



HYATT LAKE TAHOE • INCLINE VILLAGE  
NOVEMBER 7-10, 2018

# Western Association of Independent Camps 2018 Annual Conference

## Exhibitor Information & Registration



### Conference Location

This year's WAIC Conference is focused on "Connections." Camps, owners, directors, staff, vendors, and families make important connections in order to provide kids, teens, and young adults with amazing opportunities for growth, life-long memories, and good 'ol fashion fun!

The Hyatt Regency Lake Tahoe Spa, Resort & Casino is located right on the shores of Lake Tahoe in Incline Village and is this year's conference site. It's a perfect location to connect with camp owners and directors to showcase and highlight your goods and services.

Rooms, at the starting conference group rate of \$129 plus a reduced resort fee of \$15 per night (plus tax), are available from November 3<sup>rd</sup> through November 13<sup>th</sup> if you decide to lengthen your stay. Self-parking is complimentary. For reservations, please contact the Reservations Department at 1-800-553-3288 (identify yourself with WAIC), or click here to [book your room](#) online at the group rate no later than **October 15, 2018**. Please visit the Hyatt Lake Tahoe [online](#) for hotel details and amenities.

### Exhibit Hall

The Exhibit Hall dates during the conference are Wednesday, November 7<sup>th</sup> and Thursday, November 8<sup>th</sup>, 2018. WAIC's Annual Conference is a great way to reach camp owners and directors who represent their camp at the conference and are the individuals who make the purchasing decisions for their organization! The Annual WAIC Conference is mandatory to attend for member camps so it's a perfect opportunity to connect with all WAIC camps. The Exhibit Hall opens on Wednesday at 4:00pm with unopposed time until 7:00pm and includes our annual Welcome Reception! We continue the exhibit hall hours on Thursday with more time to chat with attendees.

### Travel

Air travel to Incline Village can be accessed through the Reno-Tahoe International Airport (RNO) which is located approximately 35 miles from the Hyatt Lake Tahoe.

### Preconference Opportunities

Join WAIC members, Business Affiliates, and friends at one of our preconference events!

**Golf** - Annual WAIC Golf Tournament, Tuesday, November 6<sup>th</sup> (weather permitting). This fun conference tradition is a great casual setting to touch base with your current camp clients and meet some new potential accounts. Golfers will enjoy 18 holes at the [Old Brockway Golf Course](#). The entry fee is \$95/person and includes a box lunch. Golf club rentals are available for \$25.

**Spoooner Lake Trail Hike** - If golf isn't for you, join others for a 2.4-mile hike in the beautiful Sierras and enjoy snacks and drinks together after your adventure!

# EXHIBIT...SPONSOR...SUPPORT...ADVERTISE

## EXHIBIT

### Exhibit Set-Up

Wednesday, November 7  
2:00pm - 4:00pm

### Exhibit Move-Out

Thursday, November 8  
2:00pm - 4:00pm

### Exhibit Hours

Wednesday, November 7  
4:00pm - 7:00pm  
Thursday, November 8  
8:00am - 2:00pm

### Booth Fees

WAIC Business Affiliate: \$550  
Non-Affiliate: \$725  
Electricity: \$125

### Booth fee includes:

- Table-top booth space includes a 6-foot draped table, two chairs, and wastebasket.
- (1) Thursday breakfast ticket and (1) Thursday Exhibitor Appreciation Luncheon ticket per booth
- Participation in the Exhibitor Round Table event on Wednesday.
- Company listing in the Conference Program

Please indicate on your registration form if you will need electricity or other special accommodations. Information regarding the shipment of materials for use at your booth will be made available closer to the conference date. *Please note that each exhibitor must submit a release of liability to the hotel prior to the conference.*

## SPONSOR WAIC

Our Business Affiliates and Exhibitors are an important part of the WAIC organization. In our mission to inspire and support our members to promote excellence and enduring success of independent camps...YOU are an essential part of WAIC's success.

As always, the Annual WAIC Conference is a great forum for camps and businesses to work together to provide education opportunities and share ideas.

**To cultivate this vision, increase your visibility to conference attendees, showcase your business, and be recognized throughout the conference, several sponsorship opportunities are available and listed below.**

### 2018 Presenting Sponsor • \$5000

- WAIC's 2018 Annual Conference will be named for your company "WAIC Connections"  
2018 Annual WAIC Conference  
Presented by Your Company Name

### •Level Also Includes:

- Your company name and logo will appear prominently on the cover and a full page color ad included in the printed conference brochure. In addition, your company will be highlighted in the welcome letter, in the Sponsor/Exhibitor section, and extensively throughout the brochure.
- Wednesday night accommodations in a standard room at the Hyatt Lake Tahoe (room & tax).
- Exhibit space and electricity at no cost.
- Two (2) tickets to Wednesday night's "Welcome Dinner", where you will be introduced and receive 5 minutes to speak directly to the entire group.
- Stand-alone sign at the Conference Registration Desk, Exhibit Hall, and a special recognition sign at your booth in the Exhibit Hall.
- Company name and logo prominently displayed on the home page of WAIC.org.

