Associate Member Convention Terms & Conditions 2027 WAF Convention

The Wisconsin Association of Fairs (WAF) invites you to our annual convention, January 10-13, 2027, at Chula Vista Resort in Wisconsin Dells. Over 900 attendees will gather for keynote speakers, trade shows, entertainment showcases, networking, workshops, auctions, and Carnival Night. We conclude with a Wednesday evening banquet honoring our award winners and selecting the 61st Wisconsin Fairest of the Fairs.

All convention materials (except for the hotel reservations) are available online only beginning **October 1 at 8:00 AM** at wifairs.com or can be found with the link below:

https://www.wifairs.com/p/convention

Payments can be made by Visa/MasterCard or by check by contacting the WAF office.

Below are all of the ways you can participate in our upcoming convention. Early-bird pricing is thru **November 15, 2026**.

1. Associate Membership: $85 (you will be prompted to complete an additional form)
2. Trade Show Booth (including 1 convention registration): $450
3. Strolling: $200 (does not include convention registration)
4. Showcasing: $50/$25 (you will be prompted to complete an application)
5. Convention Registration: $60
6. Wednesday Banquet: $50
7. Sponsorship: Varies

On the website, there is a separate page on the convention tab for all of the items you can register for at convention. They will also be referenced as you go through the online convention registration form. That way you can review the information in detail or as a summary.

Associate Membership:

Associate Membership ($85) is required for all convention participants. Membership runs October 1–January 15 and includes:

- Listing on the WAF website and in communications
- Two courtesy fair passes
- Parking at 74 WAF Member Fairs
- Fair Contact Excel Spreadsheet (emailed in December)

Memberships paid by **December 15** will appear in the printed convention directory.

Members must select from 20+ categories including: Association (state or national organization), Entertainment Talent Agency, Musical Act, Family Entertainment, Strolling Entertainment, Magical Entertainment, Motorsports Entertainment, Rodeo, Staging Sounds & Lights, Carnival & Rides, Concessions, Equipment, Fair Awards & Supplies, Fair Software, Ticketing/Digital Media, Fair or Festival, Insurance, Judges, Tents, and Miscellaneous.

Please select the category that is most similar to your business. Additional categories will be considered at our next board meeting.

Convention Guidelines & Eligibility:

We are a member only convention so In order to participate in the WAF convention, you must be a paid Associate Member for 2027. All Associate Attendees will need to read and agree to follow the WAF Associate Member Code of Conduct which is as follows:

> ***ASSOCIATE MEMBER CODE OF CONDUCT FOR WAF:***
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> ***As a WAF Associate Member I will:***
>
> ***Provide*** *the highest standards of integrity, honesty, and ethical conduct in all actions and decisions, not only at the WAF Convention, but year-round for all of our WAF Members.*
>
> ***Hold*** *myself accountable for my actions and decisions, ensuring they align with the mission and values of WAF.*
>
> ***Conduct*** *myself professionally, demonstrating courtesy, respect, and effective conflict resolution skills.*
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> *The Wisconsin Association of Fairs, (WAF), is operated by the WI Fairs, Inc., a Wisconsin non-stock, non-profit corporation (the WAF Board). The WAF Board reserves the final and absolute right to interpret these rules and regulations, and to arbitrarily settle and determine all matters, questions and differences in regard thereto or otherwise arising out of, connected with or incidental to WAF. Noncompliance at any time with the rules set forth herein, or with proper etiquette required of a WAF Member, may result in the loss of membership, and may further result in the immediate expulsion of the Member and their registrants from the convention.*
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> *Any ruling on such member cancellation, or the duration thereof, will be at the sole and absolute discretion of the WAF Board and is not reviewable, appealable or contestable. The WAF Board reserves the right to amend or add to these rules at any time and from time to time as they, in their judgment, may deem advisable.*

All Associate members attending the convention must then pay a convention registration per attendee.

Since not all of our Associate members can fit into the trade show area, all Associates attending convention must have a booth in our trade show, register as a strolling act, or have a room at the contracted hotel for the convention. If you choose not to have one of the three, a $450 minimum payment will be invoiced to your business. This way all Associates, on average, are paying the same amount to participate in the convention.

Associates may only conduct business from their booth during trade show hours, as a stroller during trade show hours, or their hotel room. Each Associate member participating in convention will be required to acknowledge at time of registration that you have read the Associate Member Convention Terms & Conditions 2027 and agree to follow the rules that have been established. Associate members not adhering to the rules may be excluded from future conventions at the discretion of the WAF.

Convention Registration:

All convention attendees are required to wear a name badge throughout the convention showing you have paid your registration. If you are reserving a booth in the trade show, one registration is included in that fee. Convention credentials *(badges and banquet tickets)* may be picked up beginning on Sunday at 4:00PM in the Grand Ballroom Lobby.

