



## Midwest Regional Tow Show

500 W. Main St.

Batavia, OH 45103

Phone: (513) 831-7469

Fax: (513) 791-7555

[www.midwesttowshow.org](http://www.midwesttowshow.org)

[Bruce@trao.org](mailto:Bruce@trao.org)

## 2025 Midwest Regional Tow Show September 25<sup>th</sup> – 27<sup>th</sup>

We are very excited and appreciate your interest in the "47<sup>th</sup>" annual Midwest Regional "Family Towing Affair" in Mason, Ohio. We are excited to announce that we will return to the Great Wolf Lodge in 2025! With 46 annual Tow Shows under our belt, we pride ourselves in working for you and your customers. We also take pride in having the absolute BEST exhibitors and attendees in the Towing Industry, with our focus on a professional and family trade show while staying cost effective for your business.

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 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 10:30 AM
- ❖ Show Hours: Friday 11:00 AM to 5:00 PM  
Saturday 11:00 AM to 5:00 PM

- ❖ ***Please note that exhibitors are NOT to start the tear down of their booths until 5:00 pm on Saturday to ensure that each exhibitor and attendee have a clean and professional environment to conduct business.***

- ❖ 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.

Rooms will be booked by the exhibitors and attendees directly through the hotel by using the provided link or by calling the hotel direct prior to August 26, 2025. Room reservation information is provided on a separate page. We cannot guarantee a room at the host hotel if you forget to book you room as we will not be booking extra rooms. Book early!

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

**Sincerely:**

**Bruce Bender**



**2025**  
**Midwest Regional**  
**“Family Towing Affair”**  
**September 25, 26, 27**

**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 IF NEEDED\*\*\***

**LOCATION - INSIDE EXHIBIT HALL & HALLWAY:**

\_\_\_\_\_ 8x10 at \$1150  
approx. 80 Sq. Ft.

\_\_\_\_\_ 8x20 at \$1850  
approx. 160 Sq. Ft.

\_\_\_\_\_ 8x30 at \$2450  
approx. 240 Sq. Ft.

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

**(2) Box Lunches will be provided to each Inside & Outside Booths on Friday & Saturday which is included in your booth purchase. Additional Lunches can be purchased on the attached order form.**

**OUTSIDE EXHIBIT SPACE:**

\_\_\_\_\_ 20x20 at \$1150

\_\_\_\_\_ 20x60 at \$2450

\_\_\_\_\_ 20x80 at \$3150

\_\_\_\_\_ 20x40 at \$1850

\_\_\_\_\_ 20x70 at \$2750

\_\_\_\_\_ 20x100 at \$3650

☐ I will need a 10'x10' tent at the cost of \$400.

☐ 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.**

Signature \_\_\_\_\_ Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Contact \_\_\_\_\_ Email \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

**Complete and return form with deposit before June 1, 2025 to:**

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

► PLEASE READ AND SIGN BOTH SIDES OF CONTRACT. ALL TERMS OF BOTH SIDES OF CONTRACT WILL BE VALID EVEN IF YOU SIGN ONLY ONE SIDE. ◀ **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, 2025. Any Exhibitors' booth space not paid in full will not be permitted to setup exhibit. (No refunds will be made after August 15, 2025.)

### 3. INSTALLATION AND REMOVAL OF EXHIBITS

Installation of all exhibits will take place from 10:00 am - 5:00 p.m. on Thursday, September 25, 2025 and on Friday, September 26, from 8:00 a.m. to 10:30 a.m.

**All exhibitors must be in complete order by  
11:00 A.M. on Friday Sept. 26, 2025.  
Please note that exhibitors are NOT to  
start tear down of their booths until  
5:00 P.M. on Saturday, Sept. 27, 2025.**

### 4. EXHIBIT DATES AND HOURS

On Friday, September 26, 2025, the exhibit area will be open from 11:00 a.m. to 5:00 p.m.

On Saturday, September 27, 2025, the exhibit area will be open from 11:00 am - 5:00 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 [www.midwesttowshow.org](http://www.midwesttowshow.org). Badges can be picked up at the registration desk on Friday morning, September 26, 2025.

### 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.

### 99. 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 through the show per township regulations.**

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

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

### 13. 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.

### 14. 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.

### 15. 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.

### 16. 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.

### 17. 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.

### 18. 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.  
SALES WILL BE PERMITTED.NO**

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 June 1, 2025. Full payment must be received by August 15, 2025.

**NO BOOTH PAYMENTS WILL BE ACCEPTED AT THE SHOW**

Exhibitor's Signature \_\_\_\_\_

# **ROOM RESERVATIONS**

For room reservations please contact:

**Lillian Erickson at 513-229-5814**

Please Note: When reserving your room please remember I have made arrangements for shoulder dates at a cheaper rate than the Friday and Saturday rate, so the more days you stay, the cheaper the daily rate gets. I arranged this to help you save money or if you plan to bring family to “mini” vacation before or after the show. If you have any questions about how this works, please feel free to call me at 513-288-2273. Thank you!

**\*\*NEW\*\***

## **LUNCH PLAN**

We understand that time is money and that most of you can't leave a booth unattended to get lunch. We don't want you to be hungry so we are excited to announce that included in your booth rental, we will deliver (2) box lunches with bottled water on Friday and again on Saturday. Should you have more than 2 people in your booth that you would like to order lunch for, please fill out the form below and let us know. Our cost from the Great Wolf Lodge on the lunches is \$25.00 per day, per person.

