



Midwest Regional Tow Show

500 W. Main St.

Batavia, OH 45103

Phone: (513) 831-7469

Fax: (513) 791-7555

www.midwesttowshow.org

Bruce@trao.org

2021 Midwest Regional Tow Show September 23rd – 26th

We are very excited and appreciate your interest in the Midwest Regional “Family Towing Affair” in Mason, Ohio. Although the pandemic took away the opportunity for everyone to attend trade shows during 2020, we are ready to come back "BIG" in 2021! With 43 annual Tow Shows, we pride ourselves in working for you and your customers. This event will be held for our 14th year at the Great Wolf Lodge indoor water park with our focus on a family trade show.

We appreciate your support and sponsorship in making *Ohio* one of the largest shows in the country with the support of *Towing & Recovery Association of Ohio (TRAO)*, *Towing and Recovery Association of Kentucky (TRAK)* and *West Virginia Towing and Recovery Association (WVTRA)*.

- ❖ Exhibit set-up: Thursday 10:00 AM to 5:00 PM and Friday 8:00 AM to 11:00 AM
- ❖ Show Hours: Friday 11:00 AM to 5:00 PM
Saturday 10:00 AM to 5:00 PM
Sunday 9:00 AM to 12:00 PM
- ❖ Please note there will not be any set-up prior to Thursday @ 10:00 AM.
- ❖ Inside Exhibitors may enter the Exhibit Hall @ 8:00 AM on Saturday & Sunday.

Inside Main Exhibit space will go 1st to the show sponsors, then to Exhibitors who are paid in full by the earliest date received. Placement of booths will be at the sole discretion of the Midwest Regional Tow Show. There is no guarantee as a previous inside exhibitor that you will be placed inside the main Exhibit Hall.

Room rates are \$158.00 per night plus tax. The larger suites are being held for our sponsors. If you would like to host a “Customer Appreciation” in a suite, it must be approved by the ‘show committee’. Please contact the office and we can assist you. All hotel reservations must be made thru the Midwest Regional Tow Show office and a reservation form is included in this packet. This hotel sells out quickly every year for our event so please include your room reservation with your contract if you intend on staying at the host hotel. We cannot guarantee a room at the host hotel if you contract late. Book early!

Without you, our Exhibitors, we could not continue to grow.....

Sincerely:

Bruce Bender



2021 Midwest Regional "Family Towing Affair" September 23, 24, 25, 26

Great Wolf Lodge 2501 Great Wolf Drive • Mason, Ohio 45040

EXHIBITOR'S CONTRACT

BOOTH INFORMATION: 50% deposit required with contract submission

All inside booths include Electric, 1 table (with tablecloth & skirting) and 2 chairs • Wi-Fi is available free of charge

*** YOU MUST SUPPLY YOUR OWN 25 FT POWER CORD & SURGE PROTECTOR ***

LOCATION - INSIDE EXHIBIT HALL & HALLWAY:

Booth options: 8x10 at \$950 approx. 80 Sq. Ft., 8x20 at \$1650 approx. 160 Sq. Ft., 8x30 at \$2250 approx. 240 Sq. Ft.

I will need additional tables (includes linens) at a cost of \$50.00 per table.

*** Tables ordered after 9/1/20 will be \$75.00 per table (including linens) ***

OUTSIDE:

Outside booth options: 20x20 at \$900, 20x40 at \$1600, 20x60 at \$2200, 20x70 at \$2500, 20x80 at \$2800, 20x100 at \$3400

I will need a 10'x10' tent at the cost of \$300.

I will need additional tables at a cost of \$50.00 per table.

Outside Electric** \$100.00 / per.

**You must supply your own 100 ft power cord & surge protector.

Signature Telephone Fax

Contact Email

Company

Address

Complete and return form with deposit before July 1, 2021 to:

TRAO • 500 W. Main St • Batavia, Ohio 45103 midwest@trao.org • Local 513-831-7469 • Fax 513-791-7555

PLEASE READ AND SIGN BOTH SIDES OF CONTRACT. CONTRACT WILL ONLY BE VALID IF YOU SIGN BOTH SIDES. THANK YOU!

