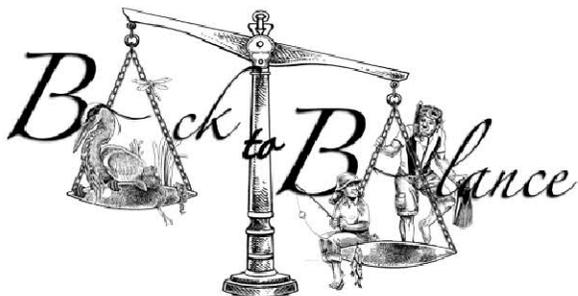
2009 Wisconsin Lakes Convention



Sponsor and Exhibit opportunities

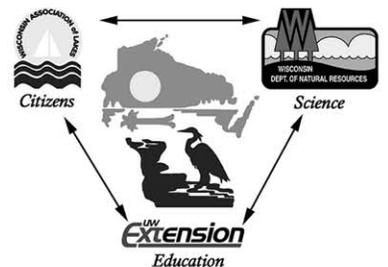


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March 18-20, 2009
KI Convention Center
Green Bay, WI

Wisconsin Lakes Partnership



An Aquatic Invasive Species Symposium

Connect with your lake customers at the Wisconsin Lakes Convention

About the Wisconsin Lakes Convention

A Wisconsin Lake tradition, the Convention brings more than 600 lake enthusiasts together to celebrate and learn about Wisconsin's 15,000 lakes.

In response to popular request, the 31st annual Wisconsin Lakes Convention (March 18-20, 2009) will highlight aquatic invasive species (AIS), which was identified as a top concern of Wisconsin Association of Lakes' members in a recent membership survey. This event will pull together local, state, national and global experts to discuss all aspects of AIS issues. The convention will include exceptional plenary speakers, workshops, concurrent sessions and poster presentations.

Making sure your potential customers remember your company's name, logo, professional skills and resources, and your contact information is an important and ongoing part of effectively promoting your business.

Sponsoring and exhibiting at the Wisconsin Lakes Convention is a great way to help lake associations, lake districts, and lakefront property owners think of you when it comes to making decisions about choosing professional services for their lake or property.

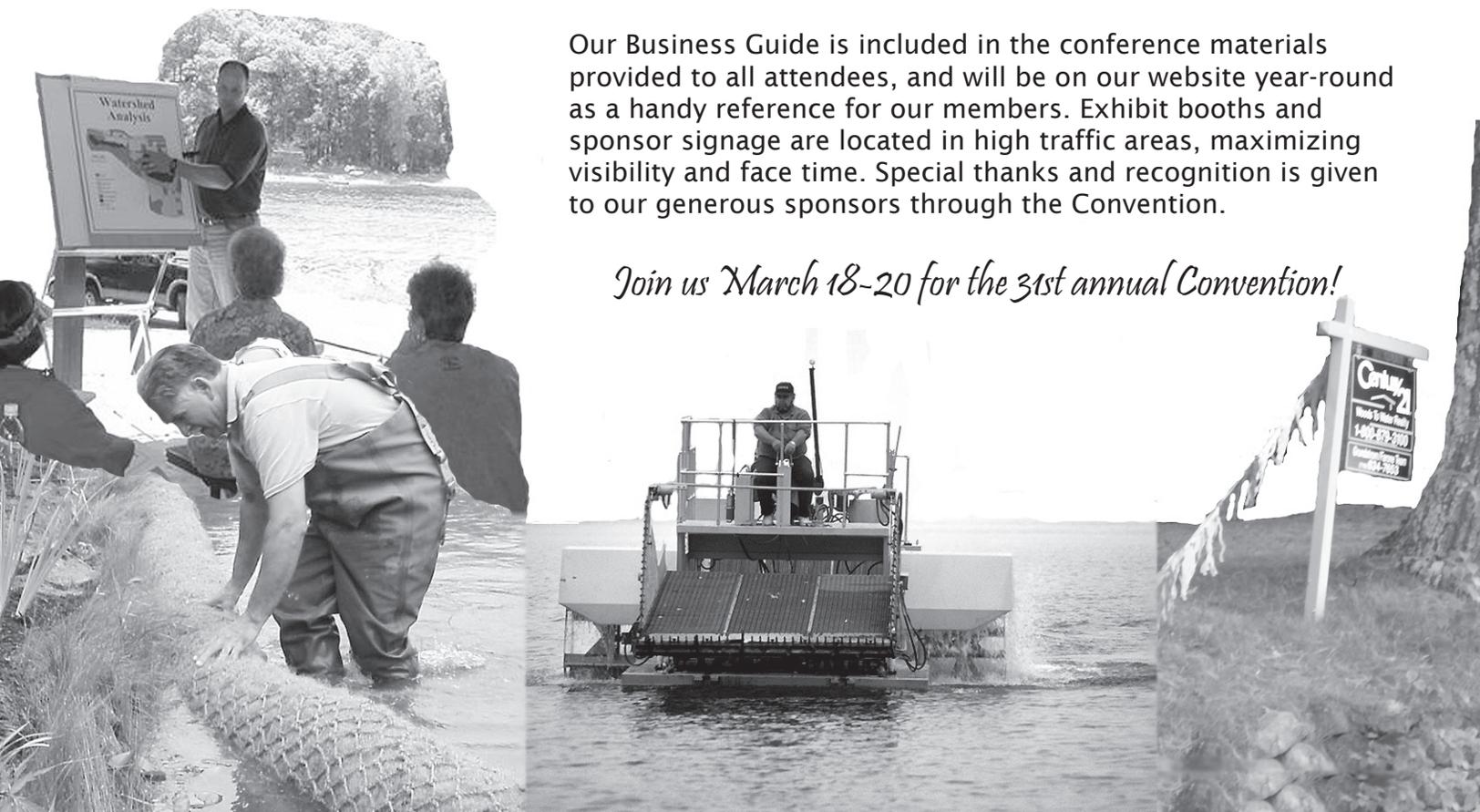
The Lakes Convention can help you market to Wisconsin's lake people whether you are in the business of:

- helping shoreland owners manage their properties,
- helping lake groups manage their lakes,
- offering legal opinions and services,
- selling lakefront property,
- selling recreational equipment that helps people enjoy our lakes,
- or providing the products and services to help get projects done.