Convention registration includes all convention activities, except the Banquet, which is a separate ticket.

Registration Fees:

- $60 by Nov 15
- $85 from Nov 16–Dec 31
- $110 on-site
- Children: $20 (ages 6–12); free under 5

Cancellations by Dec 15 are fully refundable.

Hotel Reservations: WILL OPEN OCTOBER 19, 2026

Due to a new online hotel platform to make your reservations, the opening of booking hotel rooms has been delayed. More details on this process to come in a separate email.

To help keep our Associates easier to find by our fair members, we have created "Vendor Hospitality Row" which is two floors of rooms specifically reserved for our Associate Members who like to use their room for conducting business in addition to or instead of having a booth in the Trade Show.

Vendor Row consists of two and three-bedroom condos and a few junior suites. Layouts of the room descriptions are available on our website, on the convention page. When you make your room reservations, be sure to ask to be included in "Vendor Hospitality Row". You can book rooms other than condos, but we were trying to group the Associates as close together as possible.

All hotel rooms come with a full breakfast buffet and waterpark passes. Check-in is 4:00PM and check-out is 10:30AM. Guest rooms are based on up to 2 people per room in the Tower and Junior Suites, and 4 people in the Family, Presidential and 2-bedroom condos. Each additional occupant is $20 per night.

Use the hotel registration form on the website to make your hotel reservations.

Signage:

Associates are only allowed to display posters outside of their hotel room door or in their trade show booth. Posters are not allowed on the walls throughout the hotel. Please keep in mind when displaying your posters that trinkets and easels can become trip hazards.

WAF will provide a wide array of signboards in the registration area and throughout the convention facility listing your trade show booths and hotel rooms so fairs can find your business. Only WAF staff will be updating the boards. If an Associate makes modifications to

the sign boards, they are not adhering to the rules and may be excluded from future conventions at the discretion of the WAF.

Convention Sponsorships & Donations:

Each year the Association welcomes cash or in-kind sponsorships to increase your recognition. Sponsorship commitments received prior to **December 15** will be included in our convention program and at the convention. Please look over our sponsorship opportunities to see if we have an area of sponsorship that interests you.

Additionally, we host a live auction on Monday, and silent auction on Tuesday. Please consider participating by purchasing or donating an auction item.

Shipping & Additional Equipment or Chula Vista Rentals:

Any other additional equipment must be ordered in advance directly from and paid for directly to the Chula Vista Resort by December 19, 2026. Their detailed information as well as shipping address will be included in your booth confirmation letter you receive in December. The form is also available in the hotel tab.

Trade Show Booth Contract Regulations:

The trade show will take place on the main floor of the convention facility and will accommodate all Associate booths in the same area. During trade show hours, we keep our workshops & other events to a minimum to give fairs every opportunity to meet with you.

Trade Show Outline:

- **Booth Fee:** $450 (includes one registration and 6'x10' booth. One 2'x8' table and one chair are included, but must be requested when registering).
- **Electricity:** $25 if requested by Dec 15; $100 after. Exhibitors provide their own cords.
- **Wireless Internet:** Included throughout the facility.
- **Booth Assignment:** Confirmed by Dec 22 via email.
- **Refunds:** We will only issue a refund if the booth can be resold.

Trade Show Hours:

- Mon, January 11: 1–4 PM
- Tue, January 12: 12–3 PM

Setup/Tear Down:

- Setup: Mon, January 11, 9 AM–1 PM
- Tear Down: Tue, January 12, 4–6 PM

Regulations:

- Booths must be open and staffed during trade show hours. Trade Show exhibitors must vacate the trade show and their booth when the trade show is not open. If you request access to your booth outside of the trade show hours, you must connect with the WAF office or registration desk.
- Associates are responsible for their own property; no security is provided.

- Subletting or booth-sharing is prohibited. If done, a total booth fee will be assessed to each exhibitor.
- Booth noise must not interfere with neighbors, and "sound enhancements" are prohibited
- Displays and business must remain within assigned booth space.
- Associates are limited to one trade show booth per membership until after the **November 15 deadline,** to allow all Associates an opportunity to have a booth in the trade show. After November 15, if the trade show is not sold out, additional booth requests will be assigned. It is recommended that if you desire more than one booth, you make that reservation with your original registration. The Executive Director will assign the additional requests once all first booths are fulfilled and notify the Associate Member if the additional booth space requests cannot be made. Booths are assigned based on deadlines met, sponsorship(s), trade show history, electrical needs, and at the discretion of the WAF board of directors and the Executive Director.
- Exhibitors with live animals must provide proof of insurance and ensure animals are tethered/caged at all times.
- Your display and business will be conducted within your assigned booth space. Strolling in the trade show area is not permitted.
- Violations may result in a $100 penalty and/or exclusion from future conventions.

