



**WISCONSIN COUNTY HIGHWAY ASSOCIATION
2012 WINTER HIGHWAY CONFERENCE
JANUARY 16, 17, 18, 2012
CHULA VISTA RESORT - WISCONSIN DELLS**

Greetings Corporate Representatives,

October 17, 2011

The WCHA Conference Coordinating Committee will be hosting the 2012 State Winter Highway Conference in Wisconsin Dells at the Chula Vista Resort on January 16-18, 2012. Our conference is anticipated to have over 500 in attendance, which will be comprised of Highway Commissioners, Highway Committee Officials, WisDOT Officials and spouses/guests representing all areas of the state.

To help make the 2012 WCHA Winter Conference a success, we are welcoming your corporate participation. The association is offering multiple areas for your participation in various conference activities. There are a number of options including indoor exhibit areas/booths, hospitality rooms, sponsorship of coffee/soda breaks, meal programs, etc. You may review the participation choices on the attached form.

This is an excellent opportunity to promote any current or new products, equipment and services offered by your organization. Your sponsorship(s) will be acknowledged by custom signage displayed at your events.

If you would like to participate, please complete the attached form and mail it with your payment to: Gary L. Kennedy, WCHA Events Coordinator, 3500 STH 310, Manitowoc Wisconsin, 54220, as soon as possible. **Conference pre-registration participation deadline is December 9, 2011. Exhibit areas, meals, breaks, hospitality rooms will be on a first-come basis.** We will assign final indoor exhibit area(s); break sponsorships, hospitality rooms, etc. approximately 2-3 weeks prior to the conference. Please feel free to contact me at that time for your location if you need to know prior to the conference. **We also require Attendee Registration Forms be completed for everyone attending, in addition to the completion of the Corporate Sponsor Registration Form.**

We do have room blocks available at the host hotel. Please contact the reservation department at (888) 201-1839 for reservations. The room block is listed under WCHA (Wisconsin County Highway Association). The room rates for the conference are \$99.00 for a sleeping room or \$163.00 for a 2 bedroom condo or \$262.00 for a 3 bedroom condo per night (all hospitality rooms must be designated condos). Tax-exempt status must be arranged in advance by mailing or faxing a copy of your tax-exempt certificate to (Fax # 608-254-4157); otherwise, you will be charged room tax.

If we are unable to match your specific needs, we will call you to see if other options are favorable. No refunds will be made after December 15, 2011. If you have any questions please contact me at:

Gary L. Kennedy, WCHA Events Coordinator
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