FOR OFFICE USE ONLY

Amount due: Balance due: Date revised:

Deposit amount: Amount received: Amount due:

Check #: Check #: Signature:

Date received: Date received:

EXHIBIT GUIDELINES

1. PURCHASE AND USE OF SPACE

TRAO reserves the right to decline or prohibit any exhibit, exhibitor or proposed exhibit which in TRAO's opinion is not suitable to and in keeping with the character of the exhibition this reservation being all inclusive as to person, things, printed matter, product, conduct, etc. Offensive or derogatory slogans, language, artwork, etc. will not be permitted. No subletting, sharing or assignment of space will be permitted. **TRAO reserves the right to assign booth space.** Show Sponsors are given the first option for booth placement. All vehicles, equipment and belongings must be kept within the confines of the assigned exhibit booth space. You will be charged for anything outside of your assigned space. *Nothing is to be hung on the exhibit walls.* Excessive trash left in the booth at the end of the show will be charged to the Exhibitor.

2. PAYMENT FOR EXHIBIT SPACE

A 50% deposit is required when booth reservations are made. Balance must be paid in advance of the Show or no later August 15, 2021. Any Exhibitors' booth space not paid in full will not be permitted to setup exhibit. (No refunds will be made after August 15, 2020.)

3. INSTALLATION AND REMOVAL OF EXHIBITS

Installation of all exhibits will take place from 10:00 am - 5:00 p.m. on Thursday, September 23, 2021 and on Friday, September 24, from 8:00 a.m. to 11:00 a.m. All exhibits must be in complete order by 11:00 a.m. September 25, 2020. Dismantling of exhibits will take place before 12:00 p.m. on Sunday, September 26, 2021. Exhibitors agree that booths will not be dismantled and that articles on display will not be removed before 12:00 pm.

4. EXHIBIT DATES AND HOURS

- (A) On Friday, September 24, 2021, the exhibit area will be open from 11:00 a.m. to 5:00 p.m.
- (B) On Saturday, September 25, 2021, the exhibit area will be open from 10:00 am - 5:00 p.m.
- (C) On Sunday, September 26, 2021 from 9:00 am until 12:00 p.m.

5. EQUIPMENT

Exhibitors are responsible for supplying necessary equipment. Additional equipment such as extension cables, extra tables and chairs, and phone lines may be purchased. See front of contract.

6. AMPLIFICATION

The use of microphones, recordings, movies, slides or other audio-visual equipment is permissible; however, the sound volume of any such devices must not exceed that of normal conversation voice level or be objectionable to neighboring exhibitors.

7. EXHIBITOR REGISTRATION

NO ONE WILL BE PERMITTED IN THE EXHIBIT AREA WITHOUT A BADGE. An advanced registration form is enclosed with the vendor packet. Badges can be picked up at the registration desk on Friday morning, September 24, 2021. All authorized representatives must be registered and badges must be worn at all times.

8. LIABILITY AND SECURITY

TRAO will not be responsible for any loss, damage, injury or theft that may occur to the exhibitor or to exhibitor's employees property from any cause whatsoever, prior, during, or subsequent to the period covered by the exhibit agreement. The exhibitor, in signing this agreement, expressly releases the TRAO from, and agrees to indemnify same against any and all claims for loss, damage or injury. Each exhibitor must make provision for the safekeeping of exhibit materials during and after the close of the show. Exhibitors must protect their equipment and goods so that no injury/ or damage will result to the public, or the exhibit area and will be liable for any such damage.

9. INJURY, LOSS AND DAMAGE

Exhibitors must safeguard equipment and exhibits so that no injury shall result to the public, visitors, guests, employees or any person or property.

Exhibitors agree to protect and hold harmless TRAO against claims for damages, suits, cost expenses and attorney fees by any and all persons which may result on account of injury, loss or damage sustained upon space occupied by the Exhibitor.

