Order exhibitor badges online at www.wirestaurant.org/expo/exhibit/badges

DETAILS
Each exhibiting company will receive a minimum of five complimentary badges.* For each additional 100 square feet of exhibit space, your company will receive an extra three (3) badges. See table below/right for examples. Note: 100 square feet is equivalent to one 10 x 10 booth.

Advance badge orders must be received by 9:00 p.m. on March 8, 2020. Badge requests over and above the complimentary allotment will cost $40 each. **Badges ordered after the deadline, will cost $49 each** (above your complimentary allotment).

Exhibitor badges must be worn during move-in, show hours, and move-out. Only those wearing an exhibitor badge will be allowed on the floor during move-in, move-out, and exhibitor prep hours on show days.

Remember that exhibitor badges can never be used to admit restaurateurs, non-exhibiting suppliers, or minors. Only employees of an exhibiting company may be registered as exhibitors.

* Tabletop exhibit space in special event areas includes three complimentary badges.

REGISTRATION INSTRUCTIONS
Exhibitors must go to the following website: www.wirestaurant.org/expo/exhibit/badges

Once there, click on the Order Badges button. You will need your special password to begin the registration process.

The primary contact person listed on your company’s exhibit contract will be sent an email with instructions on how to register your company’s staff for the Midwest Foodservice Expo. The email will include the special password noted above.

Exhibitor badges must be ordered online for all exhibitors.

COMPLIMENTARY BADGE ALLOTMENT

<table>
<thead>
<tr>
<th>Square Feet</th>
<th>Free Badges</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>5</td>
</tr>
<tr>
<td>150</td>
<td>7</td>
</tr>
<tr>
<td>200</td>
<td>8</td>
</tr>
<tr>
<td>300</td>
<td>11</td>
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<tr>
<td>400</td>
<td>14</td>
</tr>
<tr>
<td>500</td>
<td>17</td>
</tr>
<tr>
<td>600</td>
<td>20</td>
</tr>
<tr>
<td>700</td>
<td>23</td>
</tr>
<tr>
<td>800</td>
<td>26</td>
</tr>
</tbody>
</table>

PASSES FOR YOUR CUSTOMERS
If you are interested in arranging for your customers to enter the Expo at no charge (compliments of your company), you may purchase Preferred Customer Passes for just $5/pass. This deeply discounted rate is available only to exhibitors at the 2020 Midwest Foodservice Expo. More information about Preferred Customer Passes can be found later in this section of the manual. To order, contact Laura Raske at 800.589.3211 or email lraske@wirestaurant.org.

DEADLINE FOR ADVANCE REGISTRATION: MARCH 8, 2020 at 9:00 PM

PLEASE NOTE: Children under 16 years of age (including infants) will not be permitted access to the exhibit floor at any time. This INCLUDES move-in and move-out hours.
Branding Add-Ons!

NEW! Multi-Media Upgrade — $349
Take advantage of this budget conscious upgrade. You choose a product or service that you want to promote and get us a photo, the product name, and a description. Each upgrade features one product or service promoted via:

- An e-blast sent to F&B operators before the Expo
- Facebook & Instagram posts (1 each)
- The MFE Program & Exhibit Guide
- The Winter/Spring issue of the Wisconsin Restaurateur, a circulation of 14,000+ foodservice professionals
- The MFE website leading up to the Expo

(Deadlines may apply for print pieces)

To be instrumental in meeting your marketing initiatives, we’ve put together a variety of sponsorship and advertising options of various mediums and price points. Just a few examples are included below:

MFE Educational Session Notebooks/Pens — Exclusive
$1,500, and you supply 1,200 notebooks with pens.
Support this popular request to have co-branded notebooks in the seminar sessions at the Expo. This takeaway item will be in the hands of buyers for weeks to come!

