



World Beef Expo
Chance Ujazdowski
Administrative Coordinator
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www.worldbeefexpo.com



Dear Trade Show Exhibitor,

We would like to invite you to the 2010 World Beef Expo. The event will take place September 23rd through 26th at the Wisconsin State Fair Park in Milwaukee.

The 2009 World Beef Expo featured nearly one thousand head of cattle shown by over 200 exhibitors from fifteen different states. We are confident that the 2010 World Beef Expo will be even larger, as we have added several new divisions to the show.

Of course, World Beef Expo is more than just a world-class cattle show. We also feature Youth Sweepstakes contests, numerous industry-related educational seminars, and – thanks to you – a diverse trade show that includes both indoor and outdoor exhibits.

We at World Beef Expo are excited about the future of our event. Please consider joining us for the 2010 World Beef Expo.

For more information, refer to the following pages, visit our website (www.worldbeefexpo.com) and/or contact:

Indoor Trade Show – Jamie Marx	(920) 573-1028	jamie.marx24@gmail.com
Outdoor Trade Show – Jim Murray	(608) 778-4978	murraysdfr@tds.net

Please call with any special requests!

On behalf of everyone at World Beef Expo, thank you! We look forward to working with you at our 2010 event!

Sincerely,

Chance Ujazdowski
Administrative Coordinator



2010 World Beef Expo Trade Show Pricing Structure

Indoor Trade Show

Size	Price
Table Top Display	\$150
10' x 10'	\$200
20' x 10'	\$350
30' x 10'	\$500
40' x 10'	\$650
50' x 10'	\$800
20' x 20'	\$650

Media Center

Open to publications (newspapers, magazines, catalogs, newsletters, etc.).

No representatives of the publication need to be present. Simply supply World Beef Expo with as many copies of the publication as you'd like, and a World Beef Expo representative will ensure that it is on display during all Trade Show Hours.

The Media Center will be a part of the Indoor Trade Show.

2.5' x 2.5' Table Top Space	\$50
5' x 2.5' Table Top Space	\$90

Outdoor Trade Show

Size	Price
10' x 10'	\$150
20' x 10'	\$200
30' x 10'	\$250
40' x 10'	\$300
50' x 10'	\$350
60' x 10'	\$400
20' x 20'	\$300
30' x 20'	\$350
40' x 20'	\$400
50' x 20'	\$450

Food and Beverage vendors, please contact the Wisconsin State Fair Park exhibitor services department at (414) 266-7040.

Note: Nonprofit organizations can receive a special nonprofit rate. A 501(c)(3) form must be submitted, and only informational booths – no sales – are permitted to be eligible.

Setup time: Thursday, September 23rd – 9 a.m. to 5 p.m.

Load out time: Sunday, September 26th – 4:00 p.m. (or immediately following Junior Show)

**2010 World Beef Expo
Trade Show Vendor Entry Form**

Contact Information

Organization: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Cell: _____

E-mail: _____

Display Information *(See Pricing Structure for details.)*

Booth Size: _____

Indoor: _____ Outdoor: _____

Amount Due: _____

Interested in speaking about your product at WBE? Yes _____ No _____

If you have any questions, please contact one of the following:

Indoor Trade Show – Jamie Marx	(920) 573-1028	jamie.marx24@gmail.com
Outdoor Trade Show – Jim Murray	(608) 778-4978	murraysdfr@tds.net

Vendor entries are due **September 1st, 2010**. All corresponding fees must be received for entry to be processed and accepted.

Send Indoor Trade Show entries to: Jamie Marx
5960 Woodland Road
Winneconne, WI 54986

Send Outdoor Trade Show entries to: Jim Murray
463 N. Washington Street
Lancaster, WI 53813

Please make checks payable to **World Beef Expo**.