Greetings Corporate Representatives, April 22, 2020

The WCHA Conference Coordinating Committee will be hosting the 2020 State Summer Highway Conference (Road School) in Wisconsin Dells at the Chula Vista Resort on August 10-12, 2020. Our Road School is anticipated to have over 500 in attendance, which will be comprised of Highway Commissioners, Highway Committee Officials, Engineers, Associate Members, WisDOT Officials, and spouses/guests representing all areas of the state.

To help make the 2020 WCHA Road School a success; we welcome your corporate participation. The Association is offering multiple areas for your participation in various conference activities. There are several 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 Professional Development Director, 1355 North 16th Street, Manitowoc, Wisconsin 54220, as soon as possible. Conference pre-registration participation deadline is July 12, 2020. Exhibit areas, meals, breaks, hospitality rooms will be on a first-come basis. We will assign final indoor exhibit areas, 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. In addition to the completion of the Corporate Sponsor Registration Form, we require Attendee Registration Forms be completed for everyone.

We do have room blocks available at the host hotel. Please contact the reservation department at 855-830-4730 and the booking ID # is H27942. The room block is listed under WCHA (Wisconsin County Highway Association). The room rates for the conference are $169.00 for a sleeping room or $259.00 for a 2-bedroom condo per night (all hospitality rooms must be designated condos). Tax-exempt status verification must be arranged in advance by mailing or faxing a copy of your tax-exempt certificate to (Fax #608-253-5430); 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 July 12, 2020. If you have any questions, please contact me at:

Gary L. Kennedy, WCHA Professional Development Director
1355 North 16th Street
Manitowoc, WI 54220
Telephone Number 920-323-6500
E-Mail: hwygaryk@gmail.com

All conference information is located on our new website: www.wiscohwy.org
To: Corporate Sponsors

1. INSIDE DISPLAY EXHIBIT BOOTH (S):

The indoor display areas are in the Main Conference Center Area Rooms A thru I. See listed below for the fee structure(s) for the Inside display areas. Included with the booth fee is pipe and drape, 1 table and two chairs and one – 110 V circuit. All personnel working the booth area must be registered for the conference with appropriate registration fee. (Unfortunately, we are no longer able to provide a free registration with a booth). Exhibit areas will be ready for set-up between 9:00 am to 3:00 pm on Monday, August 10. The exhibit area will open by 4:00 pm on Monday, August 10. All exhibits shall be open until 10:30 am Wednesday August 12.

Corporate - Associate Member Pricing:

Inside Booths Fees
Booths 1 – 38 = 8’ x 10’ $600.00 each*
* If more than one booth is requested to meet the corporate display needs (per corporate sponsor) the charges for the second booth will be $ 450.00 each

Number of Indoor booths @ $600.00 each __________
Number of Indoor booths @ $450.00 each __________

Note: All persons working the booth areas must be registered for the conference.

1st Choice of Location ________________
2nd Choice of Location ________________
3rd Choice of Location ________________

Corporate - Non-Associate Member Pricing:

Inside Booths Fees
Booths 1 – 38 = 8’ x 10’ $800.00 each*
* If more than one booth is requested to meet the corporate display needs (per corporate sponsor) the charges for the second booth will be $650.00 each

Number of Indoor booths @ $800.00 each __________
Number of Indoor booths @ $650.00 each __________

Note: All persons working the booth areas must be registered for the conference.

1st Choice of Location ________________
2nd Choice of Location ________________
3rd Choice of Location ________________

Corporate Name ____________________________

Note: All persons working the booth areas must be registered for the conference.
SPONSORSHIPS

2. Group Welcome: (Monday 4:00 P.M. – 6:00 P.M.)
   Sponsorship is $400.00 per Corporate Participant(s) _______________________
   Six-Sponsorships are needed
   Cheese and Sausage Trays and Beverages in the Indoor Exhibit Area

3. Tuesday Breakfast: (Tuesday 6:30 A.M. – 8:00 A.M.)
   Sponsorship is $450.00 per Corporate Participant(s) _______________________
   Seven-Sponsorships are needed

6. Boat Tour for non-golfers (Tuesday 12:00 pm – 2:00 pm)
   Sponsorship is $500.00 per Corporate Participant(s) _______________________
   One Sponsorship is needed

7. Tuesday Lunch for golfers
   Sponsorship is $450.00 per Corporate Participant(s) _______________________
   Six-Sponsorships are needed

8. Tuesday Special Tent Reception: Sponsored by Cedar Corporation

9. Wednesday Breakfast: (Wednesday 6:30 A.M. – 8:15 A.M.)
   Sponsorship is $450.00 per Corporate Participant(s) _______________________
   Seven-Sponsorships are needed

