

PROPOSAL

December 2024



Objective:

Promote the Mauston Area at the Let's Ride Expo in Oshkosh, May 2-4, 2025, to maximize the Greater Mauston Tourism Association's (GMTA) investment in the ATV segment on Discover Wisconsin.

Strategy:

- Design an inviting and interactive booth space that embodies the spirit of the Mauston Area and attracts Expo attendees.
- Leverage the Discover Wisconsin segment to enhance visibility and engage a broad audience.
- Endear attendees to the Mauston Area and encourage them to consider it for their next ATVing adventure or vacation.



608-542-0880

On The Line
Web Presence Management

Jessica@OnTheLinePresence.com

- Standard 10'x10' Exhibit Space at Let's Ride Expo \$350
 - Booth Dimensions: 10 ft x 10 ft
 - 2 - Exhibitor Passes
 - 2 - Videos
 - 2 - Collaterals
 - Lead Capture
 - 1 - Power
 - General Liability Insurance & Workmans Comp if needed) supplied by the City of Mauston
- Booth structure \$3706
 - Standard trade show display with a monitor bracket
 - Includes full graphic background
 - Two rectangular counters
 - Two lights
 - Wheeled storage case
 - Estimated shipping cost
- Monitor & Technology to show Discover Wisconsin ATV Video \$489
- Giveaways for expo
 - Flyers/brochures \$500
 - Designed for the show
 - Printed locally
 - Logo items \$6850
 - Pens 5000@\$.27
 - Buff/Gators 1000@\$2.05
 - Phone Lanyards 1000 @\$2.89
 - Branded cooler filled with local items to raffle off in exchange for email address
- Digital Sign \$1948
 - With internal memory for showcasing and reinforcing existing ads and calendar items
- Project Management \$13,930
 - Managing purchases
 - Design of booth, graphics, digital media, and handouts
 - Travel, set up, staff exhibit, teardown

Extras

Sponsorship for increased visibility

\$6,350

- Expo Sponsoship \$5000
 - GMATA Name on Major Signage
 - Listed on Expo Website
 - Listing in Attendee Booklet
 - Full Page Ad in Attendee Booklet
 - Can request major Exhibitor Area
 - Expo Section Naming Rights
- Project management costs \$1350

Chicken Fling

\$2,835

- Custom-designed target \$800
- Small rubber chickens 4000@\$.34
- Project management costs \$675



Signature:

Date:

Printed Name:

Signature:

Date:

Printed Name: Jessica Bilski



Jessica Bilski
608-542-0880
Jessica@OnTheLinePresence.com