## Partner in Education Sponsor • \$2500

- Headline listing at the beginning of the educational program schedule:

**“WAIC Connections”  
Schedule of Program  
Partner in Education: Your Company Name**

- Level Also Includes:

- Introduction and allotted time at the beginning of the Opening General Session prior to the keynote address.
- Exhibit space and electricity at no cost.
- One (1) Wednesday night “Welcome Dinner” ticket.
- Full page color ad, highlighted in the welcome letter, in the Sponsor/Exhibitor section, and throughout the printed conference brochure.
- Prominent sign at the Conference Registration Desk and entrance to meeting rooms, and a special recognition sign at your booth in the Exhibit Hall.
- Company name and logo displayed on the home page of WAIC.org.

## Welcome Reception Sponsor: \$1500

- The Welcome Reception will be named for your company:

**“WAIC Connections”  
Welcome Reception  
Sponsored by: Your Company Name**

- Level Also Includes:

- Your company’s representative will be introduced and have allotted time (2 minutes) at the Welcome Reception.
- Half page ad, acknowledgement in the welcome letter and prominent listing in the Sponsor/Exhibitor section of the printed conference brochure.
- Special recognition sign at your booth in the Exhibit Hall and on the appetizer table at the reception.

## WAIC Annual Auction Reception: \$1500

- The Auction Reception will be named for your company: “WAIC Connections”

**WAIC Annual Auction Reception  
Sponsored by: Your Company Name**

- Level Also Includes:

- Your company’s representative will be introduced and have allotted time (2 minutes) at Friday’s Auction Reception or at the Exhibitor Lunch on Thursday.
- Half page ad, acknowledgement in the welcome letter and prominent listing in the Sponsor/Exhibitor section of the printed conference brochure.
- Special recognition sign at your booth in the Exhibit Hall and on the appetizer table at the reception.

## Camp Cafe’ Sponsor • \$1000

- WAIC’s Camp Cafe’ will be named for your company: “WAIC Connections”

**Camp Cafe’  
Presented by Your Company Name**

- Level Also Includes:

- Acknowledgement in the brochure, including prominent listing in the Sponsor/Exhibitor section.
- Quarter page ad, acknowledgement in the welcome letter and prominent listing in the Sponsor/Exhibitor section of the printed conference brochure.
- Special recognition sign at your booth in the Exhibit Hall and at the event.

## WAIC Annual Golf Tournament Sponsor • \$1000

•WAIC Annual Golf Tournament will be named for your company:

“WAIC Connections”  
2018 Annual WAIC Golf Tournament  
Presented by Your Company Name

•Level Also Includes:

- Quarter page ad, acknowledgement in the brochure, including the welcome letter, prominent listing in the Sponsor/Exhibitor section.
- Special recognition sign at your booth in the Exhibit Hall and on golf cart(s) or course.

## Coffee Break Sponsor • \$1000

•Thursday’s Exhibit Hall Coffee Break will be named for your company:

“WAIC Connections”  
Coffee Break  
Presented by Your Company Name

•Level Also Includes:

- Quarter page ad, acknowledgement in the brochure, including the welcome letter, prominent listing in the Sponsor/Exhibitor section.
- Special recognition sign at your booth in the Exhibit Hall and on the coffee/tea service table.

## Pub Quiz Sponsor • \$1000

•Thursday Night’s Pub Quiz game night will be named for your company:

“WAIC Connections”  
Pub Quiz  
Presented by Your Company Name

•Level Also Includes:

- Quarter page ad, acknowledgement in the brochure, including the welcome letter, prominent listing in the Sponsor/Exhibitor section.
- Special recognition sign at your booth in the Exhibit Hall and at the event.

## Hike Sponsor • \$750

•Tuesday’s Preconference Hike will be named for your company:

“WAIC Connections”  
Hike Adventure  
Presented by Your Company Name

•Level Also Includes:

- Acknowledgement in the brochure and prominent listing in the Sponsor/Exhibitor section.
- Special recognition sign at your booth in the Exhibit Hall.

# SUPPORT

## General Sponsor

Donations in any amount will support the WAIC organization! For donations of \$500 or more, your gift will be named and assigned to a key area of the conference. Your donation will be recognized in the conference brochure, your listing in the Exhibitor section will be highlighted and you will receive a special sign at your booth in the Exhibit Hall.

## Provide an In-Kind Gift

Examples of needed gifts include name tags, conference bags, notebooks, printing, conference and event apparel (sweat-shirts, hats), etc. Your donation will be coordinated with the Association Manager and Conference Coordinator prior to the conference and will be recognized in the conference brochure, your listing highlighted in the Exhibitor section of the brochure, and you will receive a special sign at your booth in the Exhibit Hall.

