

## WHAT YOU GET

Membership in WFA opens the door for you and your business to a wide variety of tools and resources. First and foremost, membership establishes your business as a professional vendor – committed to overall industry excellence.

### MEMBER TOOL KIT

- **DATE LIST & MEMBERSHIP DIRECTORY**

A comprehensive listing of fairs dates, key decision makers and includes your business listing both in hard copy and online, providing critical EXPOSURE *“If your business is not in the WFA directory, you are not in the fair business.”*

- **CREDENTIALS & LOGO ART**

WFA credentials identify you as industry “team-members” and includes free admission to over 95% of member fairs. Members add the WFA logo to all of their communications, letting the world know they are industry professionals.

- **MARKETING SUPPORT**

WFA advertising, trade show, sponsorship, and show-casing are all tools that members use to build their businesses.

- **NETWORKING & LEADERSHIP**

Members get connected and stay connected through our internet community, regional meetings, open house programs, and the WFA Convention. Members serve in key decision making capacities through elected office.

- **RECOGNITION**

Industry excellence is celebrated through programs such as Length of Service Awards, the Barham Award for industry leadership and vision, and the WFA Hall of Fame award.

## WHAT WE’VE DONE

- First Fair Association to build website offering fair dates and information, members – only online community and the first to roll out an electronic newsletter.
- First major fair association to open the Board of Directors and Hall of Fame to business owners.
- Worked to eliminate business license fees at 54 California Fairs. Constant voice for price reduction and control.
- Produced first ever compilation of “Best Practices” for fair managers and fair related business partners.
- Nightline, Good Morning America, USA Today and the Wall Street Journal have featured Western Fairs Association.
- Rolled out nation’s first and only executive development training program offering positions for fair management candidates.
- Sponsored legislation creating nation’s first statewide portable amusement ride inspection program.

Our business partners add value to your membership: Coca-Cola, Pepsi, United Merchant Services, and Wraith, Scarlett & Randolph.



# WESTERN FAIRS ASSOCIATION

CONNECT WITH THE BEST

LEADERSHIP | COMMUNICATION | EDUCATION

## WHAT WE DO

WFA builds better fairs by presenting the very best business partners to the fairs for services, supplies, concessions, carnivals, entertainment, food & beverage operators, and commercial exhibitors. Combined member fair attendance exceeds 20 million offering a prime ticket for your company.

### LEADERSHIP

WFA members are industry leaders that guide and support industry growth and policy. Our business leaders fight against increased taxation and regulation while supporting concepts that drive business growth.

### COMMUNICATION

WFA members are current on industry trends and opportunities. WFA is the connection that helps businesses work well with each other and with fair management to achieve their common goal – Better Fairs.

### EDUCATION

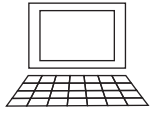
WFA members demand and receive the training and support they need to build their business in an ever changing environment. New laws, new best practices, cutting edge trends that effect fairs and their business partners are all examined and presented to WFA members through a variety of publications and programs.

### TEAMWORK

WFA members are part of a team focused on building the industries bottom line. By setting aside local and regional competition, WFA offers a focus that drives the success of the entire membership.

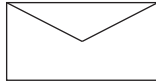
*“WFA is the rising tide that lifts all boats.”*

# THREE EASY WAYS TO JOIN



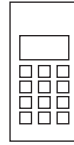
## ONLINE

www.WesternFairs.org  
Join online in just a few minutes  
and be entered to win a featured  
story about your business.



## MAIL

Western Fairs Association  
1776 Tribute Rd. Ste 210  
Sacramento, CA 95815



## FAX

Fax: 916-927-6397  
Fax in your application to the  
WFA offices

Call us anytime with questions about membership – we love to talk to fair folk.

## WFA Membership Application

Business Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Shipping Address: \_\_\_\_\_  
FOR MAILING OF MEMBERSHIP MATERIALS (NO PO BOXES, PLEASE)

Membership Address: \_\_\_\_\_  
FOR LISTING IN MEMBERSHIP DIRECTORY (PO BOXES ARE OK)

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Brief Description of products/services (30 word limit): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Referred By: \_\_\_\_\_

## Dues Structure

### \$275

- Acts and Attraction
- Commercial Exhibitor
- Equipment and Supplier
- Carnival Game Concessionaire
- Novelty Concessionaire
- Photography Services
- Printing Services

### \$300

- Food & Beverage Concessionaire

### \$575

- Carnival
- Corporate Member (Corporate rate applies to all categories if gross annual revenues exceed \$1,000,000)

### \$375

- Advertising and Public Relations
- Consultant, Economic Surveyor, Planner
- Entertainment Agency
- Specialties Event Promoter
- Fireworks Provider
- Food & Beverage – Supplier
- Insurance Agency
- Internet and Website Consultant
- Motorized Racing or Show Promoter
- Signage, Decorations, Flags and Tents
- Rodeo Stock Contractor and Announcer
- Security Services
- Administrative Services
- Sound, Lights and Theatrical Equipment
- Commercial – Special Event Promoter

Check is enclosed  Charge my Visa/MasterCard/AmEx: \$ \_\_\_\_\_

Card Number (Please print or type legibly) \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_ Authorized Signature \_\_\_\_\_

Billing Address \_\_\_\_\_ Zip \_\_\_\_\_ CARD CVC Code \_\_\_\_\_

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