



# Everything Foodservice Everything New



**Wisconsin Restaurant Association**  
 2801 Fish Hatchery Rd. • Madison, WI 53713  
 800.589.3211 • 608.270.9960 FAX  
[www.wirestaurant.org/expo](http://www.wirestaurant.org/expo)

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March 12-14, 2007  
 Midwest Airlines Center  
 Milwaukee, WI

**Wisconsin Restaurant Association Members  
 Receive 4 FREE registrations!**

## Wisconsin Restaurant Expo ♦ March 12-14, 2007



**Wisconsin Restaurant Association members  
 receive 4 FREE Expo registrations!**

Visit [www.wirestaurant.org](http://www.wirestaurant.org) for all the juicy details on the must attend foodservice event of the year – the Wisconsin Restaurant Expo!  
**Register online and  
 save \$5 per person.**

**Register today!**  
[www.wirestaurant.org/expo](http://www.wirestaurant.org/expo)  
 800.589.3211

The Wisconsin Restaurant Expo has everything you need to be on top of the latest trends: new products and equipment, exciting new menu items, innovative prep styles and more – and it's all in one place for three great days in March!

**To stay ahead of the competition, you need to stay current.**

The Wisconsin Restaurant Expo has everything foodservice and everything new.

Everything you need to stay competitive.

**WISCONSIN RESTAURANT EXPO • 2007**  
Everything Foodservice

March 12-14, 2007  
Midwest Airlines Center  
Milwaukee, WI



Don't miss the largest, most comprehensive foodservice show in Wisconsin.



## NEW PRODUCTS.

- ◆ Hundreds of exhibits featuring new products, services and technologies.
- ◆ Touch, taste and smell the latest the foodservice industry has to offer.

## NEW IDEAS.

- ◆ Interactive demonstrations on the latest in trends, foods, ingredients, equipment, prep styles and more.
- ◆ World-class culinary competitions that will entertain and educate.
- ◆ Inspiring specialty areas like the Bakery Pavilion, U.S. Championship Cheese Contest, Liquid Lounge and more!

## NEW INSIGHTS.

- ◆ Motivational keynote address by former White House Executive Chef Walter Scheib.
  - ◆ Educational programs feature leading experts speaking on a variety of foodservice and management topics.
- Most seminars are included at no additional cost with your Expo registration.

