

# UP NORTH

COMMUNITY EXPO

## 2024 EXHIBITOR APPLICATION

The Northwoods' newest venture is coming back to Rhinelander and you can be a part of it! The 2nd annual Up North Community Expo invites any business or organization who is a member of a Northwoods chamber of commerce to showcase their product or service through a complete marketing package as well as booth space at our event on Thursday, March 7th, 2024. As a participant, your name will be mentioned in print advertising, radio ads, social media, television ads, and our event guide map. You will also have the opportunity to partake in all the activities at the expo including networking with many exhibitors and attendees, prizes and awards for best booth, 'Now Hiring' advertising, access to the exhibitor lounge, and tickets to the Expo After Hours event. Reserve your booth now for lowest pricing!

### WHY YOU SHOULD PARTICIPATE

- Increase brand awareness.
- Incredible advertising opportunities including business or organization name mention on print ads, television ads, radio ads, social media advertising and more!
- Networking and exposure to many attendees and exhibitors from not only Rhinelander, but from seven counties in the Northwoods.
- Selling products or services is encouraged!
- Showcase new or existing products or services.
- Promote employment opportunities!
- Non-profits can utilize the event for volunteer recruitment.
- Exhibitors are encouraged to create interactive and original booths with prizes & awards!



### HOURS AND IMPORTANT DATES

Friday, February 9th, 2024

Media Inclusion Deadline

Wednesday, March 6th, 2024

Setup

2pm-5pm

Thursday, March 7th, 2024

Setup

8am-11am

Show Open to the Public

11am to 5

Tear Down (NO EARLY TEARDOWN)

5pm-7pm

Expo After Hours (Apps & Drinks)

5pm-7pm

# WHAT'S INCLUDED

- Indoor booth space at the Hodag Dome in Rhinelander. The 10'x10' draped booth has an 8' high back and 3' high side rails. The draping color is red. If more space is needed, additional booths may be purchased. Exhibitor operations must be confined within the booth space perimeters. Violation will result in applicable charges for additional booth space.
- Name mention in print advertising (if app in prior to Feb 9) (and extra ad in spread if so desired for additional fee)
- Name mention on television advertising (if app in prior to Feb 9)
- Name mention on radio advertising (if app in prior to Feb 9)
- Name mention on social media advertising, inclusion in RACC e-newsletter distributed to 3,000 addresses
- Listing on event guide map distributed to every attendee at event
- Each booth space includes one clothed 6' table and one chair. Double booths include two clothed 6' tables and two chairs.
- 2 tickets to Expo After Hours event with single booth booking. 4 tickets included with a double booth.
- Access to our Exhibitor Lounge while the event is in progress. Food and beverages MUST remain in the Exhibitor Lounge as only bottled water is allowed in the dome itself.



## CHARACTER OF EXHIBITS

The Up North Community Expo is a newer event which showcases businesses and organizations from all over the Northwoods for the benefit of exhibitor businesses, organizations, and event goers. Because we aim to produce an expo of high quality, we have a few recommendations for exhibits.

We want to make this a fun and highly engaging event. We encourage you to keep this in mind as you design your booth space. Attention grabbers and visuals are not only fun but necessary as well as games, promotional materials, and signage. We want your business or organization to get the most out of this event as possible and that means turning your table to the side to invite expo goers into your booth. Have energy while you speak about your product or service. At the Expo After Hours event, prizes will be awarded to booths in the categories of Best Theme, Best Attention Strategy, and Best of Show. Make your booth memorable by being interactive and using creativity. Also, don't forget a sign with your business name and any brochures or business cards you may have.

Above all, have fun!

## SHOW COORDINATOR

Rhinelander Area Chamber of Commerce

Contact Rachel Boehlen, Community and Member Engagement Director

450 W. Kemp St., P.O. Box 795, Rhinelander, WI 54501

715-365-7464 [www.RhinelanderChamber.com](http://www.RhinelanderChamber.com)



# EXPO AFTER HOURS EVENT

We are partnering with the Rouman Cinema to bring you the Expo After Hours event on Thursday, March 7th after the Community Expo. All food vendors who aren't able to join us at the Hodag Dome because of turf restrictions are welcome to join us and sample as they choose during this event. Two tickets come with each booth space and will let you in for free where you can enjoy food samples, networking, and a casual atmosphere. Extra tickets are available for just \$10. Take a load off and relax after manning your booth all day and hear who won the booth awards! More details to come!

Would you like to be a vendor for this event? Email [assistant@RhinelandChamber.com](mailto:assistant@RhinelandChamber.com) for details.

## PRICING

- Exhibitors must pre-register and be a member of a chamber of commerce in one of the following counties: Oneida, Vilas, Forest, Lincoln, Iron, Price, Langlade
- Booth space will not be held for applications received without payment.
- For inclusion in advertising, registration must be received by February 9th.
- March 2nd 2023-March 31st 2023    BestRate Single Booth \$225    BestRate Double Booth \$350  
    April 1st 2023-Dec 31st 2023    EarlyBird Single Booth \$275    EarlyBird Double Booth \$400  
    Jan 1st 2024-March 7th 2024    Standard Single Booth \$325    Standard Double Booth \$450
- Expo After Hours is free for all booth attendees who receive tickets with their booth.
- 501(C)3 Charitable Non-Profit Rate - \$100 off single booth
- If you are interested in a space larger than a double booth space please contact us
- Extra tables are available for \$25
- Extra chairs are available for no additional cost
- Electricity is available within 50ft of your booth for \$25. Please bring extension cords to cover the difference.

