

WISCONSIN ASSOCIATION OF HEALTH UNDERWRITERS  
ANNUAL FALL SALES CONFERENCE

**HEALTHCARE  
REFORM:**

**DO IT RIGHT**

Wednesday, September 15 through  
Friday, September 17, 2010

Osthoff Resort,  
Elkhart Lake, Wisconsin

**Exhibitor Packet**

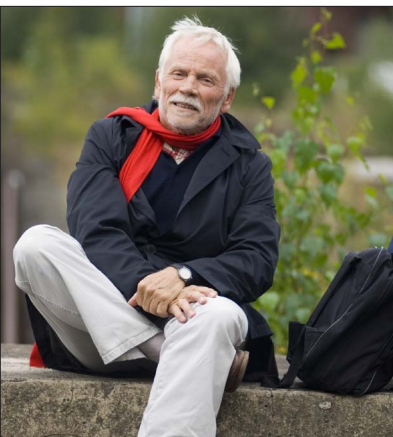
WISCONSIN'S BENEFIT SPECIALISTS



WISCONSIN ASSOCIATION OF  
HEALTH UNDERWRITERS

# HEALTHCARE REFORM: DO IT RIGHT

The Wisconsin Association of Health Underwriters (WAHU) is pleased to announce that the Annual Fall Sales conference will be held September 15-17, 2010 at the Osthoff Resort in Elkhart Lake, Wis! With the exceptionally beautiful location, the educational and informative agenda – this year’s event should be a terrific draw for conference attendees from every corner of the state!



Our program booklet will include a description of your business and services (written by you) along with a free business card ad. The exhibit hall is carpeted and the colors for this year’s drape will be blue and green. Electricity and Internet access can be ordered per booth by adding it to your registration form. Valley Expo can assist with shipping and receiving your displays if needed.

Become a golf hole sponsor, and enjoy a wonderful opportunity for customer golf! The Quit Qui Oc Golf Course will be hosting the Annual WAHU Golf Outing on Wednesday, September 15, 2010.

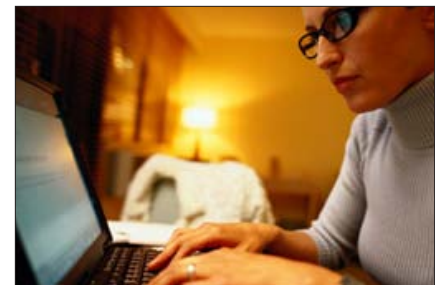
We also hosting our 2nd Annual Exhibit Hall Scavenger hunt, this year’s event will have more prizes and draws for attendees to visit with Exhibitors!

## Resort Room Block

### The Osthoff Resort – Elkhart Lake

Reserve your room today! There are four options for room rates, ranging from \$159 for a Guest Room/One Bedroom Suite to \$249.00 for a 2 Bedroom Lakeside Suite. Call Today! 800-876-3399, when making your reservation mention the WAHU room rate to receive the discounted room block. The room block ends August 16, 2010.

Any questions, please contact Megan Purtell, Executive Director, by phone 608-268-0200 or Email [megan@ewahu.org](mailto:megan@ewahu.org).



# Exhibit Hours

Wednesday, Sept. 15		Thursday, Sept. 16	
8:00 a.m. – 3:00 p.m.	WAHU Annual Charity Golf Outing – Quit Qui Oc Golf Course	7:30 – 8:30 a.m.	Buffet Breakfast
2:00 – 5:00 p.m.	Exhibit Set - Up	9:50- 10:20 a.m.	Break / Exhibit Hall Open
5:30 – 7:00 p.m.	Exhibit Hall Grand Opening Reception	1:30 – 2:00 pm	Break / Exhibit Hall Open
		3:00 p.m. – 3:25 p.m.	Break / Exhibit Hall Open
		3:30 – 6:00 pm	Tear-Down of Exhibits
		5:30 – 6:30 pm	Informal Reception on Elkhart Lake

Exhibit booth space will be assigned on a first-come, first-served basis subject to the following priorities:

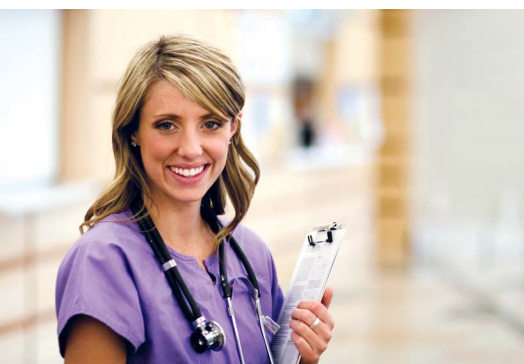
- No unpaid reservations will be accepted.
- Final exhibit hall layout subject to modification dependent on total booths sold and other factors.

## Deadlines

- For ad copy for program book, no later than **Friday, July 16, 2010**
- Deadline for booth registrations is **Friday, July 17, 2010**, for guaranteed acknowledgment in the Fall Sales Conference Program.
- Logos for Golf Hole Sponsorship emailed to [megan@ewahu.org](mailto:megan@ewahu.org) **Friday, August 20, 2010**
- Final Exhibitor Booth Registration deadline will be **Friday, August 20, 2010**
- Email your four (4) golfers names to [megan@ewahu.org](mailto:megan@ewahu.org) when confirmed no later than **August 31, 2010**

Shipping/receiving coordinated/billed through WI Expo 419-421-EXPO (3976)

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LIABILITY. WAHU does not assume any responsibility, nor undertake any duty to exercise care, for the protection and safety of Exhibitors, their officials, agents, employees or representatives, or of property used in the exhibit from theft or from damage or destruction by fire, water, smoke, accident or other cause. Each Exhibitor agrees to indemnify and hold harmless WAHU and its officers, agents and employees against any and all claim or liability of any sort arising in connection with their participation in this show. WAHU shall not be liable for the fulfillment of the agreement if exhibit space cannot be provided due to damage to the building or exhibit area by fire, water, smoke, accident or other cause, strikes, including failure to perform on the part of the set up company, the authority of the law, or any other cause beyond its control. WAHU will, in the event of cancellation due to one of these causes, reimburse Exhibitors for the Exhibit Fees paid less all-legitimate expenses incurred by WAHU in connection with the exhibits. Insurance Exhibitors wishing to insure their property should do so at their own expense. WAHU does not represent that the hall is secured at all times.

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Friday, September 17, 2010

**Osthoff Resort, Elkhart Lake, Wisconsin**

## Don't miss it!

**Exhibit registration**

**ends Friday, August 20, 2010**

***Space is limited!***

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