



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

2024 Midwest Regional Tow Show September 12th – 15th

We are very excited and appreciate your interest in the Midwest Regional “Family Towing Affair” in Wilmington, Ohio. With 45 annual Tow Shows under our belt, we pride ourselves in working for you and your customers. This event will be held for the Second Year at the Robert's Centre with our focus on a professional and family-oriented trade show with a lot of new opportunities for you to showcase your product and business! We plan to continue to have an Indoor/Outdoor show but this location enables us to have trucks and trailers indoors also!!

****NEW** We will have a Celebration of Life Parade on Thursday evening with a hog roast and games. We will also have a sponsored Breakfast on Sunday morning to prepare you for your journey home or to your next event! I encourage ALL exhibitors to hang out with your customers and make new contacts after the show closes each day!! This is a great opportunity to mingle and connect!!**

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 9:00 AM to 4:00 PM **All Vendors w/Trucks & Trailers will be Scheduled Times**
Friday 8:00 AM to 10:00 AM **(NO TRUCKS & TRAILER MOVING INSIDE)**
- ❖ **Show Hours:** Friday 10:30 AM to 5:30 PM
Saturday 10:00 AM to 6:00 PM
- ❖ **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 Administrator and staff.

There are a limited number of rooms on site and will go quickly. All on site hotel reservations must be made thru the Midwest Regional Tow Show office and a reservation form is included in this packet. **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



2024 Midwest Regional "Family Towing Affair" September 12, 13, 14, 15

Roberts Centre 123 Gano Road • Wilmington, Ohio 45177

EXHIBITOR'S CONTRACT

BOOTH INFORMATION: 50% deposit required with contract submission

All inside booths include Electric, 1 table (with tablecloth) 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: 10x10 at \$950, 10x20 at \$1650, 10x30 at \$2250

Any Inside booth larger than a 10x30 will be charged \$2250.00, plus \$1.60 per sq.ft. for additional square footage.

- I will need an Additional sq.ft. at \$1.60 per sq. ft.
I will need Additional tables (w/linens) at a cost of \$50.00 per table

OUTSIDE EXHIBIT SPACE:

Booth options: 20x20 at \$950, 20x60 at \$2250, 20x80 at \$2850, 20x40 at \$1650, 20x70 at \$2550, 20x100 at \$3450

Any Outside booth larger than a 20x100 will be charged \$3450.00, plus \$1.50 per sq.ft. for additional square footage.

- I will need an Additional sq.ft. at \$1.50 per sq. ft.
I will need additional tables at a cost of \$25.00 per table.
I will need a tent. (Bruce will contact you in regards to tent sizes and pricing)

Signature Telephone Fax
Contact Email
Company
Address

Complete and return form with deposit before June 1, 2024 to:

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

PLEASE READ AND SIGN BOTH PAGES OF CONTRACT. ALL TERMS OF BOTH PAGES OF CONTRACT WILL BE VALID EVEN IF YOU SIGN ONLY ONE PAGE. 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 1, 2024. Any Exhibitors' booth space not paid in full will not be permitted to setup exhibit. (No refunds will be made after August 15, 2024.)

3. INSTALLATION AND REMOVAL OF EXHIBITS

Installation of all exhibits will take place from 9:00 am - 4:00 p.m. on Thursday, Sept.12, 2024 and on Friday, September 23,2023 from 8:00 a.m. to 10:00 a.m. **All exhibits must be in complete order by 10:30 a.m. September 13, 2024. Inside Trucks & Trailers can move in only on Thursday 09/12/2024.** *Please note that on Saturday, exhibitors are not to start tear down until 6:00 PM. This allows all exhibitors to have equal opportunity to do business in a clean, clear and professional environment.* *Inside exhibitors 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 13, 2024, the exhibit area will be open from 10:30 a.m. to 5:30 p.m.
(B) On Saturday, September 14, 2024, the exhibit area will be open from 10:00 am - 6:00 pm.

5. EQUIPMENT

Exhibitors are responsible for supplying necessary equipment (**including generators for outside electric**) 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 at www.midwesttowshow.org. Badges can be picked up at the registration desk on Friday morning, September 13, 2024.

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/CANOPIES

Company or Personal owned Tents and Damage caused by tents are the sole responsibility and liability of the exhibitor and must be secured in a fashion that will not allow it to cause damage in the event of natural causes. Contact Bruce Bender by August 1, 2024 if you prefer to rent a tent rather than bring your own. Bruce@trao.org or (513) 791-3555.

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 Exhibitor responsible for any Fees.

12. There will be RV Parking on the Roberts Centre grounds.

13. All food and beverages served on the grounds of Roberts Centre must be purchased thru Roberts Centre. This does not include consumption in your personal suite or campsite.

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.

I have read both pages 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 June 1, 2024. Full payment must be received by August 15, 2024.