10. Wednesday Honor’s Lunch
    Sponsorship is $750.00 per Corporate Participant(s) _______________________
        Six-Sponsorships are needed

11. BREAKS: Sponsorship is $300.00 per Corporate Participant(s)
    Four-Sponsorships are needed for the break

12. BREAKS: Sponsorship is $300.00 per Corporate Participant(s)
    Four-Sponsorships are needed for the breaks

13. Golfing Sponsorship: Corporate Sponsorship fees are $300.00* per tee box or golf hole per Associate Member Corporate Participant and $600.00* per tee box or golf hole per Non-Associate Member Corporate Participant. Multiple sponsorships are needed for the golfing event. *Refer to Golf Reservation letter for more detailed information on fees.

14. Other Sponsorship $_____________________________
    Please provide details relating to the sponsorship

    Corporate Name ___________________________________________________________________

    • All representatives must complete the following registration forms for all activities.
15. HOSPITALITY CONDOS:
For the WCHA Conference, all hospitality condos and fees are to be reserved and paid directly to the Chula Vista Resort. Reservations are to be made with Amber Kaminski at 608-254-1613 or email amberk@chulavistaresort.com. All hospitality condos are required to be reserved for a minimum of two nights (Monday 8/10/20 and Tuesday 8/11/20). A minimum of two-night charges will apply for all hospitality condos. Chula Vista will quote you direct on their terms and fee structures. Included in the room fees will be the cost of moving out the beds and supplying ice for refreshments (not ice for coolers). The Conference Coordinating Committee will be assigning all condo room locations within the designated hospitality block area approximately two to three weeks prior to the conference.

Event Coordinator Amber Kaminski will arrange and quote your firm for all other provided services within the hospitality condos. It will be the responsibility of the vendor to supply his or her own plastic glasses, napkins, condiments, etc. Socializing tables and chairs moved into the rooms will be an additional charge. As the Chula Vista allows the WCHA corporate hospitality condos to bring in their own refreshments, WCHA is strongly suggesting that each hospitality condo order at least one perishable hors d’oeuvre per evening from the Chula Vista. By showing this good faith effort to the Chula Vista will hopefully continue the relaxed policy on bringing in your own refreshments. For corporate hospitality condos purchasing food or beverage from the Chula Vista Resort, tables and chairs will be provided at no additional charge. As a precautionary measure, you may consider that all perishable hors d’oeuvres be supplied by the Chula Vista Resort.

**Firms reserving hospitality condos must be a current WCHA Associate Member. Hospitality condos require a minimum of three attendee registrations. Attendance at any/all conference functions requires registration. Many of the conference sessions will be beneficial to you and your staff and conference registration is prerequisite to attending. Registrants will be issued nametags, which are required for admittance to all functions.**

**Note:** Please review and sign the enclosed hospitality condos rules summary provided by the Chula Vista. This document must be sent back to the Chula Vista by 3pm on 7/12/20.

Make checks payable to “Wisconsin County Highway Association”

Mail fees to  
Gary L. Kennedy, WCHA Professional Development Director  
1355 North 16th Street  
Manitowoc, WI 54220

Corporate Name: __________________________________________________________

Contact Person: ____________________________________________________________

Mailing Address: ___________________________________________________________

City, State, and Zip+4: ______________________________________________________

Telephone Number: _________________________________________________________

E-Mail Address: _____________________________________________________________

Printed Name: ______________________________________________________________

Title: ___________________________________________________________________

**CONFERENCE PARTICIPATION DEADLINE IS July 12, 2020**

(Please return all 3 pages of this form, along with the attached registration form)
Trade Show Time Schedule

August 10 - 12, 2020

Monday – August 10 – Hours of Showtime
9:00 A.M. – 3:00 P.M. – Set Ups
4:00 P.M. – 6:00 P.M. – Open

Tuesday – August 11 – Hours of Showtime
6:45 A.M. – 8:00 A.M. - Open
9:10 A.M. – 9:30 A.M. – Open
11:30 A.M. – 1:00 P.M. – Open

Tuesday – August 11 – CLOSURE TIMES
1:00 P.M. – 5:00 P.M.