Workforce Quick Bites Zone
Exclusive three day sponsor $7,500. Co-sponsorship also available at $2,500. This popular training area, hosted inside the busy exhibit hall is where F&B operators go for quick tips on hiring, training and retaining. Sponsorship puts your company in the spotlight as an expert on this critical issue. Sponsorship includes speaker spots of 15 minute training sessions rotating over three days on topics that cover workforce engagement. Sponsorship of the Marketing Quick Bites zone is also available separately.

Restroom Mirror Advertising Decals — Exclusive
$2,400 total investment
Be seen multiple times a day by thousands. Display your brand on mirror decals in the restrooms throughout the convention center. Draw attention to specific products, your logo, or whatever else you’d like to highlight.

To learn more about additional sponsorships and other branding opportunities, CLICK HERE.
Questions? Contact Amy at anitschke@wirestaurant.org. Looking to customize? Contact Dawn at dfaris@wirestaurant.org.
Marketing Tools Included With Your Exhibit Space

NEW! Social Video Feature
Let the foodservice world know you’ll be at the Expo and give them a sneak peek of what they’ll see at your booth. Email anitschke@wirestaurant.org for your 30-second video guidelines.

NEW! Exhibitor Tool Kit
We’ll arm you with promotional marketing materials such as postcards, flyers, social media, email, whatever you can use to promote your upcoming presence at the show.

Wednesday Customer Passes
Impress your key buyers and top prospects with FREE ADMISSION to the Expo on Wednesday. You’ll receive a designated number of these passes based on the size of your exhibit space. If you’d like to order passes which allow free admission on any day of the Expo, please see information about Preferred Customer Passes on the following page.

Custom Invitation Partnership
Select foodservice and hospitality guests you’d like to invite to the Expo and reach out to them with a branded invitation offering a discounted rate. Our design team will create a customized email invitation for your contacts. You fill in the blanks of our template and we send you a fully designed HTML email ready to go!

Buyer Matching Program
Before and after the Expo, you’ll receive a list of pre-registered attendees based on product interest. This powerful sales tool gives you contact information in an electronic file format. Maximize your trade show investment by qualifying and connecting with these key buyers.

Social Post
We’re always looking for exciting ways to promote the Expo on social media to our attendee audience. Will you have a unique experience in your booth or a special giveaway you want to share? Let us know! And don’t forget to ‘like’ the Expo’s Facebook page.

Expo Graphics to Promote Your Booth before the Expo
Use our “See Us Here!” graphics (sample, right) or Expo logos on your website, social media, pre-show mailers, invoices, company newsletter, or any way you contact your current and potential customers.
You can view and download our selection of graphics by visiting www.wirestaurant.org/expo/exhibit/prep

Don’t forget to add the Midwest Foodservice Expo to your online event calendar!
Does your company have an event calendar on its website, Facebook page, or other social media sites? Be sure to add the Midwest Foodservice Expo so buyers know where they can see you.

Questions on any of the above? Contact Amy Nitschke at anitschke@wirestaurant.org.
Give your customers FREE admission to the Expo

Impress your clients by giving them totally free registration to the Midwest Foodservice Expo with Preferred Customer Passes. As an exhibitor, you can order as many Preferred Customer Passes as you’d like for the super-low price of only $5 each. Order today!

**BENEFITS & DETAILS**

- Use Preferred Customer Passes to invite your customers and prospects to attend the Expo courtesy of your company.

- A pass provides the bearer with totally free registration to any and/or all three days of the Expo... a $49 value!

- Passes may be ordered in any quantity for only $5/each (sales tax is included). This special rate is available only to exhibitors at the 2020 Midwest Foodservice Expo.

- Delivery of passes may take up to two weeks so please order well in advance of the time when you plan to distribute them to your clients.

- Deadline: February 21, 2020

- Preferred Customer Passes should be distributed only to those working in the foodservice industry. The passes cannot be used by exhibiting companies to acquire exhibitor badges, nor can they be used by non-exhibiting suppliers to gain admission to the Expo.