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
Bruce@trao.org

ROOM RESERVATIONS @ Robert's Center Holiday Inn

Reservations are a minimum of 3 nights: 9/12, 9/13 & 9/14/24

Credit Card Authorization Form/Robert's Centre Holiday Inn Room Request

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

Check In: 9/12/24 (Thursday) Check Out: 9/15/24 (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: _____

Cell Phone Number: _____ Fax: _____

Email Address: _____

Type of card: Visa Master Card American Express Discover

Credit Card Number: _____

Exp Date: _____ Security Code: _____

of Adults: _____ #of Beds Needed _____

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 10, 2024. By signing below you authorize the Midwest Tow Show/TRAO to charge your credit card (\$226.00 room rate per night **plus** Taxes) to be applied to your stay during the Midwest Regional Tow Show @ Robert's Centre Holiday Inn.

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. **Faxed & Emailed** room reservations will be accepted

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.

I hereby authorize the Midwest Regional Tow Show to charge my credit card a deposit in the amount of **\$226.00 per night/plus taxes** 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.



2024 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 ENTRANCE 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 Entrance.

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 Entrance 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 Entrance.

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 Entrance.



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 Main Entrance.

Saturday Night Dance Party - \$10,000.00 = (We need 10 sponsors @ \$1,000 ea)

Proudly show your support by co-sponsoring the Saturday Night Dance Party. A 20' Banner will be hung in the Main Entrance 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.

CONVENIENCE CARTS - \$1500.00

As a convenience, attendees will be able to have the ability to borrow yard carts/wagons with a 400 lb capacity to shop. We hope to encourage people to purchase more with the availability of a cart to put their product in. They will simply check out a cart and return it when they are done. With your sponsorship, your logo will be attached to each of the carts and be seen moving around the show. A banner denoting your sponsorship will also be hung in the Main Entrance.

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 Main Entrance, and your logo will be placed on the registration form.

Light Show - \$1500.00

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. This sponsorship includes a banner in the Main Entrance.

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 Main Entrance.

MIDWEST REGIONAL Tow & Show



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 Main Entrance.

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 Main Entrance.



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 Main Entrance and also above the Registration Booth.

Friday Night IDF Auction/Social – \$10,000 = (We need 10 sponsors @ \$1,000 ea)

Proceeds will benefit the Injured Driver's Fund.

- Banner denoting your sponsorship hung during the event.
- Banner with all sponsors denoting sponsorship hung in the Main Entrance 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 Refuge ” Lounge & Restaurant Sponsorship – \$2,500.00

- 2 Banners placed in the Lounge and Restaurant areas
- Draft Beer Specials
- Full page ad in the 'show program'
- Table Tents denoting sponsorship
- 20' Banner in Main Entrance.

WTRAO Luncheon- \$1,500.00

Tow-ally Awesome Lunch featuring a Safety Apparel Fashion Show. A banner denoting your sponsorship will be hung in the Main Entrance.



*****NEW SPONSORSHIP & ADVERTISING OPPORTUNITIES*****

Thursday Night "Celebration of Life" Hog Roast - \$5000.00

We will celebrate the lives of "Towers" that are no longer physically with us any longer with a parade that will run through the town of Wilmington and back. Afterwards, your sponsorship will allow us to continue to honor the "Towers" with Food and Drinks as well as games such as Cornhole. Help us to give honor and celebration to those who served the industry !! A banner denoting your sponsorship will be hung in the Main Entrance and at the site of the event.

Sunday Morning Breakfast - \$3500.00

After a great weekend of business and festivities, your sponsorship would allow everyone to enjoy the delicious breakfast bar at the restaurant on-site to re-fuel before packing up and heading out to their next journey. A banner denoting your sponsorship will be hung in the Main Entrance as well as at the site of the event.

Friday Night Karaoke - \$1500.00

Friday night after the auction to support the Injured Driver's Fund, we want everyone to cut loose and sing their hearts out with karaoke fun!! This was a huge success last year and requests were made to bring it back this year !! A banner denoting your sponsorship will be hung in the Main Entrance and at the karaoke site.

Popcorn and Cotton Candy - \$1500.00

Your sponsorship will allow us to hand out FREE popcorn and cotton candy to our guests. A banner denoting your sponsorship will be hung in the Main Entrance and a sign will be posted at the site of the popcorn and cotton candy.



*** 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, 2024.
- ❖ 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!



Name Badge Pre-Registration

Please Visit:

WWW.MIDWESTTOWSHOW.ORG

**Beginning May 1, 2024 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 Friday Morning.**



Shipping Information

Items may be shipped to the hotel **beginning** Sept 1st.

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 1st.

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

Remember...bring your own **return** shipping labels and leave labeled items in your booth to be shipped.

Address:

Roberts Centre
Attn: TOW SHOW
123 Gano Road
Wilmington, OH 45177
937.283.3276



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