Midwest Regional Tow Show
250 E. Main St.
Batavia, OH 45103 Phone:
(513) 831-7469
www.midwesttowshow.org
Tom@trao.org

2027 Midwest Regional Tow Show
September 23rd – 25th

We are very excited and appreciate your interest in the **"49th"** annual Midwest Regional "Family Towing Affair" in Mason, Ohio. We are excited to announce that we will return to the Great Wolf Lodge in 2027! With **48** 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 <u>NOT</u> 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, 2027. Room reservation information is provided on a separate page. We cannot guarantee a room at the host hotel if you you room as we will not be booking extra rooms. Book early!

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

Sincerely:

Thomas Mesaros

2027
Midwest Regional "Family Towing Affair"
September 23, 24, 25

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

_____ 20x40 at $1850

_____ 20x60 at $2450

_____ 20x70 at $2750

_____ 20x80 at $3150

_____ 20x100 at $3650

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

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

☐ **I need a specific layout.** **(If checked, Show Coordinator will call you)**

☐ 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 June 1, 2027 to:

TRAO • 250 E. Main St • Batavia, Ohio 45103
Tom@trao.org • Local 513-831-7469 (Show)

▶ 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, 2027. Any Exhibitors' booth space not paid in full will not be permitted to setup exhibit. (No refunds will be made after August 15, 2027.)

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, 2027 and on Friday, September 24, 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. 24, 2027. Please note that exhibitors are NOT to start tear down of their booths until 5:00 P.M. on Saturday, Sept. 25, 2027.

4. **EXHIBIT DATES AND HOURS**
On Friday, September 24, 2027, the exhibit area will be open from 11:00 a.m. to 5:00 p.m.
On Saturday, September 25, 2027, 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. Badges can be picked up at the registration desk on Friday morning, September 24, 2027.

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**
*********Absolutely 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.

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, 2027. Full payment must be received by August 15, 2027.

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 513-831-7469. Thank you!

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.

2027 Sponsorship Opportunities

The Midwest Regional Tow Show is an opportunity for you to gain additional exposure by sponsoring an event. Please note: Contact Tom Mesaros at (513)831-7469 or Tom@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 - $2500.00 

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.

-over-

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 - $15,000.00 = **(We need 15 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 25th:

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.

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.

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.

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.

(2) WTRAO Luncheon Sponsorships

*(**$3,000.00 for Luncheon Meal** and **$1,500.00 for Entertainment**.)*

WTRAO is seeking sponsorship support to help provide the luncheon meal and entertainment, allowing us to create a meaningful and memorable experience for all who attend. You will receive an opportunity to address everyone in the room to promote your company. Also, a banner denoting your sponsorship will be hung in the Exhibit Hall and another one 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.

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.

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.

“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, we 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 our gift to you because your success is our success!!!

Tom Mesaros

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 Kalemba | Conference Service Manager
2501 Great Wolf Drive Mason, OH 45040
Office: 513.848.7480 x5563
Direct: 513.229.5808
Email: skalemba@greatwolf.com

Annual Midwest Tow Show Golf Outing

The Golf Center at Kings Island

Thursday September 23, 2027 – Shotgun Start 10:00

AM Cost per Golfer $80.00 – Includes Lunch & Range

Balls Registration Deadline September 10, 2027



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

MIDWEST REGIONAL Tow Show

* 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, 2027.
- Last year’s advertisers have until June 1st to confirm their location.
- Feel free to email or call Bruce Bender for availability.

Email: **Tom@trao.org**
Mailing address: TRAO
250 E. 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 February 15, 2027 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
250 E. Main ST
Batavia, Ohio 45103

Phone: 513.831.7469
Email: Tom@trao.org

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