10. TENTS

No use of pop up tents will be permitted outdoors. All tents must be purchased thru the show.

11. LICENSE

Every exhibitor is responsible for obtaining all permits and licenses including a Transient Vendor's License.

Transient vendor's license (ST-1T) — Issued by the Ohio Department of Taxation to vendors who transport stocks of goods to temporary places of business or exhibits in a county where they have no fixed place of business in order to make sales. Please apply for your license (if required) at http://www.tax.ohio.gov/portals/0/sales_and_use/st_st1112_09.pdf
Application Fee \$25

12. There will be no RV Parking on the Great Wolf Lodge grounds.

13. All food and beverages served on the grounds of Great Wolf Lodge must be purchased thru the Lodge. This does not include consumption in your personal suite.

14. The Show provides Security. However, attention is called to the necessity for insurance covering all risk (liability, fire, theft, damage, etc.) on your exhibit from the place of shipment to the exhibition facility and return, including the period during which the materials remain in the exhibition. The Show assumes NO responsibility, no bailment is created, for the safety of the properties of the exhibitor, its officers, agents or employees from theft damage, and the Exhibitor expressly agrees to save and hold harmless the Sponsors, Show Management, and their management's agents and employees from any and all liability resulting from injuries or damage by fire, accident or any other cause whatsoever, to exhibitors, their agents employees, and attendees, persons and or properties in connection with the exhibitor's use of the exhibit space.

15. COST OF COLLECTIONS

Exhibitor agrees that whenever an attorney is used to obtain payment due here under, an attorney's fee of 30% of sums due shall be payable by the exhibitor as and for reasonable attorney fees.

16. ENTIRE AGREEMENT, RULES and REGULATIONS

The parties agree that this represents the entire agreement between the parties with respect to the matters described herein; that Show Management has full, exclusive authority to interpret and enforce its rules and regulations and to promulgate such further rules and regulations as it shall consider necessary for the proper conduct and success of the Show.

17. EXHIBIT COMPANIES

Any Exhibitor who chooses to hire an Exhibit Company will work directly with that Exhibit Company. All arrangements for the Exhibit Company will be handled by the Exhibitor.

18. CANCELLATION BY EXHIBITOR

Exhibitors who cancel exhibit space more than 90 days prior to the opening day of the Event will be refunded total due, less \$50.00. Exhibitors who cancel exhibit space less than 90 days prior, but more than 60 days prior will pay a cancellation fee of 50% of the total due. There will be no refunds for cancellations made less than 60 days prior to the Event.

19. CANCELLATION OF THE EVENT

If TRAO cancels the event due to circumstances beyond the reasonable control (such as acts of God, war, government emergency, or Exhibit facility) TRAO shall refund to each exhibitor its exhibit space rental payment previously paid, minus a share of costs and expenses incurred.

TRUCK EXHIBIT SPACE IS FOR EXHIBITION PURPOSES ONLY. NO SALES WILL BE PERMITTED.

I have read both sides of this contract and agree to adhere to the above terms.

Enclosed is my 50% deposit of _____ or my full payment of _____.

All deposits must be received by July 1, 2021. Full payment must be received by August 15, 2021.

NO BOOTH PAYMENTS WILL BE ACCEPTED AT THE SHOW

Exhibitor's Signature _____



Towing & Recovery Association of Ohio

500 W.Main St
Batavia, OH 45103
Phone: (513) 831-7469
Fax: (513) 791-7555

midwest@trao.org or bruce@trao.org

ROOM RESERVATIONS @ Great Wolf Lodge

Reservations are a minimum of 3 nights: 9/23, 9/24 & 9/25/21

Credit Card Authorization Form/Great Wolf Lodge Room Request

CARDHOLDER- Please complete the following information, sign & date below.

