



Greetings! Please find important information about the 2026 Waterfowl Hunters Expo below:

VENDOR PORTAL SYSTEM

Logging in through the vendor portal gives you access to make payments, print receipts, update profile, confirm contract, and even request space. We use this system to manage all Expo functions.

Portal URL is: <https://portal.conventionforce.com/index.cfm?aid=632>

Note: Your account is found by the email you originally provided to us. You can always change it in the portal. PLEASE make sure your email is current under your account. **We send ALL Expo vendor communications via email, using the "bheidel@wisducks.org" email address.**

MOVE-IN/SET UP TIME

Move In - Thursday, Aug. 20, 2026, from 9am to 5:00pm, Friday, Aug. 21 6:30am-11:00am. TEAR DOWN: Saturday, Aug. 22nd, 2026 from 4:01 p.m. to 8:00 p.m. All vendors are asked to move in through the overhead doors, loading docks/truck entry doors on the various buildings in the complex, whenever possible.

VENDOR BADGES

Check in at the show office during set up hours to pick up your badges. Three badges per 10' wide booth are included, with exceptions on a case by case basis. Discounted passes for guests may be available. No pre-registration required, unless additional quantities are requested.

PARKING

Parking is available for vendors - PLEASE NOTE: parking for vendors with trailers will be in the east lot, (#4) just south east of Barn A, and lot #3, to keep the primary lots (#1 & 2) open for attendees. ALSO NOTE: at no time during set-up or teardown should anyone park in the handicap-accessible parking spots in front of Stevenson Hall - we've been warned that tickets will be issued - building open or not.

DIRECTIONS

The event site is approximately 1 mile south of the intersection of I-41 and WI State Highway 76, just north of the city of Oshkosh. [https://www.co.winnebago.wi.us/parks/sunnyview-expo-center/map-expo-center](https://www.co.winnebago.wi.us/parks/sunnyview-exposition-center/map-expo-center)

LODGING

For lodging options in the Oshkosh area please visit www.visitoshkosh.com/hotels/hotels-motels.

ORDER ELECTRICAL SERVICE AND OTHER RENTALS

Refer to pages 3, 5 and 6 of this vendor packet for important information from our valued partner, Wolf River Expo Services for all of your event rental needs; including 110v. electric power for your exhibit, furnishings, & shipping/dock service. (credit form only used with Wolf River direct services)

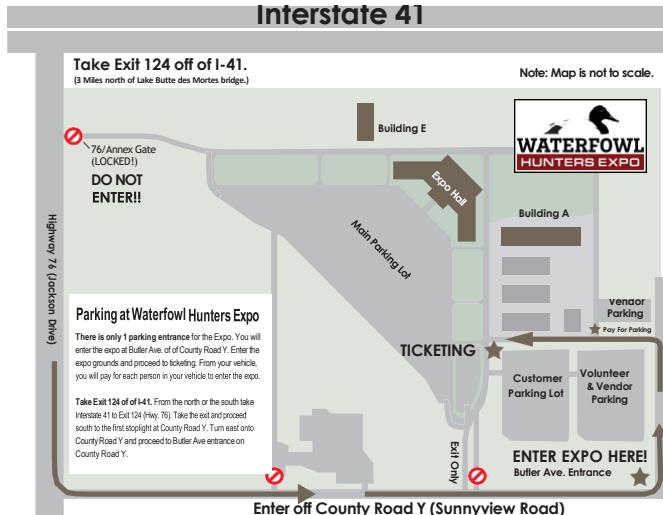
IMPORTANT DATES FOR THE WATERFOWL HUNTERS EXPO

2/15: Right of first refusal period ends, payment in full deadline for all exhibit spaces.

6/1: No refunds after this day for cancellations for 2026.

8/7: Deadline for submission for rental furnishings & electric service at early rates (last minute submissions still accepted)

8/21-22: Expo Days!