The Wisconsin Association of Lakes offers a variety of opportunities at—and extending beyond—the Convention for businesses to support our work while promoting yours (see package options at right).

Our Business Guide is included in the conference materials provided to all attendees, and will be on our website year-round as a handy reference for our members. Exhibit booths and sponsor signage are located in high traffic areas, maximizing visibility and face time. Special thanks and recognition is given to our generous sponsors through the Convention.

Join us March 18-20 for the 31st annual Convention!



Convention Sponsorship & Exhibit packages

Throughout the year, the Wisconsin Association of Lakes receives calls from members interested in locating businesses that can help them with a variety of services—legal, lake management, shoreline restoration, etc. Becoming a Convention sponsor is a great way to increase your company's name recognition year round.

Exhibiting at the Convention is a great way to make personal contact with potential customers. Attendees and business representatives alike have found the Convention to be a wonderful opportunity to meet new people, greet old friends, build relationships, and network.

More information about exhibit booths, facility information, the Convention Schedule, and Program agenda will be available on our website: www.wisconsinlakes.org.

6 Exhibitor & Sponsor (\$2000)

- Company logo displayed in prime Convention spaces and on color Convention sponsor signs
- Full Exhibit booth package (see #2)
- One additional full registration for a Company representative (a \$185 value)
- 500 word company description, logo, and contact in our Business Guide.
- Full page (7.75 X 10") B&W ad in our Business Guide
- Company logo included on our Lake Stewardship Award program (included in each attendees' Convention packet)
- Logo on table tents at award banquet

5 Lead Sponsor (\$1500)

- Company logo displayed in prime Convention spaces and on color Convention sponsor signs
- 400 word company description, logo, and contact in our Business Guide.
- Full page (7.75 X 10") B&W ad in our Business Guide
- Company logo included on our Lake Stewardship Award program (included in each attendees' Convention packet)
- Logo on table tents at award banquet

4 Supporting Sponsor (\$1000)

- Company logo included on color Convention sponsor signs
- 300 word company description, logo, and contact in our Business Guide.
- Half page (3.875 X 10") B&W ad in our Business Guide
- Company logo included on our Lake Stewardship Award program (included in each attendees' Convention packet)
- Logo on table tents at award banquet

3 Contributing Sponsor (\$500)

- Company logo featured on color Convention sponsor signs
- 250 word company description, logo, and contact in our Business Guide.
- Quarter page (3.875 X 5") B&W ad in our Business Guide
- Company logo included on our Lake Stewardship Award program (included in each attendees' Convention packet)

2 Exhibit Booth (\$450*)

- One full registration for a business representative (a \$185 value!) includes all meals.
- 100 word Company description & contact information included in Business Guide.
- 8 x 10 foot booth (8 foot backdrop with 3 foot side drapes)
- 8 foot (30 inches high) draped and skirted table and 2 chairs.

*Rate increases to \$500 after 2/16/09

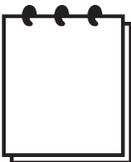
1 Business Guide (\$250)

- 200 word Company description, logo, and contact information included in the Business Guide
- Eighth page (3.875 x 3") B&W ad in the Business Guide
- The Guide is included in each Attendees Convention packet
- The Guide is available for download all year on the Wisconsin Association of Lakes' website

Choose your Convention Sponsor/Exhibitor package

- ① Business Guide Ad only \$250
- ② Exhibit booth only \$450*
- ③ Contributing Sponsor \$500
- ④ Supporting Sponsor \$1000
- ⑤ Lead Sponsor \$1500
- ⑥ Exhibitor and Sponsor \$2000

<i>Sponsor/Exhibitor information</i>			
Company name:			
Company address			City
State	Zip	Phone	Fax
E-mail		Web	
<i>(include amount of Convention Sponsor/Exhibitor package and fees for additional equipment, see box below right)</i>		Total \$	
<input type="checkbox"/> Charge my Visa, MasterCard, or Discover (circle one)		<input type="checkbox"/> Check enclosed	
Charge card #	Security code ___	Exp. Date __/__/__	
Signature	Print name on card		
Mail completed form to: Wisconsin Association of Lakes ♦ 4513 Vernon Blvd, Suite 101 ♦ Madison, WI 53705 ♦ Fax: 608-661-4314 Questions? Call 608-661-4313 or e-mail info@wisconsinlakes.org			



Company Description

This description will appear in the Business Guide. If possible, e-mail your description and company logo to info@wisconsinlakes.org. Placement in Guide cannot be guaranteed if received after February 2nd.

Exhibitors only

- I need a 110-volt outlet (\$50**)
- I need a phone line (\$50**)

Representative***

*Rate increases to \$500 after February 16th.

** Fee is \$75 after February 16th.

***Companies purchasing the Exhibitor/Sponsor package (#6), please include your additional representative names with this completed form.