WAF, through the chairperson assigned, has full power to interpret and enforce the regulations written herein.

Additionally, each exhibitor agrees to

1. Indemnify and hold harmless the WAF, Chula Vista Resort, and their agents and employees, from any mysterious disappearances, theft, fire or any damage or liability of any kind to exhibitor or exhibitor's possessions which arise out of booth use.
2. Indemnify and hold harmless the WAF, Chula Vista Resort, their agents and employees, for any and all liabilities, claims, causes of action, etc., arising out of or caused by exhibitor's booth during the convention.

<u>Strolling:</u>

Any entertainment-based Associate who wishes to "stroll" during the convention needs to pay a $200 strolling fee per act, and pay registration for each member attending. Strolling may take place <u>only</u> during the times the trade show is open. Strolling takes place in the hallways outside of the trade show. Strolling registrations are due **December 15**. "Strolling" is defined as any entertainment-based act that's main purpose is to perform their act while moving through the grounds. Only acts that would normally stroll at a fair are eligible to stroll at convention.

In order to stroll at the WAF Convention, you must do the following:

1. Be a paid Associate member for the current convention year.
2. Pay a convention registration fee for each Associate member attending.
3. Complete the strolling registration and pay the $200 strolling fee by December 15.
    - As part of your stroll, you are permitted to have a small table *(no larger than a standard square card table)* with your promotional items during the trade show hours set up in the adjacent hallway to the trade show.

- You may NOT stroll within the trade show.
- Strollers may only be in costume during the trade show hours.

This is not an application to showcase on stage, *but is required if you wish to stroll during the convention. You may also apply to showcase and/or participate in the trade show if desired.*

Showcasing:
WAF offers three different opportunities for Members to showcase at our convention and this is done by an application process with a showcase application fee. **Showcase applications are due by October 27, 2026.**

Our Evening Showcases will take place on Monday and Tuesday evening of convention, and include video screens for enhanced viewing**.** We will be offering a Family Stage Showcase on Tuesday morning if we have enough submissions.

We are looking for bands, magicians, hypnotists, jugglers, dancers, animal shows, truck shows, etc. that you believe are a good fit for our fair family. Please keep in mind the budgets our fair members have. You might find a fair that is going to book an act between $1,500 and $3,000 or a group that can pay up to $5,000 for entertainment.

We encourage you to provide a variety of entertainment offerings (bands, family, variety, etc.) in a variety of price ranges for our member fairs to consider. Most fairs will book acts within the $1,500 - $5,000 range.

SHOWCASE REGULATIONS: WISCONSIN ASSOCIATION OF FAIRS

1. Only Members that are in good standing with WAF, and have paid their membership through the two fair conventions prior to the year they wish to showcase, are eligible for showcasing. A member in good standing is one that pays their annual dues and follows the Associate Member Code of Conduct established by the Wisconsin Association of Fairs. *(See description under the Membership description.)* In addition, Associate Member will need to pay their dues for the year in which it showcases.

2. Evening and Family Showcase acts will be showcased only once within a two-year time period (one years in between each showcase opportunity.) Video Showcase acts may be submitted annually.

3. Each Member must register for the convention and work from a trade show booth or have a hotel room in the convention hotel in order to participate in the showcase. If selected to showcase, you may hand out promotional materials on the night in which you showcase and, in the room, that the showcase is held. Associates can only be in costume at the showcase on the night in which they showcase.

4. Members may submit more than one act for consideration; however, only one act will be given priority from each Member. An additional act from any one Member may also be chosen for showcase variety if necessary or to serve as emcee.

5. There are three types of showcasing, Evening Showcase, Video Showcase and Family Showcase.
   - Video showcase is available to acts/entertainment that is too large for the stage such as animal acts, motorsports, hypnotists, or variety acts. Videos shown at the showcase are limited to 3 minutes in length and should be submitted in DVD format for view.
   - Family Showcase is available to acts/entertainment such as family shows, magicians, kids show, etc. that can fit onto a stage to perform. The showcase will be limited to 12 minutes with 1-2 minutes of set up and tear down. Family Showcase will take place on Tuesday morning at in the Grand Ballroom and will use the sound equipment provided by the hotel.
   - Evening showcase is available to acts/entertainment such as bands, dance groups, family shows, magicians, etc. that can fit onto a stage to perform. The showcase will be limited to 20 minutes. There will be specific times set-up preceding performance time and 5 minutes to tear down following performance. Each act showcasing will be allowed to conduct business after their act just outside the showcase stage area. WAF will provide some tables for use.
   - Acts **must** adhere to this scheduling. Our Evening Showcase is set up similar to a "Festival Style Event Showcase". This means there is very limited time to set up between acts, approximately 7 minutes. We have between 6 and 8 acts perform each night with an emcee filling the time while changeover is happening.
     - WAF will provide the following equipment that is required for all acts to use:
       - Front of house equipment
       - Stage monitors with mics
       - Backline equipment with 2 guitar & bass amps
       - Drum kit
       - Standard keyboard
         - If you have any special keyboard requests other than the equipment provided, those requests must be emailed by **December 4** to **jaime.kwiatkowski@wistatefair.com**. We cannot guarantee they will be approved.