- Preferred Customer Passes are non-returnable and non-refundable.

**EXHIBITOR INFORMATION**

- Company Name:
- Contact Person:
- Address:
- City:
- State: Zip:
- Phone:
- Email:

**ORDER & PAYMENT INFORMATION**

- Please send me __________ Preferred Customer Passes
- Number of passes __________ x $5 = $ ____________
- ☐ CHECK ENCLOSED (for amount noted above)

**PAY WITH CREDIT CARD**

- ☐ Mastercard  ☐ Visa  ☐ American Express ☐ Discover
- Card #: 
- Exp. Date: Security Code:
- Print Cardholder Name:
- Signature:
- ☐ Billing Address same as above, or ☐ listed below:
- Address:
- City/State/Zip:

**DEADLINE: FEBRUARY 21, 2020**

**SEND FORM WITH PAYMENT TO:**

Laura Raske
Wisconsin Restaurant Association
2801 Fish Hatchery Road, Madison, WI  53713
Email: lraske@wirestaurant.org

**QUESTIONS?**

Contact Laura Raske
Phone: 800.589.3211 or 608.270.9950
Email: lraske@wirestaurant.org

Click here to order Preferred Customer Passes online
Reach buyers before the show even begins!

As an exhibitor at the Midwest Foodservice Expo, you have the rare opportunity to purchase the Wisconsin Restaurant Association’s membership mailing list at an incredibly discounted rate. This list usually rents for up to $1,400 — your special rate is only $275! Use the list to market directly to WRA restaurant members. It’s an excellent way to increase your booth traffic by placing your exhibit on the buyers "Must See" list.

**BENEFITS & DETAILS**

- Use the WRA membership list to send your company’s pre-show and post-show marketing literature.
- The list includes complete mailing information and phone numbers (sorry, no email addresses) for the WRA’s primary membership.
- The cost of the list is only $275 (plus sales tax). This very special rate is available only to exhibitors at the 2020 Midwest Foodservice Expo. The WRA Membership List must be ordered before February 21, 2020.
- The list will be sent to you via email. The membership information is placed in an easy-to-use Microsoft Excel spreadsheet. Please be sure you include your email address on this order form.
- Use of the list must be limited to the promotion of your company prior to and directly following the Midwest Foodservice Expo. Distribution of the list to any other company is forbidden. Use of the list is monitored.

**PAYMENT INFORMATION**

**PAY WITH CHECK**
- Check enclosed for $290.13 ($275.00 + tax)

**PAY WITH CREDIT CARD**
- Mastercard  □ Visa  □ American Express  □ Discover
- Card #:  
- Exp. Date:  
- Security Code:  
- Print Cardholder Name:  
- Signature:  
- Billing Address same as above, or □ listed below:
- Address:  
- City/State/Zip:  

**DEADLINE: FEBRUARY 21, 2020**

**SEND FORM WITH PAYMENT TO:**

Ryan Pettersen  
Wisconsin Restaurant Association  
2801 Fish Hatchery Road, Madison, WI 53713  
Email: rpettersen@wirestaurant.org

**QUESTIONS?**

Contact Ryan Pettersen  
Phone: 800.589.3211 or 608.270.9950  
Email: rpettersen@wirestaurant.org

[Click here to order the Mailing List online]
Add recognition to your listing in the Program & Exhibit Guide with a Logo Upgrade!

A Logo Upgrade puts your company’s logo next to your listing in the exhibit guide. The logo gives your listing a personal touch and will draw more attendees to your booth.

