

UP NORTH

COMMUNITY EXPO

2025 EXHIBITOR APPLICATION

The Northwoods' largest expo continues to grow and you can be a part of it!

The 3rd 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 6th, 2025. 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, 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

Wednesday, February 5th, 2025
Media Inclusion Deadline

Wednesday, March 5th, 2025
Setup

2pm-5pm

Thursday, March 6th, 2025

Setup

8am-11am

Show Open to the Public

11am to 5/6pm (YTD)

Tear Down (NO EARLY TEARDOWN)

Immediately After Expo

Expo After Hours (Apps & Drinks)

Immediately After Expo

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 5) (and extra ad in spread if so desired for additional fee)
- Name mention on television advertising (if app in prior to Feb 5)
- Name mention on radio advertising (if app in prior to Feb 5)
- 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.



CHARACTER OF EXHIBITS

The Up North Community Expo 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!

EXPO AFTER HOURS EVENT

The Expo After Hours event will be held on Thursday, March 6th after the Community Expo. 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!

Would you like to be a vendor for this event? In exchange for your samples your Expo After Hours table is FREE! Email assistant@RhinelanderChamber.com for details.

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 have coasters available during setup to help with that. No helium balloons are allowed in the dome.

Caution MUST be taken when display items are brought in on carts and flatbeds. We have some carts available for you to use. Larger display items are welcome but encouraged to come in through the garage air-lock door. Directions for setup will come via email closer to the event.

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 Rhinelander Chamber with questions.

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 5th.
- Expo After Hours tickets come with your exhibitor package. If you need more, they are available for \$10 at the door of that event.
- 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 may be available for no extra cost. We will do our best to accommodate quantities.
- Electricity is available within 50ft of your booth for \$25. Please bring extension cords to cover the difference.

Signup Dates	Single Booth Package Price	Double Booth Package Price
BEST RATE March 7th-March 31, 2024	\$225	\$350
EARLY BIRD April 1st-December 31st, 2024	\$275	\$400
STANDARD January 1st-March 5th, 2025	\$325	\$450

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 or Rachel@RhinelanderChamber.com

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: _____

Required S-240 Vendor Information (If not selling, your exemption code is 1 and we just need your FEIN #)

Exemption Codes: 1) Exempt sales only or display only 3) Nonprofit occasional sales exemption
2) Multi-level marketing co. pays sales tax 4) Exempt occasional sales

WI Seller's Permit # (15 digits starting with 456): _____

FEIN (last 4 digits): _____ SNN (last 4 digits): _____

Exemption Code: _____

Multi-Level Marketing Company (if claiming code 2 above): _____

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 (See signup date in Pricing section)		\$ _____
<input type="checkbox"/> Exhibitor B: 2 chairs, 2 tables, 2 booths, 4 Expo After Hours Tickets, Print/TV/Radio Ad Inclusion (See signup date in Pricing section)		\$ _____
<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 5th, 2024 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

Event Sponsorships

3rd Annual Up North Community Expo

March 6, 2025

Held in the Hodag Dome, this all-inclusive multi-county expo held in March, invites businesses and organizations from all over the northwoods to showcase their product or service.

To maximize sponsorship benefits, suggested deadline is 2/5/25.



Gold - \$1000

Includes: Event marketing package with a 10'X20' booth space, logo inclusion on posters and all advertising, banner recognition at event, plus bronze level benefits.

Silver - \$750

Includes: Event marketing package with a 10'X10' booth space, banner recognition at event, plus bronze level benefits.

Bronze - \$300

Includes: Logo on event website, social media acknowledgement

Raffle Sponsor - \$1500

1 Available

Includes: Event marketing package with a 10'X20' booth space, logo inclusion on posters and all advertising, banner recognition at event, recognition at raffle table, plus bronze level benefits.

Expo After Hours - \$500

2 Available

Includes: Logo on event website, social media acknowledgement & recognition at the after hours event.