Wednesday – August 12 – Hours of Showtime
7:30 A.M. – 10:30 A.M. – Open

10:30 A.M. Exhibits Close
2020 WCHA SUMMER ROAD SCHOOL – August 10, 11 & 12
PRE-REGISTRATION DEADLINE - July 12, 2020

COUNTY/ORGANIZATION

NAME

TITLE

SPouse/GUEST

PHONE

ADDRESS

EMAIL

CITY

STATE

ZIP+4

REGISTRATION FEES

<table>
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<tr>
<th>Pre 7/12</th>
<th>After 7/12</th>
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<tr>
<td>$195.00</td>
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<tr>
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</tr>
</tbody>
</table>

TOTAL FEES ENCLOSED

Payment Type

☐ Visa ☐ MasterCard ☐ Discover ☐ Check

Make payable to WI COUNTY HIGHWAY ASSOCIATION

Credit Card Number

Exp. Date

Security Code

Name on Card

Signature

Phone Number

Address

City

State

* A 3.5% convenience fee will be assessed to each credit card transaction.

Mail payment along with registration form to:
Gary L. Kennedy, WCHA Professional Development Director
1355 North 16th Street
Manitowoc, Wisconsin 54220

Please register us for the following activities by circling YES or NO:

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Member</th>
<th>Spouse/Guest</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30 – 8:00 am</td>
<td>Breakfast @ Chula Vista Resort</td>
<td>YES or NO</td>
<td>YES or NO</td>
</tr>
<tr>
<td>9:00 - 11:00 am</td>
<td>Crafts with Soozii Madden – Jute Rope Wreath</td>
<td>YES or NO</td>
<td>YES or NO</td>
</tr>
<tr>
<td>11:00 – 12:00 pm</td>
<td>Luncheon - *Golfers do not register for this event – see below</td>
<td>YES or NO</td>
<td>YES or NO</td>
</tr>
<tr>
<td>12:00 – 2:30 pm</td>
<td>Boat Tour – (loading by registration)</td>
<td>YES or NO</td>
<td>YES or NO</td>
</tr>
<tr>
<td>11:00 – 5:00 pm</td>
<td>Annual Golf Outing – Conference registration is required – golf fees are an additional fee – see separate golf flyer</td>
<td>YES or NO</td>
<td>YES or NO</td>
</tr>
<tr>
<td>2:30 – 5:00 pm</td>
<td>Special Tent Reception – Sponsored by Cedar Corp. Conf. registration required/no fee/in tent by golf course Live Auction at 5:00 pm</td>
<td>YES or NO</td>
<td>YES or NO</td>
</tr>
</tbody>
</table>

Tuesday, August 11

Wednesday, August 12

6:30 – 8:00 am | Breakfast @ Chula Vista Resort               | YES or NO | YES or NO |
| 8:30 – 11:30 a.m. | Crafts with Soozii Madden – Garden Sun Catcher | YES or NO | YES or NO |
| 12:00 – 1:00 p.m. | Honors Lunch at Chula Vista Resort           | YES or NO | YES or NO |
**WCHA Golf 2020 Summer Tournament Invitation**

**Date:** Tuesday, August 11, 2020

**Time:** Shotgun start at 11:00 am (please arrive no later than 10:30 am)

**Location:** Chula Vista Golf Course

**Cost:** $80.00 per golfer  
*All golfers must have a conference registration.*

**Format:** 4 – person “Scramble” teams (maximum 36 teams or 144 golfers)

**Lunch:** Your golf fee includes lunch served at the golf course from 10:00 to 10:30 am

**Registration:** Deadline is July 12, 2020

**Vendors:** Hole sponsorship is $300 (includes sign & a reserved tee box for your company) and charity collection is welcomed at the tee boxes.

**Awards:** 4:45 pm – 5:30 pm at the tent by the golf club house.

**Make checks payable to WCHA or pay by credit card**

Mail to  Gary Kennedy  
WCHA Professional Development Director  
1355 North 16th Street,  
Manitowoc, WI 54220  
Phone 920-323-6500  
hwygaryk@gmail.com
Join us for Music by The Drovers, Refreshments, and Live Auction to support the Scholarship Program! All happening in the Tent by the Golf Course! **Shuttle from hotel will run 2pm-6:30pm**

Tuesday, August 11, 2020
Music starts at 2:30pm
Live Auction begins at 5:00pm

Sponsored by:

The Wisconsin County Highway Association (WCHA) Scholarship Program will be holding a fundraiser at their Summer Road School on August 11th for our scholarship programs. The WCHA will be holding a live auction and would like to collect auction items from businesses across each section of the state. 100% of the money raised will go towards our scholarship programs.

We are asking Counties and Businesses to donate an item of approximately $50 value and will recognize each business during the time their item is being auctioned. NOTE: Local items raise the most money! Try to think of personalized items from your region if possible!

Thanks again for your support!

*Any questions or concerns regarding the auction or our scholarship program, please contact me at the following information.*
Gary L. Kennedy, WCHA Professional Development Director
1355 N 16th Street
Manitowoc, WI 54220
920-323-6500 or hwygaryk@gmail.com