



Showcasing Our Businesses

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Dear Valued Business Owner:

January 2022

You operate a great business, provide excellent services and offer outstanding products. Now we want to help you reach new customers! The **17th Annual Lake Country Community Fest presented by the Hartland Chamber of Commerce** will be held on **Saturday, March 19, 2022, 10 am to 3 pm at Arrowhead High School** in Hartland. Within this *non-selling environment, the Hartland Chamber of Commerce provides businesses, organizations and the community an opportunity to come together under one roof for a great day full of activity.

Key Lake Country Community Fest Benefits:

- Free-entrance community event to showcase quality businesses in the Lake Country area
- Approximately 150 booth spaces available
- Professional event set up by Wisconsin Expo
- Effective Marketing Campaign
- Early registration for premium booth space available for **active Hartland Chamber Members
- Discounted booth prices for **active Hartland Chamber Members
- Food Court
- Sponsor & Exhibitor managed Raffles, if interested
- Activities to entice community participation & attendance including business sponsored live performances, children's activities, health care clinics, food drive and more
- **Corporate sponsorship** - the marquee position for those who want to make their presence known with maximum visibility and premium booth locations - see Sponsor Benefits document for details

**Non-Selling Environment: Only food vendors and non-profits are able to sell at event*

***Active Hartland Chamber Member: Partner membership dues paid in full for 2022*

Not a Hartland Chamber Member? Now is a great time to join the Hartland Chamber to learn about all of the benefits of membership, and qualify for partner member discount pricing for this event. Please contact us for more information.

Hartland Chamber of Commerce
300 Cottonwood Avenue, Suite 12
Hartland, WI 53029
262-367-7059 or chamberdirector@hartland-wi.org



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Lake Country Community Fest
March 19, 2022 | Arrowhead High School
10:00 am – 3:00 pm

Exhibitor Information

- A.) General Exhibitor Registration includes:** (1) 8 X 10' booth set up by Wisconsin Expo with side & back curtains, (1) 2 X 8' skirted table, (1) 7 X 44" sign, (1) folding chair, online participation listing of your business on the Hartland Chamber of Commerce website. **Note: Changes/Additions to standard set-up not permitted.**
- **Sharing A Booth:** A limit of 2 businesses per one 8 x 10 booth space is allowed. There is an **additional charge of \$15.00** for an extra booth sign.
 - **Electricity:** This is an **additional charge not included in the standard exhibitor registration (except for food vendors in food court area and some sponsors)**. Provisions: 120 Volt, 500 watts capacity for single device use only. Power strips for multiple devices prohibited. Outlets are **limited** and available on a first response basis. Bring your own grounded, 3-wire extension cord(s).
- B.) Sponsor Benefits & Registration:** Various sponsorship levels. Refer to Sponsorship Benefits form for details.
- C.) Food Vendor Registration includes:** (1) booth in food court area set up by Wisconsin Expo with side and back curtains, (1) skirted front table, (1) back table, (1) 7 x 44' sign, (1) folding chair, online participation listing of your business on Chamber website. Electricity is also included in the booth fee—see provisions stated above. Electrical needs required above those provisions stated may not be able to be accommodated and/or may require additional fees. Limited food vendor spots available.
- **Food vendors must submit a copy of insurance certificate.** Number of participating vendors will be limited. Vendors retain all sales from food items. To avoid duplication, all food items must be pre-approved. Fill in menu items on registration form and we will contact you if a change is needed. While we encourage you to showcase your products, we have found that sandwich/finger foods and desserts are more commonly purchased. The school kitchen will not be available for use. Vendors will provide all equipment required to keep foods hot or cold, and are responsible for cleanup of areas used. A separate fee and registration form are required for additional booth in Exhibitor Hall.
- D.) Booth selection, registration & payment: Made on a first response basis.** Complete registration and payment online to secure your booth space location preference. Booth space cannot be reserved without full payment – no exceptions. You will be assigned one of your three booth choices and we will **ONLY** contact you in the event your booth choices are unavailable upon receipt in our office. Final confirmation/updates will be available online **approximately 2 weeks prior to the event.** The Hartland Chamber reserves the right to adjust booth spaces, if needed.
- E.) Verification:** Fill out everything legibly. It is your responsibility to check the Lake Country Community Fest page on the Chamber website www.hartland-wi.org to verify that your information is correct, (spelling of names, website link, etc.).
- F.) Wireless connectivity:** Arrowhead's current procedure for WiFi access is to post the login instructions at high traffic areas within the facility. Be advised that all Internet traffic will pass through the school's Internet filter. We make no guarantees as to the availability of individual Internet sites and there will be no technical support available during the Fest. We strongly encourage a back-up plan in the event wireless is unavailable or signal strength is compromised.



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- G.) Demonstrations/showcase performances:** If you would like to provide entertainment or present a live demonstration or children's activity, contact the Hartland Chamber to determine time slot availability. Priority given to Hartland Chamber Members.
- H.) Voluntary Raffle Participation:** Exhibitors may conduct COMPLIMENTARY, independent raffles at their booth (no money exchanged) and do not need to inform the Hartland Chamber of plans.
- I.) Set up:** You may set up your booth on Friday March 18th from 5:30pm to 7:00 pm or on Saturday March 19th beginning at 7:30 am. Directions to the school and parking instructions will be available online two weeks prior to the fest. There will be floor plans posted at several entrances and volunteers available to help you locate your booth. **For those planning to set up Friday: We do our best to accommodate vendors by offering this earlier set up time but because the Expo company must wait for the school day to end before they can begin there is no guarantee that your assigned booth will be ready. Early set up is also at your own risk - there is no additional overnight security provided in the exhibit areas.**
- J.) Parking during show hours: General Exhibitors and Food Vendors** -Plan to park in the area which will be designated for you and your business associates to allow as any community parking spots as possible for the convenience of your potential customers. Only Corporate Sponsors may park in front lots. Parking maps will be available online.
- K.) Day of event tear down:** 3:00 pm on Saturday, March 19th. Early tear down not allowed.

Additional Notes - Restricted Items:

- Motorized or heavy equipment that could damage the school's floors must be approved for use before bringing the items into the designated event areas.
- Open flames of any type and pressurized vessels (propane tanks, pressurized gas) are prohibited.
- This is a non-selling environment with the exception of the authorized Food Vendors and nonprofit registered organizations. The exchange of money is prohibited otherwise.
- Materials containing latex are prohibited (balloons, gloves, etc...).
- Animals are prohibited.

CANCELLATION POLICY: Once your registration has been received and the booth space has been allocated, your company is contracted to the booth space. Any exhibitor who cancels booth space prior to **February 14, 2022** is subject to a **\$50.00** cancellation fee to cover administrative expenses. **There are no refunds for cancellations after February 14, 2022. All cancellations must be made in writing.**

The above information is subject to change and will be updated as appropriate.

Thank you for your registration and we look forward to seeing you at the 17th Annual Lake Country Community Fest!

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