

Summer CONVENTION

Expectations for these Roaring 20's

Convention Chairman:
Dean Lemke
Co-Chair: Dan Hansen

**Meeting, Trade Show
and Farm Tour**

**August 2021
Merrill, Wisconsin**

Farm Tour & Demon-
strations: Contact Dean
Lemke, (715)218-2626
to set up a demo

Wisconsin Association
Exec. Secretary:
Cheryl Nicholson

Vendor Chairperson:
Elizabeth Washington

Wisconsin Tree &
Wreath Contest Chair-
man: TBA

Hotels:

AmericInn, (715) 536-7979

Econo Lodge, (715) 536-9526

Cobblestone Inn, (715) 536-6880

Other hotels are in the Wausau
area, 20 miles south

Thursday and Friday events will
be at the Merrill Festival Grounds,
1004 E. First Street, Merrill, WI
54452

Saturday farm tour host is Central
Wisconsin Evergreens. We will
meet and park at the festival
grounds to board the buses.

Labor Expectations and H2A

Fertilizer Expectations

Product Availability Expectations

Seed Source Expectations

Sales Expectations

Thursday, Aug. 19
Board meeting
Vendors set up and open
Evening picnic with vendors



Friday, Aug. 20
Tree Contest
Wreath Contest
Vendors open
Seminars
Annual meeting
Banquet and awards



Saturday, Aug. 21
Farm tour & demonstrations



Wisconsin Christmas Tree Producers Association, Inc.
W9833 Hogan Road, Portage, WI 53901

Ph/Fax (608)742-8663 | info@christmastrees-wi.org | www.christmastrees-wi.org

Wisconsin Christmas Tree Producers Association

Vendor Information - Summer Convention, August 19-21, 2021

Deadline	Register (e-mail, fax or postmarked) by June 8th to be listed in the July journal. You will also be listed on the association website and vendor handout. If you miss the June 8 deadline, don't worry as there is ample vendor space; please register as soon as you can. I will bill you for the total.
Hotels	AmericInn, (715) 536-7979; Econo Lodge, (715) 536-9526; Cobblestone Inn, (715)536-6880; Book EARLY - it's going to be a busy summer!
Convention Site	Thursday vendor setup along with all Friday events will be at the Merrill Festival Grounds, 1004 E. First Street, Merrill, WI 54452.
Farm Tour Site	On Saturday, Central Wisconsin Evergreens is hosting the farm tour and demonstrations. If you would like to demonstrate anything, contact Dean Lemke at 715-218-2626. Attendees will park at the festival grounds to board buses.
Booth Space	Inside the climate controlled exposition building: includes 1 chair and an 8' table (with table covering) for each 10' x 10'. Doors will be secured on Thurs. night. 10' x 10' is \$250 20' x 10' is \$375 30' x 10' is \$500 Outdoor: provide your own set-up (shelter, table, chair, etc.) Cost: \$250 (not secured in evening, don't leave things out) Please note: we don't have a "walk the floor" option, vendors must pay for a booth space in order to attend.
Bring a brochure or catalog for swag bag	We will help you promote your products by distributing your catalog/flyer to each farm. It will be included in a swag bag that the attendees will get. We are planning about 100 farms and will update the number in July. Bring it along with you to convention, the promotion committee will assemble bags at that time.
Literature Only Option	For those unable to attend in person we have an option for you. For \$75, you may mail us your catalog/flyer and we will give one to each farm in a swag bag. Send literature to the association office with your registration form & payment. We are planning about 100 farms, but you may check with us in late July for the number of handouts needed.
Booth Electricity	There is electricity available. You must bring your own extension cords.
Sponsorship	Anyone who donates \$100 or more will be designated as a sponsor. Please indicate your donation on the registration form. We will recognize you as such on the convention program, on signs, and in the WCTPA Quarterly Journal and website.
Set-Up	Thursday between 10:00 A.M. and 3:00 P.M.
Vendors Open	Thursday, 3:00 P.M. - 6:00 P.M.; Thursday Night: you get a complimentary meal (up to 2 people per space) at the picnic Friday, 8:15 A.M. - 5:00 P.M. Friday social hour starting at 4:30; please join us for the banquet.
Registration & Meals	Please fill out all applicable lines on the registration form. We will provide you with a name tag. Thursday Night: cash bar, you get a complimentary meal (up to 2 people per space) at this picnic of brats and burgers and salads. Friday Lunch: something hot (pulled pork), something cold (salads), and everything will be yummy Friday Evening Banquet: cash bar, a delicious meal of baked chicken, potatoes, and vegetables served among great company
All Attendees Pay	When you do mailings to your customers, please remember that anyone who comes to pick up supplies must be registered to attend the convention. This also includes growers who come to sign compliance agreements with DATCP/USDA. We want to be fair to all so don't let anyone in without first registering at the WCTPA desk. Thank you for your cooperation on this.
Questions?	If you have questions about any of the convention events, please contact Cheryl Nicholson at the association office, 608-742-8663.