THE FOUR CHECKMARKS TO A SUCCESSFUL WATERFOWL HUNTERS EXPO REGISTRATION

1. CONTRACTS

Complete the exhibitor's contract. These may be submitted via the vendor portal system, scanned & e-mailed in, or via US Post. This is the agreement between our organization & yours, for the event. No space may be populated at the Expo, without a complete contract on file, first.

2. PAYMENT

For 2026, payment-in-full is due upon application acceptance, unless other arrangements are made in advance of that date, with WHE management. Refunds are available for canceled plans, before 06/1/26. Contracts must be affirmed for all returning spaces by 3/15/26, or the space could be re-opened and offered to others.

3. WI TAX ID REPORTING

The WI Dept. of Revenue requires all temporary event operators to report a full set of information on the organizers of the event, the details of the event, and each organization that exhibited there, both sellers and those who are not selling anything (display only). From the WI-DOR website: The event operator can require each seller to complete Form S-240, Wisconsin Temporary Event Operator and Seller Information or the substitute form of their choice. If a seller provides incomplete information or refuses to provide information, the event operator is required to submit as much of the required seller information as they have available.

Once your organization's appropriate WI tax ID information is logged into your vendor portal, we no longer need to update with your signature, annually (as of June '22). You can check your portal information when you log in - if those fields are populated - you're done!

Please help us with the process of collecting this required information, and turn in your information form (found in the vendor packet provided) as soon as possible, as you complete your contract and payment. It will speed things tremendously, at registration on Friday.

4. INSURANCE

ALL vendors are required to sign or affirm via the portal, the exhibitor contract, which acknowledges that you have added the following entities as "Additional Insureds" to your existing liability policy, or acquired a policy specific to this purpose, as detailed in section 7 of the vendor contract:

Wisconsin Waterfowl Association, P.P. Box 427, Wales, WI 530183

We will not be collecting certificates of insurance for this event, but by affirming/signing your contract, you acknowledge you have secured insurance as required in the contract.

Finish up these simple "4 check-marks" and you'll breeze through registration on Friday of the event, and avoid having Expo management "hunting for you" to complete one aspect of the required documentation or another. Your assistance & participation is greatly appreciated — THANK YOU!!



ADVANCE ORDER DEADLINE:
Thursday, August 6, 2026

Exhibitor Services Order Form

Sunnyview Expo Center
Oshkosh, WI
August 21-22, 2026

Contact Don Kirby with questions:

email bheidel@wisducks.org
phone 651-403-1772

QUANTITY	DISPLAY TABLES (30" HIGH)	8/18-8/23 price	ADVANCE ORDER	TOTAL
_____	2'x 4' topped & skirted	\$ 50.00	\$ 45.00	_____
_____	2'x 6' topped & skirted	\$ 50.00	\$ 45.00	_____
_____	2'x 8' topped & skirted	\$ 50.00	\$ 45.00	_____
RAISED DISPLAY TABLES (42" HIGH)				
_____	2'x 4' topped & skirted	\$ 50.00	\$ 45.00	_____
_____	2'x 6' topped & skirted	\$ 50.00	\$ 45.00	_____
_____	2'x 8' topped & skirted	\$ 50.00	\$ 45.00	_____
CHAIRS				
_____	Folding Chairs	\$ 20.00	\$ 15.00	_____
_____	High Director Chairs – Black or Red (Circle One)	\$ 25.00	\$ 20.00	_____
OTHER				
_____	Easels	\$ 20.00	\$ 15.00	_____
_____	Carpet – Black or Red (Circle One)	\$ 100.00	\$ 75.00	_____
_____	ELECTRICITY – 120/60/1 20 AMP	\$ 45.00	\$ 40.00	_____

By Mail: (No Later Than 8/6/2026) Return order and payment to:

Wisconsin Waterfowl Association
PO Box 427
Wales, WI 53183-0427

TOTAL:

Online: Fill out form, scan and email to Brad Heidel: bheidel@wisducks.org. You will be invoiced via the vendor portal system.