Check In: 9/23/21 (Thursday) Check Out: 9/26/21 (Sunday)

Name of Person This Room will be Reserved for: _____

Cardholder's Name (as it appears on the card): _____

Credit Card Billing Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone Number: _____ Fax: _____

Email Address: _____

Type of card: Visa Master Card American Express Discover

Credit Card Number: _____

Exp Date: _____ Security Code: _____

of Adults: _____ #of Children: _____

Payment for the 3 night stay is due when the request is made. All corrections/changes after the reservation is made will result in a \$15.00 fee (per correction). There will be no refunds after August 15, 2021. By signing below you authorize the Midwest Tow Show/TRAO to charge your credit card a \$474.00 deposit (\$158.00 per night) to be applied to your stay during the Midwest Regional Tow Show @ Great Wolf Lodge. **Taxes and resort fees in the amount of \$30.09 per night for this deposit will be charged to your account by the hotel upon check-in.**

EACH ROOM must have a **SEPARATE NAME** for registration purposes.

You must be 21 years of age to book a reservation.

TRAO reserves the right to enforce a zero tolerance policy. Only **Faxed** room reservations will be accepted

I hereby authorize the Midwest Regional Tow Show to charge my credit card a deposit in the amount of **\$474.00** per room.

Card Holder's Signature/Terms Acceptance: _____ Date: _____

Room confirmation will be mailed or emailed using information listed above and will be considered a receipt.

1- **PARKING PASS** per room will be issued by security **upon entry**.



2021 Sponsorship Opportunities

The Midwest Regional Tow Show is an opportunity for you to gain additional exposure by sponsoring an event. Please note: Contact Bruce Bender if interested in sponsoring to find out if the sponsorship is already taken. Thank you!

ALL SPONSORS WILL HAVE A BANNER HUNG IN THE MAIN EXHIBIT HALL DENOTING THEIR SPONSORSHIP.

Beauty Competition - \$2,500.00

Trophies are presented to the top 3 in each class and include special awards, a total of 41 Trophies with your company name on each trophy. A banner will be included and hung in the main exhibit hall.

Coffee Booth- \$1,000.00

Let's fill 'em up with caffeine and keep 'em shopping ! This is your opportunity to treat yourselves and consumers to coffee as they browse in the exhibit hall. This sponsorship includes a banner hung in the main exhibit hall and a sign on the table recognizing your sponsorship of the coffee.

Convention/Trade Show Tote Bags - \$2,000.00

Let's get carried away! Tote Bags displaying your logo on one side/the Midwest Logo on the opposite side. This is an excellent opportunity to advertise your company. Distribution will be at the registration desk. Supply your logo and leave the rest to us. This sponsorship includes a banner hung in the main exhibit hall.

DJ Booth-\$2,500.00

Have your company's sponsorship announced once an hour by sponsoring the 'old time' juke box in the front parking lot playing the oldies. This sponsorship includes a banner hung in the main exhibit hall.

Do Not Disturb Hangers - \$1,500.00

Promote your company on one side and promote next year's show dates and hotel reservations on the other. (Attendees are sure to hang onto the 'hottest ticket in town'!) This advertisement will be placed in the rooms at Great Wolf Lodge and Kings Island Resort. Includes a banner in the main exhibit hall.

Event Shirt - \$3,000.00

Each year the Midwest Tow Show creates an Event Shirt which sells out each year. With this sponsorship your logo will be placed on the sleeve. A banner denoting your sponsorship will be hung in the Exhibit Hall.

Friday Night Dance Party - \$1,000.00 per sponsorship = (We need 10 sponsors @ \$1,000 per)

Proudly show your support by co-sponsoring the Friday Night Dance Party. A 20' Banner will be hung in the Exhibit Hall denoting all sponsors and one behind the band. Party on with One of Cincinnati's top cover bands. This event is one that everyone looks forward to each year! This sponsorship includes food and beverage.

Golf Tournament TRAO 4th Annual Golf Outing, Thursday-September 26th:

Presenting Sponsor- \$1,000.00

Naming rights to the event, prominent signage and (1) foursome of golfers.

