

INNOVATE  
\* CELEBRATE \*



GROW YOUR BUSINESS BY  
**EXHIBITING**  
AT THE BEST FAIR  
TRADE SHOW IN THE WEST

# Impress Audiences at the 2010 Trade Show and Marketplace!!

The 2010 Western Fairs Association Convention, Trade Show & Marketplace offers the opportunity to reach more than 1,200 fair CEOs, directors, staff, and fair related professionals from over 150 fairs, festivals, and special events from the Western United States and Canada who are shopping for services, suppliers, and partners for their upcoming fair season.

- \* WFA Members have a combined fair time attendance of over 20 million—plus fair facilities host other events that bring in another 15 million guests.
- \* Decision makers attending WFA purchase millions in services and supplies for year round fair and related business use – a very large and relatively untapped market.
- \* WFA creates a fun, vibrant, must attend environment at the Trade Show for all participants – and we allow direct sales on the show floor.

**WESTERN FAIRS ASSOCIATION**  
**JANUARY 25 & 26, 2010**  
GRAND SIERRA RESORT & CASINO, RENO, NEVADA



## TRADE SHOW & MARKETPLACE \* FEATURE ATTRACTIONS \*

We rebuilt the show in 2009 with outstanding results. In 2010 we plan to expand on the foundation with another “sold out” event that serves as the cornerstone of the WFA Convention. Here are the highlights that will drive even more delegates to Reno:

- \* **Show Hours and Flow** – We will again open on Monday right after the Opening Keynote and Annual Meeting. Over one thousand guests will flood the show floor for free food, drawings, special acts and – To see your exhibit!
- \* **Special Events** – IN 2009 we added a special NICA Food Show, a Resource Row designed to attract fair executive staff, hourly prize drawings, a Slot Machine Tournament, and food, food, and more food – All of these will continue and grow in 2010.
- \* **After Show Networking** – On both nights we rolled out a strong “after show” program in 2009 that featured a free reception and event followed by our popular Entertainment Showcase live with music performances and free snacks, plus \$1 Beers. Our exhibitors told us this was the perfect “follow up” opportunity so we are staying on track with the after show schedule.

## NEW PRODUCTS

Are you new to the fair industry? Are you selling a product new to fair patrons? Jumpstart your company's growth by exhibiting at our trade show. Those new to the fair industry and who exhibit are eligible for a one year free WFA membership.

## WFA MEMBERS

We have reserved our Premium locations for our members. Reserve early as Premium slots are limited.

## DIRECT SALES & INTERACTIVE EXHIBITORS

Our members like to shop and we allow sales on the show floor. Get your product into the hands of those who matter! Bring your products to sell at the Western Fairs Association Trade Show OR bring your interactive exhibit and let them Play! Play! Play!

For the latest information about WFA's 2010 Convention, Trade Show, and Marketplace please visit our website.  
[www.WesternFairs.org](http://www.WesternFairs.org)

## FF TESTIMONIALS JJ

"We have built two businesses using the WFA as our main marketing tool. First, we took Stomper Hats from one location in Roseville to a 100 plus fair route. Then we rolled out Rajun Cajun at WFA in San Diego and used the Trade Show to build our successful food and beverage business - Capitol Cookery."

Lucky Henner

Owner, Capital Cookery

"We loved all of the changes that WFA made for our return to Reno in 2009. The new opening days, the special promotions, and events on the show floor, and the aggressive marketing push to get the fairs to Reno, made it a great show. As a small business owner, I watch every marketing dollar and WFA is my best investment!"

Tammie Ryan

Owner, Super Science Company

### As An Exhibitor, You Receive:

- \* 2 Full Convention Registrations so you can attend all the educational sessions and receptions
- \* 2 Staff Registrations to help man your booth during Trade Show hours
- \* 7 Hours Non-Conflicting Exhibit Time
- \* 10' X 10' Booth Space with 8' Backdrop, 3' Side Rails
- \* Booth ID Signage
- \* Aisle Cleaning
- \* Business Listing in the 2010 Convention Buyer's Guide (online and at convention)
- \* 24-Hour Limited Security
- \* Participate in Trade Show and Marketplace Drawings

### Booth Prices

In-Line: \$850.00

Corner: \$950.00

Premium: \$1,200.00  
(For Members Only)

Multiple booths or trailers:  
Please call 916-927-3100

\*Additional Fee for Electricity