Company Name: _____ Booth #: _____

Ordered By: _____ Phone: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Signature: _____



VISUAL EXAMPLES OF THE RULES FOR WATERFOWL EXPO BOOTH DISPLAY:

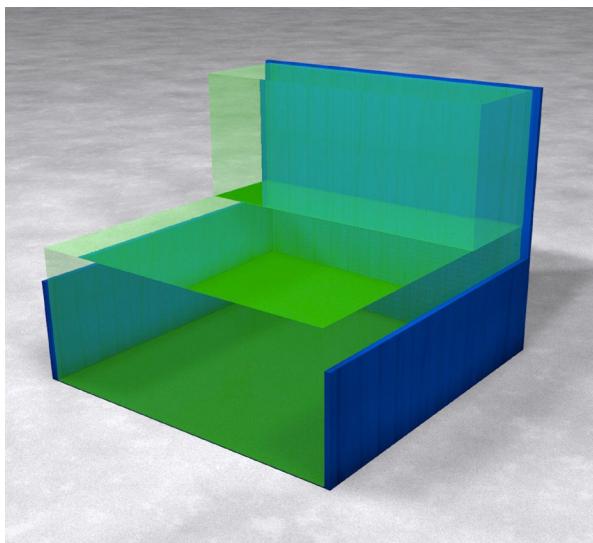


Figure 1: this shows the area in a 10'x10' sample display booth, where creative displays are allowed within the rules...

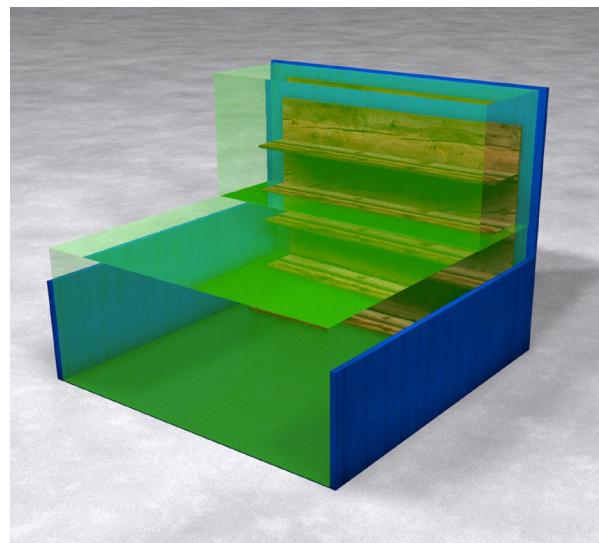


Figure 2: this shows shelving projecting 24" from the back wall of a 10'x10' sample display booth, the maximum allowed without prior exception by show management...

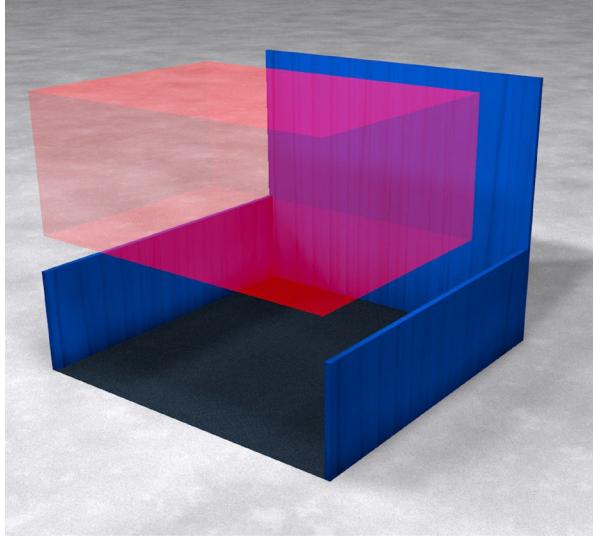


Figure 3: this shows the area at the front of a 10'x10' sample display booth, where displays are not allowed to ensure visibility to neighboring booths...