**SAMPLE PAGE FROM PROGRAM**

**2019 Exhibitors**

**Preferred Logo Size:** 2” x 2” (or larger)
**Preferred Formats:** Logos should be sent electronically by email in EPS, TIFF or JPEG format (hi-res... at least 300 dpi).
**Cost:** $100 (sales tax is included)

**EXHIBITOR INFORMATION**

Company Name:
Contact Person:
Address:
City:
State: Zip:
Phone:
Email:

**PAYMENT INFORMATION**

**PAY WITH CHECK**
☐ Check enclosed for $100

**PAY WITH CREDIT CARD**
☐ Mastercard ☐ Visa ☐ American Express ☐ Discover
Card #:
Exp. Date:
Security Code:

Print Cardholder Name:
Signature:
☐ Billing Address same as above, or ☐ listed below:
Address:
City/State/Zip:

**DEADLINE: FEBRUARY 7, 2020**

**SEND FORM WITH PAYMENT TO:**
Ryan Pettersen
Wisconsin Restaurant Association
2801 Fish Hatchery Road, Madison, WI 53713
Email: rpettersen@wirestaurant.org

**QUESTIONS?**
Contact Ryan Pettersen
Phone: 800.589.3211 or 608.270.9950
Email: rpettersen@wirestaurant.org

Click here to order a Logo Upgrade online
ADVERTISE IN THE EXPO PROGRAM
AND BE SEEN BY THOUSANDS!

Get noticed and increase traffic to your booth!

The 2020 Midwest Foodservice Expo Program & Exhibit Guide is free to every attendee. It’s an essential planning tool covering everything the Expo has to offer. Placing an ad in this book is an excellent way to catch the eye of every attendee!

<table>
<thead>
<tr>
<th>ADVERTISING RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PREMIUM POSITION</strong></td>
</tr>
<tr>
<td>SPACES .................. $1,495</td>
</tr>
<tr>
<td>Available spaces include Inside Front Cover, Pages 1 and 2, Inside Back Cover and Outside Back Cover.</td>
</tr>
<tr>
<td><strong>INTERIOR FULL PAGE</strong></td>
</tr>
<tr>
<td>SPACES .................. $975</td>
</tr>
<tr>
<td><strong>INTERIOR HALF PAGE</strong></td>
</tr>
<tr>
<td>SPACES .................. $525</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SPECIFICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>All ads are 4-color. Trim size of the program is 8 1/2” x 11”. Complete ad creation specifications will be sent upon receipt of contract.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DEADLINES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SPACE RESERVATION DUE</strong></td>
</tr>
<tr>
<td>February 3, 2020</td>
</tr>
<tr>
<td><strong>MATERIALS DUE</strong></td>
</tr>
<tr>
<td>February 7, 2020</td>
</tr>
</tbody>
</table>

ADS WILL BE ACCEPTED ON A FIRST-COME, FIRST-SERVED BASIS. ADVERTISING SPACE IS LIMITED SO RESERVE YOUR SPACE EARLY.

SEND FORM WITH PAYMENT TO:
Ryan Pettersen
Wisconsin Restaurant Association
2801 Fish Hatchery Road, Madison, WI 53713
Email: rpettersen@wirestaurant.org

QUESTIONS?
Contact Ryan Pettersen
Phone: 800.589.3211 or 608.270.9950
Email: rpettersen@wirestaurant.org

Click here to order a Program Ad online
## RATES & DETAILS

### PREMIUM POSITION SPACES .......................... $1,495
Available spaces include Inside Front Cover, Pages 1 and 2, Inside Back Cover and Outside Back Cover.

### INTERIOR FULL PAGE SPACES .......................... $975

### INTERIOR HALF PAGE SPACES .......................... $525

### SPECIFICATIONS
All ads are 4-color. The trim size of the program is 8 1/2" x 11". Complete ad creation specifications will be sent upon receipt of contract.

### PLEASE NOTE
- Advertising space is limited and only offered to exhibitors at the 2020 Midwest Foodservice Expo.
- Payment is due 30 days from the date of invoice.
- No advertising agency discounts will apply to Expo Program advertising.
- Advertiser or ad agency assumes liability for 100% of contract price.
- All advertisements must be pre-approved by WRA before placement and printing.
- Ads must be submitted as PDF files. WRA will not be held responsible for design discrepancies when no printed proof is provided.

