

AN AD IN THIS BOOK GOES A LONG WAY!

Get noticed and increase traffic to your booth! The 2010 Wisconsin Restaurant Expo Program & Exhibit Directory is free to every attendee. It's an essential planning tool covering everything the Expo has to offer. Placing an ad in this book is an excellent way to catch the eye of every attendee!



ADVERTISING RATES

COVER &

PREMIUM SPACES..... \$925

4-color ads only. Available spaces include; Inside Front Cover, Pages 1 and 2, Inside Back Cover and Outside Back Cover.

INTERIOR SPACES \$725

Black & white ads only.

AD SIZE

All ads will occupy one full page.
Trim size: 5 1/2" x 8 1/2"

DEADLINES

SPACE RESERVATION DUE

February 2, 2010

MATERIALS DUE

February 5, 2010

CONTRACT ON FOLLOWING PAGE

**ADVERTISING SPACE IS LIMITED SO RESERVE YOUR SPACE EARLY
ADS WILL BE ACCEPTED ON A FIRST-COME, FIRST-SERVED BASIS**

DON'T MISS THIS GREAT OPPORTUNITY!

SEND CONTRACT TO:

Ryan Pettersen
Wisconsin Restaurant Association
2801 Fish Hatchery Road
Madison, WI 53713
Or via fax to: 608.270.9960

**DEADLINE TO
RESERVE SPACE IS
FEBRUARY 2, 2010**

QUESTIONS?

Contact Ryan Pettersen at
phone: 800.589.3211
phone: 608.270.9950
fax: 608.270.9960
email: rpettersen@wirestaurant.org



Wisconsin Restaurant Association
 2801 Fish Hatchery Road • Madison, WI 53713-3197
 Phone: 608.270.9950 or 800.589.3211 • Fax: 608.270.9960
 Website: www.wirestaurant.org/expo
 March 8-10, 2010 • Midwest Airlines Center • Milwaukee, WI

ADVERTISER INFORMATION

Company Name: _____
 Contact Person: _____
 Address: _____
 City: _____
 State: _____ Zip: _____
 Phone: _____
 Fax: _____
 Email: _____

AGENCY INFORMATION

Are you responsible for receiving the invoices? Yes No
 Firm Name: _____
 Contact Person: _____
 Address: _____
 City: _____
 State: _____ Zip: _____
 Phone: _____
 Fax: _____
 Email: _____

Please check ad type desired below

Cover/Premium Space(s); 4-color

Interior Space(s); black & white

Note: WRA will contact you to discuss available positions

I understand that I will be advertising in the 2010 Wisconsin Restaurant Expo Program, not the "Expo Issue" of Wisconsin Restaurateur magazine. My signature below indicates that I have read and agree to abide by all terms and conditions stated on this contract.

Authorized Signature: _____
 Title: _____

RATES & DETAILS

COVER & PREMIUM SPACES \$925

4-color ads only. Available spaces include; Inside Front Cover, Pages 1 and 2, Inside Back Cover and Outside Back Cover.

INTERIOR SPACES \$725

Black & white ads only.

AD SIZE

All ads will occupy one full page.
 Trim size: 5 1/2" x 8 1/2"

PLEASE NOTE

- Advertising space is limited to 22 ads and is only offered to exhibitors at the 2010 Wisconsin Restaurant Expo.
- Payment is due 30 days from the date of invoice.
- No agency discounts will apply to Expo Program advertising.
- Advertiser or agency assumes liability for 100% of contract price.
- All advertisements must be pre-approved by WRA before placement and printing.
- Ads must be submitted digitally via CD, email or a FTP program. Ads submitted on a CD should be accompanied by a laser proof. WRA will not be held responsible for design discrepancies when no printed proof is provided (including files submitted via email or FTP program).

**Space Reservations Due:
 FEBRUARY 2, 2010**

**All Ad Materials Due:
 FEBRUARY 5, 2010**

SEND CONTRACT AND MATERIALS TO:

Ryan Pettersen
 Wisconsin Restaurant Association
 2801 Fish Hatchery Road
 Madison, WI 53713
 Or via fax to: 608.270.9960

FOR INTERNAL USE ONLY

WRA ID #: _____
 Accepted by: _____
 Date: _____