

Answering the call
for credit, collection
& finance
education,
networking &
credentialing needs



Marriott Milwaukee West
Waukesha WI

Whether this is a return visit
to Wisconsin Credit
Association's Credit
Professional's Conference &
Expo or if this will be your
first time meeting with our
Members, we look forward to
your participation!

Sure, you want to have some fun enjoying a part
of Wisconsin tradition while networking with
potential & existing clients!



We're taking
you and
delegates
**OUT TO
THE
BALLGAME.**
We'll hop on
the bus first for
a game buffet
and bar
festivities at the

very popular pre-game watering hole, Kelly's Bleachers.
Then, off to beautiful
Miller Park for the game,
Brewers versus Pirates.
The bus will be waiting to
take us back to the hotel
after the game!



The Business Credit Management Association
Wisconsin Headquarters
Wisconsin Credit Association
15755 W Rogers Dr #200
PO Box 510157
New Berlin WI 53151



Phone: 262.827.2880
Fax: 262.827.2899
E-mail: diannar@waccredit.org
www.waccredit.org

The Business Credit Management Association Wisconsin Credit Association

An Invitation To Exhibit

2017 CREDIT PROFESSIONALS CONFERENCE & EXPO

SEPTEMBER 13 & 14
Waukesha, Wisconsin



SALES OPPORTUNITIES—PARTICIPATE IN THE EXPO!

*The business landscape is rapidly changing!
Continuing education and innovative solutions
will determine success moving forward.
Exposing our members to your products &
service enhances their knowledge!*

EXHIBITS AGAIN WILL RECEIVE A LOT OF EXPOSURE TO THE ATTENDEES

! Exhibits will be set in the pre-function area along with registration and the annual Silent Auction tables (on day one) where members will spend a good portion of the day bidding on items to raise awareness to the WCA Scholarship Fund and visiting your booth.

! We encourage delegates to visit ALL exhibit booths by promoting a drawing sponsored by YOU! A portion of the fees you pay to participate goes to purchase door prizes for the drawings.

! We welcome and encourage you to join delegates during all meals, social activities and sessions at the Conference. Visit with current and potential new customers.

**SHARED GOALS—improved products
and service equals satisfied customers &
members. Join us in accomplishing both!**



OPENING GENERAL SESSION
We are proud to welcome the
President & COO of the Credit
Research Foundation
BILL BALDUINO

Registration & multiple breaks will be held
alongside your exhibits...more exposure for you!

Conference Schedule 2017 (Tentative)

Tuesday September 12

6:00—8:00 PM Welcome Reception

Wednesday September 13

- 8:00 Registration | Buffet Breakfast | Visit Exhibits & Silent Auction
- 9:00 Welcome Announcements | Award Credit Executive of the Year
- 9:30 GENERAL OPENING SESSION
→ Led by Bill Balduino, President & COO of the Credit Research Foundation (CRF)
- 11:45 Free Time— Visit Exhibits & Silent Auction
- 12:00 Lunch Included
- 1:15 EARLY AFTERNOON CONCURRENT SESSIONS
→ Using Mechanic's Liens to Make Yourself a Payment Priority
→ Anatomy of Preference Litigation
→ SMOKE—Simplify, Move, Optimize, Keep, or Eliminate
- 2:30 Refreshment Break—Visit Exhibits & Silent Auction
- 2:45 LATER AFTERNOON CONCURRENT SESSIONS
→ The Power of Networking & Relationship Building
→ So That's Who I'm Doing Business With!
→ Cautions on Selling Your Claim Against a US Bankruptcy Debtor
- 4:00 CASH BAR & APPETIZER SOCIAL—Auction Awards
- 5:00 Milwaukee Brewer Baseball Game Outing—Optional

Thursday September 14

- 8:00 Registration | Continental Breakfast | Visit Exhibits
- 9:00 MORNING CONCURRENT SESSIONS
→ Business Credit Mastermind
→ Effective Use of Letters of Credit in Exports
- 12:00 Lunch & Keynote
→ Payment Fraud & Cybercrime Industry Update
(Vendor teardown following lunch)
- 1:30 AFTERNOON SESSION
→ Effective Use of Credit Insurance in Exports
- 3:00 ADJOURN

Securing Your Reservation

This invitation is extended to you and your company to participate at the Credit Professional's Conference & Expo, brought to you by the Business Credit Management Association's Wisconsin Credit Association! Members rely on the Conference for education, networking and an opportunity to learn about the newest technology and services. That's why it's important for you to be there! Enclosed with this invitation is a reservation form. If you know you'll be joining us, let us know immediately. Your name will be included with Conference marketing material. TIME IS OF THE ESSENCE!