I need box lunches for an additional \_\_\_\_\_ people at \$50.00 per person. This will be lunch for Friday and Saturday.

\_\_\_\_\_ I need a vegetarian option for \_\_\_\_\_ people in my booth.

If paying with a credit card for your booth, we will charge that card for your additional lunches and will show them on your itemized receipt. As always, thank you for your support and we hope this additional premium benefit for our valued exhibitors is helpful.



## 2025 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](mailto: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.

### **CONVENIENCE CARTS - \$1500.00**



As a convenience, attendees will 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 both sides of the carts and be seen moving around the show. A banner denoting your sponsorship will also be hung in the Main Exhibit Hall.

### **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.

### **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.

**Saturday Night Awards Banquet - \$10,000.00 = (We need 10 sponsors @ \$1,000 ea)** Proudly show your support by co-sponsoring the Saturday Night Awards Banquet. A 20' Banner will be hung in the Main Exhibit Hall denoting all sponsors and one in the Banquet Room during the Awards Ceremony. This event is one that everyone looks forward to each year! This sponsorship includes food and beverage.

### **Golf Tournament - Midwest Tow Show Annual Golf Outing, Thursday-September 25<sup>th</sup>:**

#### **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 down 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.

### **Saturday Night Karaoke - \$1000.00**

Saturday nights after the evening event, 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 Exhibit Hall and at the karaoke site.



### **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 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 and/or selected judges. 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 in the Main 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 Main Exhibit Hall.

### **Popcorn - \$1500.00**



Your sponsorship will allow us to hand out FREE popcorn to our guests which is always a hit. A banner denoting your sponsorship will be hung in the Main Exhibit Hall and a sign will be posted at the site of the popcorn as well as your logo on the popcorn bags.

### **Thursday Night "Celebration of Life"/Slow Down Move Over Awareness Event- \$7500.00**

We will celebrate the lives of "Towers" that are no longer physically with us and raise awareness for Slow Down/Move Over with a parade. Afterwards, your sponsorship will allow us to continue to honor the "Towers" with Food and Drinks as well as games such as Cornhole. We will send off lanterns after dark, have a candlelight Vigil and LIVE Music. Help us to give honor and celebrate those who served the industry while raising awareness to the importance of Slow Down/Move Over !! A banner denoting your sponsorship will be hung in the Main Exhibit Hall and at the site of the event.

### **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 Exhibit Hall and also above the Registration Booth.





### **WTRAO Luncheon- \$2,500.00**

Tow-tally Awesome Lunch featuring a Safety Apparel Fashion Show. A banner denoting your sponsorship will be hung in the Exhibit Hall and another in the room during the luncheon.

**Friday 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

# **“FREE”**

## **LEAD RETRIEVAL**

*We understand that your business is supported by not only the sales at a trade show, but the sales that come from quality leads that you can follow up with afterwards. With that being said, I have paid to have an app developed so that you can download it onto your personal devices and scan badges at the show. The lead app will ask for the attendee's company name, their name, phone number and email address. It will also have them answer whether they are an owner/authorized purchaser. You can rate your lead as Cold/Warm/Hot and make notes about your conversation with them so that you can follow up when you get back to your offices. Yes, this is FREE!! This is my gift to you because your success is my success!!!*

*Bruce Bender*

*Show Coordinator*

# *Alcoholic Beverages*

*ALL*

Alcoholic beverages

*MUST*

be purchased through  
the venue.

Because Great Wolf Lodge holds a liquor license and it is a violation of their liquor license for alcoholic beverages to be brought in from outside sources, they will permit you to have alcohol in coolers at your booth for you and your customers provided the alcohol is purchased through Great Wolf Lodge. To purchase alcohol for your booth, please use the contact info below:

Sandy Kalembe | Conference Service Manager

2501 Great Wolf Drive Mason, OH 45040

Office: 513.848.7480 x5563

Direct: 513.229.5808

Email: [skalembe@greatwolf.com](mailto:skalembe@greatwolf.com)



*Annual Midwest Tow Show Golf Outing*

*The Golf Center at Kings Island*

*Thursday September 25, 2025 – Shotgun Start 10:00 AM*

*Cost per Golfer \$80.00 – Includes Lunch & Range Balls*

*Registration Deadline September 10, 2025*



Team 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

Please contact Brad Thoma (937)356-6772 [bthoma@sandystowing.com](mailto:bthoma@sandystowing.com)



## **\* TOW SHOW PROGRAM ADVERTISING \***

FULL PAGE ad size with bleed: 5.0 x 7.5"

### **Full Page Ads**

<b>Inside Front or Back Cover</b>	<b>\$ 500.00</b>
<b>Outside Back Cover</b>	<b>\$ 750.00</b>
<b>Centerfold</b>	<b>\$1000.00</b>
<b>Inside Program</b>	<b>\$ 300.00</b>

- ❖ 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, 2025.
- ❖ Last year's advertisers have until June 1<sup>st</sup> 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](http://WWW.MIDWESTTOWSHOW.ORG)***

**Beginning January 15, 2025  
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. *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: Lillian Erickson  
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