## Donate a Raffle Prize or Auction Item

Items donated from our exhibitors are always a BIG HIT for conference participants, and they wait in anticipation as winners are announced during exhibit hall hours. Past items donated have included apparel, sports event tickets, camp equipment, gift cards, etc. Your donation will be greatly appreciated!

# ADVERTISE

The conference brochure not only allows the participants to navigate through the conference, it is used as a go-to guide for camp directors throughout the buying season. Ad rates and sizes are outlined below.

Ad Size	Affiliate Rate	Non-Affiliate Rate
1/8 page	FREE	N/A
1/4 page	\$250	\$300
1/2 page	\$300	\$350
Full page	\$400	\$450

Email camera ready artwork  
to the WAIC office:  
[info@waic.org](mailto:info@waic.org)  
**Deadline: September 25**

## Conference Deadlines

Deadline	Registration Process	Notes
<b>September 25</b>	Exhibitor Registration ( <a href="#">click here</a> )	Deadline for inclusion in print conf. materials
<b>October 15</b>	Hotel Room reservation deadline at conference rate	Call <b>1-800-553-3288</b> or click <a href="#">here</a> to make online reservations.
<b>November 1</b>	Business Affiliate dues (\$250) deadline	An invoice will be sent October 1

## Registration

To exhibit at the 2018 Annual WAIC Conference, please click [here](#) to complete and submit the exhibitor registration form or go to [www.waic.org/annual\\_conference](http://www.waic.org/annual_conference) for a link to the online registration. **Priority registration is available for WAIC Business Affiliates until June 9, 2018. Open registration begins on June 10, 2018.**

Upon registering you will be emailed a confirmation email and invoice. You can either pay online by credit card or ACH or send a check by mail to the WAIC Office (address listed below). In September, more details will be provided regarding shipping and other details.

## Contacts

**WAIC Association Manager**  
Chelsea Rowe  
[info@waic.org](mailto:info@waic.org)  
(949) 407-9242  
(877) 257-2207 fax

**2018 Conference Coordinators**  
Kamren Johnson/[kamren@mountaincamp.com](mailto:kamren@mountaincamp.com)  
Dave Brown/[dave@mountaincamp.com](mailto:dave@mountaincamp.com)

For those who would like to maintain an ongoing relationship with WAIC and its members, please consider becoming a **Business Affiliate**. As a Business Affiliate and member of WAIC, you are invited to register for any portion of the conference including seminars, meal functions, and the preconference events. For more information regarding this opportunity, please visit [WAIC.org](http://WAIC.org) or contact the WAIC Association Manager.

Please let us know if you would like us to forward exhibitor information to a business that may be interested in joining WAIC as a Business Affiliate or to learn more about conference exhibitor and sponsorship opportunities. Thank you for your support of WAIC!

Western Association of Independent Camps  
P.O. Box 854 • Trabuco Canyon, CA 92678  
[www.WAIC.org](http://www.WAIC.org) • (949) 407-9242 • [info@waic.org](mailto:info@waic.org)



# 2018 WAIC ANNUAL CONFERENCE

## Program Schedule At-a-Glance

### \*SPONSOR OPPORTUNITY



HYATT LAKE TAHOE • INCLINE VILLAGE  
NOVEMBER 7-10, 2018

### Tuesday, November 6

10:30am  
10:30am

\*2018 Annual WAIC Golf Tournament  
\*Spooner Lake Trail Hike

### Wednesday, November 7

9:00am-12:30pm  
11:00am-1:00pm  
12:30pm-1:00pm  
1:00pm-2:00pm  
2:15pm-4:00pm  
4:00pm-7:00pm  
5:00pm-7:00pm  
7:30pm

WAIC Board Meeting  
Conference Registration Open  
New Conference Attendee Orientation  
Section Meetings  
Welcome & Opening Keynote Speaker  
**Exhibit Hall Open**  
\*Exhibit Hall Welcome Reception  
Welcome Dinner

### Thursday, November 8

8:00am-10:00am  
8:00am  
8:00am-2:00pm  
9:15am-10:15am  
10:30am-11:15am  
11:15am-12:30pm  
12:30pm-2:00pm  
2:15pm-3:30pm  
3:45pm-5:00pm  
5:30pm  
8:00pm

Conference Registration Open  
Breakfast  
**Exhibit Hall Open**  
General Session  
\*Coffee Break in the Exhibit Hall  
Education Sessions  
Exhibitor Appreciation Lunch & Last Chance Exhibit Hall  
Education Sessions  
Education Sessions  
Dinner on Your Own  
\*Pub Quiz

### Friday, November 9

8:00am-9:30am  
8:00am  
9:30am-12:30pm  
9:30am-10:45am  
11:00am-12:15pm  
5:30pm-7:30pm  
7:30pm

Conference Registration Open  
Breakfast  
WAIC Annual Meeting  
Education Session  
Education Session  
Annual WAIC Auction & \*Reception  
WAIC Annual Dinner & Slideshow

### Saturday, November 10

8:00am-9:30am

"Inspirational" & Farewells

*Schedule subject to change*