## DOME PRECAUTIONS

Due to the sensitive nature of the turf, track, and dome extra precautions must be taken to protect these surfaces. Chairs are provided as NO OUTSIDE CHAIRS may be brought in. Any additional tables or display items MUST have weight evenly distributed and we can provide coasters to help with that. No helium balloons are allowed in the dome.

Display items that come into the Dome must fit through a 36" standard door frame. If you wish to bring something of a larger size, please reach out to the Rhineland Chamber prior to see about using the garage air-lock door. Caution MUST be taken when items are brought in on carts and flatbeds.

No food or drink may enter the Dome at all. You may bring bottled water to have at your booth. Refreshments for exhibitors will be available in our exhibitor lounge near the entrance but they must remain in that room.

Please call the Rhineland Chamber with questions.

## REGULATIONS

Use of speakers, television sets, stereo systems or radios is allowed as long as the volume doesn't impede your neighboring exhibitors. Interference with the light, display, and space of other exhibitors is prohibited.

Combustible materials or explosives are not permitted. Stickers or any other items may not be attached to walls. Exhibits may not exceed 10 feet in height. All electric cords must be covered with runners or carpet.

Exhibitors selling merchandise must comply with City, County and State licensing and tax requirements. The Rhinelander Chamber staff reserves the right to veto any giveaways if they do not comply with our event standards.

Trash must be hidden from public view, including boxes, materials and supplies. Trash should be placed in receptacles as often as needed to maintain a neat appearance during show hours. Exhibitors will incur a clean-up fee if the RACC finds it necessary to handle trash removal.

All materials and operations will comply with current Fire, Police and General Welfare Laws of Government, rules of the Hodag Dome and the Rhinelander Area Chamber of Commerce.

No smoking materials or alcoholic beverages are allowed in the Hodag Dome. **FOOD IS ONLY ALLOWED IN THE EXHIBITOR LOUNGE** due to the turf and track precautions. **ONLY** bottled water is allowed in the dome.

Booth space may not be assigned, sublet, or shared with another business.

## THANK YOU TO OUR MEDIA PARTNERS



## EVENT LIABILITY

The signer of this application ("Exhibitor") releases and agrees to hold harmless the Rhinelander Area Chamber of Commerce, and the School District of Rhinelander/Hodag Dome from any damage to undersigned's property or any personal injury which he/she or helpers may sustain while participating in the Up North Community Expo.

Further, the Exhibitor agrees to abide by the rules for participation as listed in this agreement. The Exhibitor understands that failure to follow the policies and guidelines may result in expulsion from the Up North Community Expo and face any legal action that may result from the Exhibitor's actions. The Exhibitor agrees to be responsible for all applicable local, state and federal taxes. The Exhibitor understands that the Chamber does not carry insurance to cover personal property, and that all exhibit materials and products related to the Up North Community Expo are stored and displayed at the Exhibitors' own risk. The Rhinelander Area Chamber of Commerce suggests all Exhibitors maintain their own insurance.

## CANCELLATION AND REFUND POLICY

**NO REFUNDS WILL BE GIVEN.** In the event of flood, fire, strike, riot, civil commotion, an act of God, or other uncontrollable circumstance, that renders the Hodag Dome unavailable for use within 10 days prior to the Up North Community Expo, exhibitors will receive a refund of 50% of the fee paid.

# EXHIBITOR APPLICATION

Contact Person: \_\_\_\_\_

Business/Organization Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: (Please look for email confirmation and updates) \_\_\_\_\_

Which chamber (s) are you a member of? \_\_\_\_\_

Would you like a 'Now Hiring' symbol on your booth? \_\_\_\_\_

Would you like someone to reach out regarding sponsorship opportunities for this event? \_\_\_\_\_

| I would like to reserve the following:  | # Needed | Amt. Due            |
|---|----------|---------------------|
| <input type="checkbox"/> Exhibitor A: 1 chair, 1 table, 1 booth, 2 Expo After Hours Tickets, Print/TV/Radio Ad Inclusion (If signed up prior to Feb 1)    | _____    | \$ _____            |
| <input type="checkbox"/> Exhibitor B: 2 chairs, 2 tables, 2 booths, 4 Expo After Hours Tickets, Print/TV/Radio Ad Inclusion (Of signed up prior to Feb 1) | _____    | \$ _____            |
| <input type="checkbox"/> Electricity (\$25)   | _____    | \$ _____            |
| <input type="checkbox"/> Extra Table (\$25)   | _____    | \$ _____            |
| <input type="checkbox"/> Extra Chairs (\$0)   | _____    | \$ FREE _____       |
| <input type="checkbox"/> Expo After Hours Add'l Tickets (\$10 ea.)  | _____    | \$ _____            |
| <input type="checkbox"/> I represent a non-profit booth, please apply discount  | _____    | \$ _____ -100 _____ |

**TOTAL:** \_\_\_\_\_

**Total Enclosed:** \_\_\_\_\_

PAYMENT: Please check your payment method:

Will mail or stop with check payable to RACC

Will call 715-365-7464 with phone payment

Please invoice me at my email so I can submit for payment

I have read, understand and accept the Instructions and Guidelines as outlined in the Up North Community Expo exhibitor application. I further understand and accept that if my payment is received by the RACC after February 1st, 2023 I am not guaranteed full inclusion in the Up North Community Expo advertising and marketing.

Further, I also have read and understand the instructions and guidelines regarding the fragile nature of the dome turf. If I have any questions regarding items I am bringing into the dome I will reach out to the RACC.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date