Additional Opportunities

Sponsorships are available to provide you with even more exposure. Your company name and logo will appear in the announcement, delegate program, and all other printed material until we go to print! Honorable mention will be made during welcome announcements. Check out the enclosed form for full details!

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EXHIBITOR RESERVATION FORM
2017 CREDIT PROFESSIONAL'S CONFERENCE & EXPO
SEPTEMBER 13 & 14
MILWAUKEE MARRIOTT WEST, WAUKESHA WISCONSIN

I/We wish to be an exhibitor at the 2017 Credit Professional's Conference and Expo. I am enclosing the booth fee, plus any additional charges from the list below. The Booth Fee covers space in the hall, electric & high-speed wireless Internet service, a banquet table & chair, *all meals* throughout the two day event including the Brewer Game Outing on Wednesday evening, attendance at any/all breakout sessions, and the Expo-sponsored prize drawing. Your confirmation will include instructions where to ship your display booth (optional).

YOUR BOOTH FEE..... \$475.00

MEALS (Your booth fee includes admission for ALL MEALS at the Conference Hotel on both days for *one* representative from your company.

Please add \$195 per person for each additional representative for all meals, breakout sessions and the Brewer Game Outing on September 13.

___ # Additional Representatives @ \$195 each \$_____

___ SPONSORSHIPS from Sign up Sheet (see reverse page) \$_____

___ ADDITIONAL SPONSORSHIP OPPORTUNITIES:

- ___ Refreshment Break 10:30 AM, 9/13/17 \$500
- ___ Refreshment Break 2:30 PM, 9/13/17 \$500
- ___ Refreshment Break 10:15 AM, 9/14/17 \$500
- ___ Cash Bar & Appetizer Reception 9/13/17 \$1000
- ___ Your Choice, _____ \$_____

Total Additional Sponsorships \$_____

TOTAL: \$_____*

ACKNOWLEDGEMENT TO APPEAR AS FOLLOWS-PLEASE PRINT CLEARLY, THIS INFORMATION WILL APPEAR ON ALL PRINTED MATERIAL AND SIGNAGE:

COMPANY NAME: _____
 ADDRESS: _____ C/S/ZIP _____
 CONTACT NAME _____ PHONE _____
 E-MAIL _____
 NAME OF EXHIBITOR _____
 E-MAIL _____
 NAME OF ADDITIONAL EXHIBITOR(s) _____
 E-MAIL(s) _____



The Milwaukee Marriott West Hotel is conveniently located off I-94 and Highway 164 in Waukesha County, just 20 minutes from Mitchell International Airport.

Overnight room block \$112 expires August 22 for the evenings of 9/12 & 9/13/2017. Mention WCA to receive the discounted rate.

**Milwaukee
 Marriott West**

W231 N1600

Corporate Court

Pewaukee/Waukesha WI

800.228.9290

<http://www.marriott.com/hotels/travel/mkemw-milwaukee-marriott-west/>

NOTE: Your name and sponsorships will be added | updated on all electronic materials as soon as confirmed.

Thank you in advance for your support of the Credit Professional's Conference. Please contact Dianna Rowinski at the Wisconsin Credit Association, 262/827-2880 X225 if you have any questions or require more information.

*Please fax or email your registration FIRST. Your payment via check for the grand total will guarantee your booth space and must be received no later than June 12. All reservations will be confirmed with specific instructions. Credit card payments accepted, please contact us by phone. Return to: Wisconsin Credit Association-ATTN Dianna

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