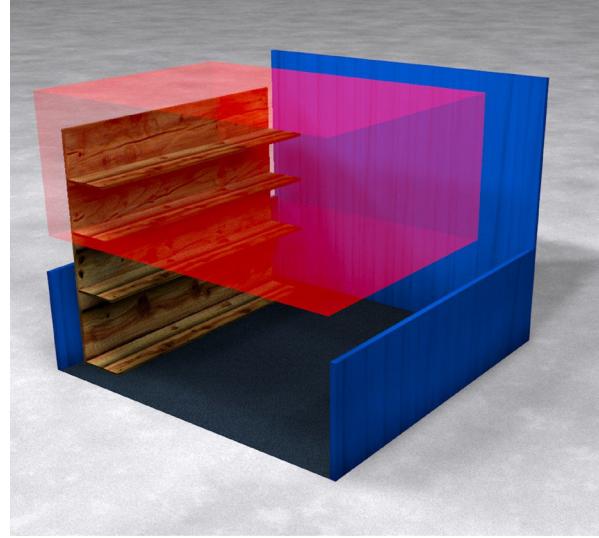


Figure 4: this shows shelving improperly placed along the side of a 10'x10' sample display booth, obscuring visibility into a neighboring display area...



SHIPPING INFORMATION

1. All shipments must be sent prepaid. Collect shipments will be refused.
2. Shipments must arrive at our location no later than **August 18, 2025**.
3. Please be advised that there is not always someone present at our location, **so please do not require signature for delivery**. If you do require signature, Wolf River Expo Services LLC cannot guarantee that someone will be present to sign and shipment may be delayed. Please advise if shipment will be shipped other than UPS/FedEx, etc. so arrangements can be made.
4. Shipments received without receipts, freight bills or specified unit counts on the receipts or freight bills, such as UPS or van lines, will be delivered to the exhibitor's booth without guarantee of piece count or condition. Wolf River Expo LLC will assume no liability for such shipments. Consignment or delivery of a shipment to Wolf River Expo LLC, or its subcontractors by an Exhibitor or Shipper on behalf of the Exhibitor will be construed as an acceptance by the Exhibitor of the freight terms, conditions and rates listed.

ADVANCE WAREHOUSE ADDRESS

*Label each piece of your shipment(s) as follows:

TO: (YOUR COMPANY NAME & BOOTH #)
Waterfowl Hunters Expo
c/o Wolf River Expo Services
W4923 Burdick Road
Black Creek, WI 54106

Receiving Dates: **August 7 through August 18, 2025**
(Please contact us if you need to ship earlier.)

CONTACT INFORMATION

Wolf River Expo Services LLC
Jessica Cegielski
920.540.8973 or
Jessica@wolfriverexpo.com

INSURANCE

Be sure your materials are insured from the time they leave your company until they are returned after the show. It is suggested that exhibitors arrange all risk coverages "riders" through your existing policies. **Wolf River Expo Services, LLC is not responsible for the security of items after they are delivered to each booth or until items are picked up at the booth for reloading at the close of the show. Please take all necessary precautions.**

DRAYAGE RATE SCHEDULE & PAYMENT CALCULATION

Rate below includes receipt of your freight, and delivery to booth at the convention site. Return shipment will provide an additional form and charge.

Advanced Shipments to Warehouse:

\$55 per 100 lbs. (cwt)

For shipments greater than 100 lbs. use the following formula to calculate your charges:

Weight of Shipment _____ divided by 100 = _____ (round up to next whole #) = _____ x \$55.00 = \$ _____ Total Due

ESTIMATED TOTAL FREIGHT HANDLING CHARGES DUE: \$ _____

Description of shipment (required): _____

Payment Details:

Payment by check or credit card is due in full by August 7, 2025. Complete the Credit Card Authorization form for credit card charges.