6. The act must be appropriate to the Fair circuit and be able to perform in the facilities provided.

7. Showcase act must use sound and lights provided by WAF. The control and sound level will be determined by WAF Showcase Committee.

8. All showcase requests must be submitted online using the proper application form by **October 27, 2026**. Applicants **must pay via credit card a $50 application fee for Evening/Video Showcase or $25 for Family Showcase**. Those submissions not selected will be refunded the application fee. Promotional materials will ONLY be accepted electronically. Please provide the specific link on the application. Acts will not be considered without proper materials or incomplete submissions (broken links, no sound, etc.)

9. Showcase acts will be assigned and confirmed to the submitting party no later than November 15, 2026. Confirmations must be followed up with signed agreement, stage plots and any additional information by December 4, 2026.

10. If an act is scheduled and confirmed to perform at the WAF convention and then cancels or doesn't show, they forfeit their space and have to wait three years to be eligible to showcase again. If the cancellation is based on a severe weather event, the showcase committee will review and decide on their eligibility for the next year.

11. All applications NOT selected by the Wisconsin Association of Fairs Showcase Committee to showcase at convention, are NOT permitted to showcase LIVE any other time during the convention. This includes all of the hotel property including hotel rooms.

12. Evening showcase act must have a member with technical knowledge and EQUIPMENT present at designated meeting times. Any group not represented at meeting will lose scheduled sound check appointment and will be moved to the end of the showcase. Meeting times to be determined and announced by WAF Showcase Committee. **At this meeting, all acts will be given wristbands which will allow them access to the showcase room. Associates are expected to conduct business in their hotel room following the showcase and/or in their booth during the trade show hours**.

Acts are selected on the following criteria ranked in order of importance:

1. Quality of Act
2. Appropriateness of act for the Fair Circuit
3. Variety of musical styles and consideration to ranges of budgets of Fairs represented.

The guidelines above are subject to alterations and/or changes during the annual WAF Convention, if the situation warrants a change. The ultimate and final decision is the prerogative of the WAF Showcase Committee with the approval of the Wisconsin Association of Fairs Board of Directors.

Showcasing Sound Bids:

If your business would like to submit a bid for Sound and Lights, please contact WAF at info@wifairs.com by October 15. More information on the bids will be available then.

Associate Director Election:

It is time to vote for your Associate Member representative for the Wisconsin Association of Fairs (WAF). In order to serve on the Board the Associate nominee must be a member in good standing with WAF for a minimum of three consecutive years. The elected Associate Director will officially begin their three-year term on January 13, 2027. This position is elected by our Associate members only. We'd like to thank Chris Engebretsen for serving the last three years. Chris is eligible to serve for an additional three-year term.

All voting for the Associate Director position on the WAF Board of Directors is done online only. Associate Members can only vote once. To track that, your name and email must be completed

with your ballot, but that information will not be shared with any of the voting results. Use the form below to complete your ballot by **October 20, 2026.**

https://www.wifairs.com/f/39

Associate Meeting:
A meeting related to Associate Member issues will be held during the convention. The date will be provided in the convention program but will likely take place on Tuesday morning. Any Associate is welcome to attend and discuss any concerns or suggestions for future conventions.

Associate of the Year Nominations:
This award recognizes a WAF Associate member (business or individual) that has, and continues to contribute to the success of the Fair industry in Wisconsin. Please use the link below to nominate an Associate Member you feel is worthy of this special recognition. Completed nominations are due **by October 15.**

Please provide a supporting statement of 250 words or less, as to why the nominee should be selected as the recipient of the award. If selected, your statement may be used during the presentation of the award. You may use the remaining space on this application or on one additional page.

Guidelines:
- Nominee may be living or deceased.
- Nominee shall be a present or past Associate Member of WAF.
- All Fair Members and Associate Members of WAF are encouraged to nominate an Associate member who has supported the WAF and the Wisconsin Fair Industry.
- Nominations will be held over for a three (3) year period with the approval of the Fair/Associate that nominated them.
- The WAF state board will review all nominations received to select the recipient(s).
- An Award is not required to be given each year. The number of awards presented is at the discretion of the WAF state board.
- Selection of the recipient will be announced at the WAF annual convention at the Opening Session on Monday morning.

http://www.wifairs.com/p/other/Award-Forms

Contact:
If you have any questions about any of the information or you would like a hard copy mailed to you, please don't hesitate to contact me.

Jayme Buttke, Executive Director
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