

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

2022 Midwest Regional Tow Show September 22nd – 25th

We are very excited and appreciate your interest in the Midwest Regional "Family Towing Affair" in Mason, Ohio. The horrid pandemic has affected many and kept many confined so we are ready to get you out to mingle and do business in 2022! With 43 annual Tow Shows under our belt, we pride ourselves in working for you and your customers. This event will be held for our 15th year at the Great Wolf Lodge indoor water park with our focus on a professional and 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

- ♦ (OPTIONAL) Sunday 9:00 AM to 12:00 PM
- Please note that if you choose not to exhibit on Sunday and are an indoor exhibitor, you will need to have your booth cleared before 9:00 AM to allow all other exhibitors to have an opportunity to do business in a clean, clear and professional environment. You may tear down after 6:00 PM on Saturday or at 7:00 AM on Sunday. You will use the rear entrance doors of the exhibit hall to remove the contents of your booth.
- ❖ Inside Exhibitors may enter the Exhibit Hall @ 8:00 AM on Friday, 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 \$189.00 per night plus taxes and resort fees. The larger suites are being held for our sponsors. 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 <u>please include your room reservation with your contract</u> 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



2022 Midwest Regional "Family Towing Affair" September 22, 23, 24, 25

Great Wolf Lodge

2501 Great Wolf Drive • Mason, Ohio 45040

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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: 8x30 at \$2250 8x20 at \$1650 approx. 80 Sq. Ft. approx. 160 Sq. Ft. approx. 240 Sq. Ft. I will need additional tables (includes linens) at a cost of \$50.00 per table. **OUTSIDE EXHIBIT SPACE:** 20x80 at \$2800 20x20 at \$900 20x60 at \$2200 20x40 at \$1600 20x70 at \$2500 20x100 at \$3400 П I will need a 10'x10' tent at the cost of \$300. ☐ Outside Electric** \$100.00 / per. I will need additional tables at a cost of \$50.00 per table. **You must supply your own 100 ft power cord & surge protector. Contact Email Company_____ Address _____ Complete and return form with deposit before July 1, 2022 to: TRAO • 500 W. Main St • Batavia, Ohio 45103 Bruce@trao.org • Local 513-831-7469 • Fax 513-791-7555

► PLEASE READ AND <u>SIGN BOTH SIDES</u> OF CONTRACT. ALL TERMS OF <u>BOTH SIDES</u> OF CONTRACT WILL BE VALID EVEN IF YOU SIGN ONLY ONE SIDE. ◀ THANK YOU!

	OR 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, 2022. Any Exhibitors' booth space not paid in full will not be permitted to setup exhibit. (No refunds will be made after August 15, 2022.)

3. INSTALLATION AND REMOVAL OF EXHIBITS

Installation of all exhibits will take place from 10:00 am - 5:00 p.m. on Thursday, September 22, 2022 and on Friday, September 23, from 8:00 a.m. to 11:00 a.m. **All exhibits must be in complete order by 11:00 a.m. September 23, 2022.** Please note that if you choose not to exhibit on Sunday and are an indoor exhibitor, you will need to have your booth cleared before 9:00 AM Sunday to allow all other exhibitors to have an opportunity to do business in a clean, clear and professional environment. You may tear down after 6:00 PM on Saturday or at 7:00 AM on Sunday. You will use the rear entrance doors of the exhibit hall to remove the contents of your booth.

4. EXHIBIT DATES AND HOURS

- (A) On Friday, September 23, 2022, the exhibit area will be open from 11:00 a.m. to 5:00 p.m.
- (B) On Saturday, September 24, 2022, the exhibit area will be open from 10:00 am 5:00 p.m.
- (C) On Sunday, September 25, 2022 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. Advanced registration can be completed on on www.midwesttowshow.org. Badges can be picked up at the registration desk on Friday morning, September 23, 2022.

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

 \underline{No} use of pop up tents will be permitted outdoors. All tents must be purchased through the show township regulations.

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_st1t12_09.pdf Exibitor responsible for any Application Fee

- 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, safety and success of the Show. All persons agree to abide by all Federal, State, Local, as well as Facility rules and regulations regarding health and safety. Anyone not complying will be asked to leave the premises and forfeit any and all expenses paid.

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 ofor my full payment of				
All deposits must be received by July 1, 2022. Full payment must be received by August 15, 2022.				
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

$\underline{ROOM\ RESERVATIONS}\ @\ Great\ Wolf\ Lodge$

Reservations are a minimum of 3 nights: 9/22, 9/23 & 9/24/22

Credit Card Authorization Form/Great Wolf Lodge Room Request CARDHOLDER- Please complete the following information, sign & date below.

Check In: 9/22/22	(Thursday)	_ Check Out:	9/25/22 (Sunday)
Name of Person This Room	will be Reserved for: _		
Cardholder's Name (as it app	pears on the card):		
Credit Card Billing Address:			
City:		State:	Zip:
Cell Phone Number:		Fax:	
Email Address:			
Type of card: Visa Credit Card Number:		•	
Exp Date:		Security Code:	
# of Adults:	#of (Children:	_
Payment for the 3 night stay is due wher (per correction). There will be no refund your credit card a \$675.57 (\$189.00 r during the Midwest Regional Tow Sho	ds after August 15, 2022. By oom rate per night plus Ta	signing below you authorize the	he Midwest Tow Show/TRAO to charge
EACH	I ROOM must have a SEPAL	RATE NAME for registration p	purposes.
	You must be 21 years of	f age to book a reservation.	
	lity rules and regulations regar		accepted***All persons agree to abide by not complying will be asked to leave the
I hereby authorize the I	_	v Show to charge my cre 75.57 per room.	edit card a deposit in the
Card Holder's Signature/Ter	ms 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.



2022 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 at (513)791-3555 or Bruce@trao.org if interested in sponsoring to find out if the sponsorship is already taken. Thank you for your support!

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- \$1,500.00



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.

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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 - \$3,500.00



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 - \$10,000.00 = (We need 10 sponsors @ \$1,000 ea) 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. Every child that participates 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 participates. 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 – \$10,000 = (We need 10 sponsors @ \$1,000 ea) 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

WTRAO Luncheon- \$1,500.00

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

NEW OPPORTUNITY

Knit Beanies With Your One Color Logo On The Cuff - \$5000.00

500 of these awesome beanies with your logo will be handed out to attendees at registration. Beanies will be safety green also known as neon yellow to help promote safety when worn out on the job!! A banner denoting your sponsorship hung during the event!



* 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, 2022.
- ❖ 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 22, 2022 – Shotgun Start 10:00 AM

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

Registration Deadline September 10, 2022



eam	or Company Name		
	Golfer Name	Email	Phone
1.			
2.			
3.			
4.			

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



Name Badge Pre-Registration

Please Visit:

WWW.MIDWESTTOWSHOW.ORG

Beginning March 15, 2022 you can visit our website, click the Registration Link and fill in to be Pre-Registered.

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. 10th.

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 10th.

Items are generally stored in the hallway behind the exhibit hall for your convenience.

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

,		\$			
Гуре of card:	Visa	Master Card	American Express	Discover	
Credit Card Number	·:				
Expiration Date:			V Code:		
Credit Card Billing A	ddress:				
Name as appears or	າ Credit Ca	rd:			
Address:					
City, State, Zip:					
As the credit card holder, I authorize the above information.					
Card Holder's Signature:					
Date:					
This payment will be	e applied t	o: <u>Midwest Regio</u>	onal Tow Show		

Please fax this form to: 513.791.7555

A receipt for your payment will be sent to you.