## ADVERTISER INFORMATION

Company Name: 
Contact Person: 
Address: 
City: 
State:  Zip: 
Phone: 
Fax: 
Email:

## AGENCY INFORMATION

Are you responsible for receiving the invoices?  
- Yes  
- No
Firm Name:
Contact Person:
Address:
City:
State:  Zip:
Phone:
Fax:
Email:

Please check ad type desired below

- Premium Postion Space(s)
- Interior Full Page Space(s)
- Interior Half Page Space(s)

Note: WRA will contact you to discuss available positions

---

I understand that I will be advertising in the 2020 Midwest Foodservice Expo Program, not the Winter/Spring issue of Wisconsin Restaurateur magazine. My signature below indicates that I have read and agree to abide by all terms and conditions stated on this contract.

Authorized Signature: 
Title:  
Date: 

---

**SEND FORM WITH PAYMENT TO:**
Ryan Pettersen
Wisconsin Restaurant Association
2801 Fish Hatchery Road, Madison, WI  53713
Email: rpettersen@wirestaurant.org
Or, [click here to order a Program Ad online](#)

---

**FOR INTERNAL USE ONLY**

WRA ID #:
Accepted by: 
Date: 
Advertise in a Publication the Industry Depends On

Wisconsin Restaurateur (WR) is a high-quality magazine serving foodservice professionals throughout Wisconsin. With an exclusive focus on the foodservice industry, WR offers an excellent mix of industry news and features. WR points out trends headed toward Wisconsin and gets the word out on those that start here.

Longevity

Wisconsin Restaurateur is the official publication of the Wisconsin Restaurant Association, one of the largest state restaurant associations in the U.S. It's been published since 1933.

Circulation

The Winter/Spring issue is mailed to over 12,000 locations. Additionally, it will be available to all attendees at the Midwest Foodservice Expo and posted on the WRA website for all visitors to read. The Summer/Fall issue will reach nearly 3,500 WRA members and additional subscribers and be available for all subscribers to read online.

Reach the people who make a difference

As the only publication in Wisconsin with an exclusive focus on the foodservice industry, we reach an estimated 80% of the foodservice buying power in the state. Readers include owners, managers, chefs, F&B directors, foodservice executives and more — from all segments of the industry. Let WR be your direct link to prospective buyers and increased business in Wisconsin.

### 2020 Advertising Rates

<table>
<thead>
<tr>
<th>Ad Space</th>
<th>Winter/Spring Issue*</th>
<th>Summer/Fall Issue</th>
<th>Annual</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1-time placement</td>
<td>1-time placement</td>
<td>2-time placement</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,645</td>
<td>$1,660</td>
<td>$3,865</td>
</tr>
<tr>
<td>Half Page</td>
<td>$1,505</td>
<td>$945</td>
<td>$2,200</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$3,235</td>
<td>$1,995</td>
<td></td>
</tr>
<tr>
<td>Page 1</td>
<td>$3,065</td>
<td>$1,890</td>
<td></td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$2,885</td>
<td>$1,780</td>
<td></td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$3,235</td>
<td>$1,995</td>
<td></td>
</tr>
<tr>
<td>2-Page Spread</td>
<td>$4,550</td>
<td>$2,805</td>
<td></td>
</tr>
</tbody>
</table>

* Increased circulation for the Winter/Spring issue.