Lunch Sponsorship-\$750.00

This sponsorship includes lunch for the golfers and prominent signage.

Driving Range Sponsor-\$500.00

Signage on the driving range, (1) foursome of golfers.

Golf Cart Shuttles - \$2500.00

Ever wonder how to get from one end of the show to the other? It's easy; just flag one of the 6 - passenger Golf Cart Shuttles and they will deliver you and your package anywhere you would like to go on the grounds of Great Wolf Lodge. This sponsorship includes logos on the golf carts denoting sponsorship,(3) A-Frame signs with your logo and a banner hung in the Main Exhibit Hall.

Ice Cream Social - \$1,500.00

Sunday during the awards, while everyone awaits the announcement of winners....your sponsorship will treat the young & old with a sundae of their choosing. This sponsorship includes a banner hung in the main exhibit hall.

Kid's Mini Rodeo - \$1500.00

This sponsorship includes 12 special trophies plus 100 participant trophies, awarded to the future towers of tomorrow. Everyone receives a trophy! A banner denoting your sponsorship will be hung in the Exhibit Hall, and your logo will be placed on the registration form.

Light Show - \$1500.00 or 3 - \$500.00 each

Awards will be given to the top 3 light show participants. Contestant entry is free to this event. Judging will be done by the "Light Show" sponsors. Available sponsorships: 3. This sponsorship includes a banner in the main exhibit hall.

Lil' Towers Friday Night Fun Night - \$ 2,500.00

Free babysitting while the parents are attending other on-site activities. The children will be served dinner and be entertained with a craft project. Many children come back year after year, until one day they grow up and babysit the Lil Tower's events! A banner denoting your sponsorship will be hung from in the Exhibit Hall.

Lil' Towers Pizza Party Saturday Night - \$2,500.00

All children love pizza and that's on the menu. They will watch a movie, make a craft and be educated by a local Police Department on bullying or use of the police canine. Again, free babysitting. A banner denoting your sponsorship will be hung in the Exhibit Hall.

Parking Passes- \$ 1,500.00

Each room is required to have a parking pass attached to windshield. We will place your contact information on the side facing the driver with next year's show date and room release date/info. This is a great way to keep your information in front of the attendee for a year. A banner denoting your sponsorship will be hung in the Exhibit Hall.

Photo Booth-\$1,500.00

Attendees will receive a complimentary photo of their experience with a back-drop of Great Wolf Lodge and your logo on each photo. A banner denoting your sponsorship will be hung in the Exhibit Hall.

Registration - \$2,500.00

Promote your company by sporting your company name on the ID badges for the Midwest Regional Tow Show. Included with this sponsorship is a banner denoting your sponsorship hung in the Exhibit Hall and also above the Registration Booth.

Staff Shirts - \$1,000.00

Need assistance? Just look for a red shirt! Volunteers are wearing a red shirt with STAFF on the back. Your sponsorship will include your company logo on the front right crest. A banner denoting your sponsorship will be hung in the Exhibit Hall.

Thursday Night IDF Auction/Social – \$1,000.00 per sponsorship = (We need 10 sponsors @ \$1,000 per) Proceeds will benefit the Injured Driver's Fund.

Signage includes:

- Banner denoting your sponsorship hung during the event
- Banner with all sponsors denoting sponsorship hung in the Main Exhibit Hall for the duration of the show
- Sponsors will be announced throughout the night
- Your logo placed on an ad announcing the event in the Show Program
- You may place your brochure on the tables.
- This sponsorship includes food & beverages.

“ The Tower's Den ” Lounge & Restaurant Sponsorship – \$2,500.00

- 2 Banners placed in the Lounge and Restaurant areas
- Draft Beer Specials
- Complimentary Pop Corn served 2pm-7pm
- Chips & Salsa served 7pm-10pm
- Full page ad in the 'show program'
- Table Tents denoting sponsorship
- 20' Banner inside exhibit hall

VIP Reception -

The Board of Directors from Ohio, Kentucky and West Virginia want to show our appreciation to you...our vendors.