Mail payment and form to: Wolf River Expo Services LLC
PO Box 46
Black Creek, WI 54106

Waterfowl Hunters Expo – Sunny View Expo, August 21-22, 2026

Company Name: _____ **Booth #:** _____

Address: _____ **Phone:** _____

City: _____ **State:** _____ **Zip:** _____ **Fax:** _____

Ordered By: _____ **Email:** _____

Signature: _____ **Date:** _____

Waterfowl Hunters Expo
August 21-22, 2026
Sunny View Expo, Oshkosh, Wi



Dear Exhibitor,

To guarantee the services you desire, please email your order along with completed credit card authorization form below. We accept checks (payable to Wolf River Expo Services LLC) or credit cards for payments. Please indicate your intentions below:

- We will be mailing a check, along with order(s), postmarked by August 6, 2026. Please do not process the credit card information listed below.
- We prefer to pay for the indicated services with the credit card information provided.

CREDIT CARD AUTHORIZATION

Company Name: _____ Booth #: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Circle One: MasterCard Visa Discover

Card Number: _____ - _____ - _____ - _____

Expiration Date: _____ / _____ Card Security Code: _____

Cardholder's Address (if different than above):

City: _____ State: _____ Zip: _____

Cardholder's Name (print): _____

Cardholder's Signature: _____

WISCONSIN DEPT. OF REVENUE TEMPORARY EVENT REPORTING FORM

As temporary event operators, we are required to collect and provide information to the State of Wisconsin on every vendor who exhibits at our temporary event, within 10 business days from the close of the event.

These rules were updated in July of 2022, and so has the collection form. We will use the information you provide here, to populate the official Form S-240 which we are required to submit for each temporary event.

This form must be updated annually for temporary events, per WI statute: 2024 date is 08/24/24.

What are temporary event vendor requirements?

Temporary event vendors must have a Wisconsin seller's permit unless their sales are exempt from sales and use tax.

Where can I find more information on temporary events?

- [Publication 228, Temporary Events](#)
- [revenue.wi.gov](#) and search [Temporary Events](#)

Temporary Event Vendor Common Questions

<https://www.revenue.wi.gov/Pages/FAQS/ise-wtep.aspx>

Temporary Event Vendor Instructions

<https://www.revenue.wi.gov/DOR%20Publications/pb228.pdf>

Applicable Laws and Rules

This document provides statements or interpretations of the following laws and regulations in effect as of June 1, 2022: sec. 77.52(19) and 73.03(38), Wis. Stats., and sec. Tax 11.53 and 11.535, Wis. Adm. Code.

Form S-240 Operator's Wisconsin Tax Number 456-0000361618-02 Event End Date 08-22-2026 Page ____ of ____

Part C: Vendor Information

If the vendor does not have a Wisconsin seller permit number and claims their sales are tax exempt, enter the exemption code number provided by the vendor.

1 - Exempt sales only or display only	3 - Nonprofit occasional sales exemption
2 - Multi-level marketing company pays sales tax	4 - Exempt occasional sales

Wisconsin Seller's Permit Number (15 digits starting with 456) 456-_____	SSN (last 4 digits)	FEIN (last 4 digits)	Exemption Code
Legal Business Name (if not sole proprietor)	Doing Business As (DBA) Name (if applicable)		
Vendor/Contact Name (Last)	Vendor/Contact Name (First)	Vendor Phone Number	
Mailing Address		Email Address	
City	State	Zip	Multi-Level Marketing Company (if claiming Code 2 above)

SUBMIT THIS FORM TO US

1. Scan & email to: bheidel@wisducks.org or 3. Upload to your vendor portal entry -OR-
2. U.S. Mail to: Wisconsin Waterfowl Association, P.O. Box 427, Wales, WI 53183