

WESTERN FAIRS ASSOCIATION

MEMBERSHIP DRIVE

June ♦ July ♦ August ♦ September

EARN WooFA BUCKS!

For every business you refer that joins WFA, you earn \$25 in WooFA Bucks. WooFA Bucks can be used to pay for Advertising, Trade Show Space, Showcase Fees, Convention and/or Special Events!

STRENGTH IN NUMBERS!

⇒ As a member-you have an interest in the strength of WFA, and that means dues paying members.

⇒ Size matters! Your Division (F&B, Commercial, Suppliers, Entertainers, etc.) gets more attention from other members, especially member fairs, as it grows!

⇒ Results help everyone! When WFA solves a problem, or promotes a successful concept, everyone benefits, even those who are not paying their share. Members drive the car-and-dues provide the fuel!

⇒ Standards! Standards! Standards! Members are more likely to adhere to higher business standards. More members mean a better image for your profession.

To receive WooFA Bucks, your referring name must be on the "referred by" line on the printed or on-line membership application.

RECRUIT NEW MEMBERS BY!

⇒ Sending them to WesternFairs.org (Those who join on-line may win a feature spot on the WFA website) Make sure they note your referral when joining on -line.

⇒ Downloading an application from WesternFairs.org, and taking it to them! (Fax to 916.927.6397)

⇒ Calling Western Fairs for an application. (916.927.3100)

⇒ Attending a Member Meeting; and picking -up the NEW Membership Brochure and Application. (See meeting schedule on the website)

NEW: WFA's NEW membership brochure is designed to help you recruit new members. This NEW brochure will be available at all Service Member meetings or, If you would like a pack to distribute please call our office at 916.927.3100.

Western Fairs Association
1776 Tribute Road, Ste. 210
Sacramento, CA 95815
916.927.3100

Businesses who join today receive 2009 and 2010 Membership Benefits

TIPS for Recruiting New Members

⇒ WFA helps increase their business by providing the tools to network with industry peers and fair decision makers through SM meetings at fairs in progress , WFA Open Houses, and the Annual Convention and Trade Show.

⇒ WFA keeps them in the forefront, listing their business in the annual directory and on the website.

⇒ WFA keeps them connected to what's going on in the fair industry through our members only "WFA Community", eNewsletters, and the *Fair Dealer* magazine.

⇒ WFA helps to increase their profits by offering money saving insurance programs, banking programs, beverage discount programs, membership credentials, (good for free gate entry into 95% of our member fairs) and Trade Show discounts.

⇒ WFA offers unique educational opportunities for business owners through Member Meetings at Fairs in progress and our Annual Convention.

⇒ WFA listens to what our members want and need through the member elected Board of Directors and Division Representatives.