WTRAO Luncheon- \$1,500.00

Tow-ally Awesome Lunch featuring a Safety Apparel Fashion Show.

****NEW** Banner Advertising Opportunities - \$500.00 ea.**

Banners will be placed in the hallways of the exhibit hall and outside. If you have an interest in having a banner hung with your booth location listed on it for advertising purposes, please have your artwork to me by August 15, 2021. It will be \$500.00 per banner. Banner size will be 4' X 8'.



*** TOW SHOW PROGRAM ADVERTISING ***

FULL PAGE ad size with bleed: 5.0 x 7.5"

Full Page Ads

| | |
|-----------------------------------|------------------|
| Inside Front or Back Cover | \$ 500.00 |
| Outside Back Cover | \$ 750.00 |
| Centerfold | \$1000.00 |
| Inside Program | \$ 300.00 |

- ❖ All ads are black/white with the exception of the Centerfold which is full color.
- ❖ Please send your ad in a pdf or jpg file to the TRAO office prior to August 1, 2021.
- ❖ Last year's advertisers have until June 1st to confirm their location.
- ❖ Feel free to email or call Bruce Bender for availability.

Email: **Bruce@trao.org**
Mailing address: TRAO
500 W. Main St
Batavia, OH 45103

***This is a great opportunity for the attendee to locate you
after the show!***

Support those who support us!



TRAO 7th Annual Midwest Tow Show Golf Outing

The Golf Center at Kings Island

Thursday September 23, 2021 – Shotgun Start 10:00

AM Cost per Golfer \$70.00 – Includes Lunch & Range

Balls Registration Deadline September 10, 2021



Team or Company Name _____

| | Golfer Name | Email | Phone |
|--|-------------|-------|-------|
|--|-------------|-------|-------|

| | | | |
|----|-------|-------|-------|
| 1. | _____ | _____ | _____ |
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| 2. | _____ | _____ | _____ |
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| 3. | _____ | _____ | _____ |
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| | | | |
|----|-------|-------|-------|
| 4. | _____ | _____ | _____ |
|----|-------|-------|-------|

Please remit to: Sandy's Towing – Attn: TRAO Golf Outing – 3053 Springboro Rd West – Moraine, OH 45439

Please contact Brad Thoma (937)356-6772 bthoma@sandystowing.com



Name Badge Pre-Registration

Please Visit:

WWW.MIDWESTTOWSHOW.ORG

**Beginning March 15, 2021 you
can visit our website, click the
Registration Link
and fill in to be Pre-Registered.
Entries after 9/1/21 will be
printed at the event.**

**Name Badges may be claimed @ Registration-located in the Conference
Center beginning Thursday afternoon.**



Shipping Information

Items may be shipped to the hotel **beginning** Sept. *13th* .

All items must be labeled "**Tow Show**".

Items received prior to this date will be subject to a **delivery fee** (to be determined by size and weight).

Shipments will not be **accepted prior** to September *15th* .

If you place your **Booth #** on the boxes, we try to deliver them to your booth at **No** additional cost.

Remember...bring your own **return** shipping labels.

Address:

Great Wolf Lodge
Attn: Betsy Kang
2501 Great Wolf Drive
Mason, OH 45040
513.459.8885



Midwest Regional Tow Show

500 W. Main ST

Batavia, Ohio 45103

Phone: 513.831.7469

Fax: 513.791.7555

Credit Card Authorization Form

I hereby authorize Midwest Regional Tow Show to charge my credit card in the amount of
\$ _____

Type of card: Visa Master Card American Express Discover

Credit Card Number: _____

Expiration Date: _____ V Code: _____

Credit Card Billing Address: _____

Name as appears on Credit Card: _____

Address: _____

City, State, Zip: _____

As the credit card holder, I authorize the above information.

Card Holder's Signature: _____

Date: _____

This payment will be applied to: Midwest Regional Tow Show

A receipt for your payment will be sent to you.

Please fax this form to: 513.791.7555