



ENTER TO WIN

KIOSK DESIGN

The State of Wisconsin will be at IFT 2015 to promote and support our vibrant food and beverage industry. We look forward to this lively opportunity to connect one on one with folks to raise awareness about Wisconsin and its great companies.

We'd like to make the most of energy on the trade show floor to help drive booth traffic for companies with operations in Wisconsin.

THE CONCEPT we are deploying is a "game card" that requires attendees to obtain multiple types of stickers in order to enter to win a wheel of Wisconsin's award-winning Belgioiso American Grana cheese.

If you choose to participate, a self-standing panel will be placed in your booth by our labor at an aisle location of your choosing. The panel will dispense both stickers and game cards – all provided for you.

The panel is designed to be sleek and unobtrusive. It features an In Wisconsin® logo and "Enter to Win".

YOUR BENEFIT: additional booth visitors, an attractive game dispenser with no competing messaging, and a bit of fun.

Only the first 10 companies to return this form will have a chance to join in the fun this year, but keep an eye out for us again next year, when we hope to expand the program to all interested companies!

HOW TO PLAY:

Attendees will receive one entry into the prize drawing for collecting at least 5 different types of stickers, and an extra entry for each additional sticker.

Game cards have spots to note the booth numbers and take additional notes.

The standalone dispensers are self-service, so your staff can remain available to interact with qualified prospects – a few of which we hope this activity will attract for you.

To be entered to win, attendees must take their game cards with at least 5 different stickers to booth #4956, the **In Wisconsin** exhibit. Our staff will scan and enter each person, then return their game cards to them.

BOOTH #	BOOTH #	BOOTH #	BOOTH #	BOOTH #	BOOTH #	BOOTH #
NOTES _____						
BOOTH #	BOOTH #	BOOTH #	BOOTH #	BOOTH #	BOOTH #	BOOTH #
NOTES _____						