### 2020 Advertising Deadlines

<table>
<thead>
<tr>
<th></th>
<th>Reservations Due</th>
<th>Ads Due</th>
<th>Issue Mails</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter/Spring Issue</td>
<td>01/09/20</td>
<td>01/16/20</td>
<td>Mid February</td>
</tr>
<tr>
<td>Summer/Fall Issue</td>
<td>07/07/20</td>
<td>07/14/20</td>
<td>Mid August</td>
</tr>
</tbody>
</table>

For more information on advertising, contact Ryan Pettersen

(800) 589-3211 • email: rpettersen@wirestaurant.org • www.wirestaurant.org/wrmagazine

Wisconsin Restaurateur is Published by the Wisconsin Restaurant Association, 2801 Fish Hatchery Road, Madison, WI 53713
Support education through scholarships and high school programs.  
Get a tax write-off. Promote your brand.

DONATE TO THE CHARITABLE AUCTION

- Raises funds for the non-profit WRA Education Foundation’s programs
- Supports scholarships for students pursuing careers in foodservice and hospitality
- Supports ProStart and related high school programs
- Donations are tax-deductible as charitable contributions for federal tax purposes
- All businesses are prominently featured in the high-traffic Auction for Education booth at the Expo

The most popular items in the WRA Education Foundation auctions include: gift certificates, food and beverage products you sell/distribute, tickets to events, golf items, wine and liquor, local travel packages and more. Get your donations in by February 28, 2020 to be included!

Remember, the better the item you donate, the more attention your company receives as a donor! It’s an inexpensive way to cross-promote your company and get more mileage from the Expo.

THREE AUCTIONS, EQUAL EXPOSURE

- Daily Silent Auctions at the Expo:
  - Monday, March 9
  - Tuesday, March 10
  - Wednesday, March 11

  - Each day features a different set of items up for bid.
  - Donate an item for each day and increase your exposure!

Donate – you’ll help feed dreams and build futures.

For more information, visit www.wirestaurant.org/auction

QUESTIONS? CONTACT:

Connie Fedor
Wisc. Restaurant Assoc. Education Foundation
2801 Fish Hatchery Road, Madison, WI 53713
cfedor@wirestaurant.org • 608.216.2823

REMEMBER: It’s for the kids and the future of the industry!
Auction Donation Form

Company Name: __________________________________________________________

Contact Name: __________________________________________________________

Website: _________________________________________________________________

Phone: ___________________________ Email: _________________________________

Address: _________________________________________________________________

City/State/Zip: ____________________________________________________________

Estimated Retail Value: $ __________________

Signature of Person Authorizing Donation: _________________________________

Item Description: _________________________________________________________

_______________________________________________________________________

_______________________________________________________________________

_______________________________________________________________________

_______________________________________________________________________

_______________________________________________________________________

_______________________________________________________________________

For best exposure and to raise the most money for non-profit programs, please include photos. If available, also attach more information or a product brochure. While all donations are appreciated, donated items that are easily shipped will generate the most traffic and activity for your business.

Return this form with donated item by **February 28, 2020** to:

**Connie Fedor**

WRA EF Auction For Education

2801 Fish Hatchery Road

Madison, WI 53713

Email: cfedor@wirestaurant.org

Fax to: **608.270.9960**

*To ensure inclusion in printed materials, your donation form and item must be received by Friday, February 28, 2020.*
Italian Community Center
631 East Chicago Street, Milwaukee

Tuesday, March 10, 2020
5:30 p.m. Reception
6:30 p.m. Dinner & Program

Enjoy a night of celebrating, networking and tasting.

Meet and mingle with other foodservice professionals then help us honor the state’s regional awards winners, including:

- Best of the Front of the House
- Best of the Back of the House
- Champion of Restaurant Entrepreneurship (CORE)

We’ll also present the 2020 Award of Merit and close the evening with the surprise announcement of the WRA’s highest honor – the 2020 Restaurateur of the Year!

Join us for a fun party experience.

$100 per person
Advance registration is required. Sales tax is included.

Sponsorship Opportunities:
Promote your business and support the WRA by sponsoring the 2020 Awards Gala. It’s an ideal opportunity to get your brand in front of the industry’s most exclusive buyers. For more information, please contact Kaylee Court at 800.5811.