<p><b>WISCONSIN RESTAURANT EXPO • 2007</b> Everything Foodservice</p> <p><b>3 Ways to Register</b> REGISTER ONLINE &amp; SAVE \$5</p> <p>Register online at: <a href="http://www.wisrestaurant.org/expo">www.wisrestaurant.org/expo</a> Fax to: 608.270.9960</p> <p>Mail to: Wisconsin Restaurant Association 2801 Fish Hatchery Rd Madison, WI 53713</p> <p>Copy this form for additional registrants. Incomplete forms will not be processed.</p> <p><b>Deadlines</b> • Mail or Fax registration: March 2, 2007 • Website registration: March 7, 2007 • On-site registration available beginning March 12, 2007</p> <p><b>Fees</b> • \$15 per person (online registration) • \$20 per person in advance (paper form) • \$25 per person on-site • WRA restaurant members can pre-register up to four people for free - this offer does not extend to supplier members</p> <p><b>General Information</b> • Attendance is restricted to only those working in the foodservice industry. • Non-exhibiting suppliers are not allowed to attend the Expo unless pre-authorized by show management. For questions, call 800.589.3211. • All registration fees are non-refundable and non-transferable. • 16-17 year olds must be accompanied by an adult. Call 800.589.3211 for academic registration form. • If you have any special needs due to a disability or have questions, contact WRA at 800.589.3211.</p>		<p><b>ATTENDEE REGISTRATION • MARCH 12-14, 2007 • MILWAUKEE, WI</b></p> <p><b>1. Registrant Information - Save \$5 when you register online at <a href="http://www.wisrestaurant.org/expo">www.wisrestaurant.org/expo</a></b></p> <p>Your Name _____ Business Name _____ Email Address _____ Address _____ City _____ State _____ Zip _____ County _____ Phone _____ Fax _____</p>																																																																		
<p><b>2. Operation type</b> Check up to three that apply:  <input type="checkbox"/> A. Attractions/sports  <input type="checkbox"/> B. Bakery  <input type="checkbox"/> C. Bar/lounge  <input type="checkbox"/> D. Catering/private  <input type="checkbox"/> E. Club (public/private)  <input type="checkbox"/> F. Coffee shop  <input type="checkbox"/> G. Correctional institution  <input type="checkbox"/> H. C-store  <input type="checkbox"/> I. Deli  <input type="checkbox"/> J. Grocery  <input type="checkbox"/> K. Hospital/healthcare  <input type="checkbox"/> L. Hotel/motel/resort foodservice  <input type="checkbox"/> M. Hotel/motel/resort operations  <input type="checkbox"/> N. Kiosk/vending carts/concessions  <input type="checkbox"/> O. Office plant  <input type="checkbox"/> P. Frizza  <input type="checkbox"/> Q. Restaurant chain  <input type="checkbox"/> R1. Quick service  <input type="checkbox"/> R2. Fast casual  <input type="checkbox"/> R3. Full service  <input type="checkbox"/> S. School/college</p>		<p><b>3. Why I'm attending the Wisconsin Restaurant Expo</b> Choose the one most important reason:  <input type="checkbox"/> A. Educational seminars  <input type="checkbox"/> B. See new products  <input type="checkbox"/> C. Buy products  <input type="checkbox"/> D. Networking opportunities  <input type="checkbox"/> E. Have fun  <input type="checkbox"/> F. Get new ideas  <input type="checkbox"/> G. See culinary competitions  <input type="checkbox"/> H. See what's going on in the foodservice industry  <input type="checkbox"/> I. Other _____</p>																																																																		
<p><b>4. How many days do you plan to attend?</b>  <input type="checkbox"/> 1    <input type="checkbox"/> 2    <input type="checkbox"/> 3</p>		<p><b>5. How many units do you own or does your employer operate?</b>  <input type="checkbox"/> A. 1    <input type="checkbox"/> D. 11-20  <input type="checkbox"/> B. 2-5    <input type="checkbox"/> E. 21-50  <input type="checkbox"/> C. 6-10    <input type="checkbox"/> F. 51+</p>																																																																		
<p><b>6. Please check up to five products or services you wish to buy or compare at the Expo:</b>  <input type="checkbox"/> A. Apparel/footwear  <input type="checkbox"/> B. Technology  <input type="checkbox"/> C. Cleaning Supplies &amp; Services  <input type="checkbox"/> D. Bar Equipment &amp; Products  <input type="checkbox"/> E. Equipment  <input type="checkbox"/> F. Heating &amp; Holding  <input type="checkbox"/> G. Refrigeration/freezer  <input type="checkbox"/> H. Kitchen Accessories &amp; Supplies  <input type="checkbox"/> I. Tablewares  <input type="checkbox"/> J. Furniture/Decor  <input type="checkbox"/> K. Paper &amp; Plastic Products  <input type="checkbox"/> L. Marketing Materials &amp; Services  <input type="checkbox"/> M. Beverages  <input type="checkbox"/> N. Appetizers  <input type="checkbox"/> O. Entire Items  <input type="checkbox"/> P. Side Dishes  <input type="checkbox"/> Q. Produce  <input type="checkbox"/> R. Desserts  <input type="checkbox"/> S. Ingredients/Sauces/Condiments  <input type="checkbox"/> T. Bakery Products  <input type="checkbox"/> U. Dairy  <input type="checkbox"/> V. Breakfast Items  <input type="checkbox"/> W. Services</p>		<p><b>7. Have you attended any other foodservice trade shows in the past 12 months?</b>  <input type="checkbox"/> Yes    <input type="checkbox"/> No</p> <p><b>8. Does your establishment have an alcohol beverage license?</b>  <input type="checkbox"/> Yes    <input type="checkbox"/> No</p> <p><b>9. What is your purchasing role?</b>  <input type="checkbox"/> A. Final decision    <input type="checkbox"/> C. Influence decision  <input type="checkbox"/> B. Specify    <input type="checkbox"/> D. No role products/services</p>																																																																		
<p><b>10. Job Code:</b>  <input type="checkbox"/> 1. Owner    <input type="checkbox"/> 2. Manager  <input type="checkbox"/> 3. Corporate Exec.  <input type="checkbox"/> 4. Chef  <input type="checkbox"/> 5. Catering Exec.  <input type="checkbox"/> 6. Dietitian  <input type="checkbox"/> 7. Employee  <input type="checkbox"/> 8. Industry Associate</p>		<p><b>11. Registration Fees - ONE REGISTRANT PER FORM</b></p> <table border="1"> <thead> <tr> <th>WISCONSIN RESTAURANT ASSOCIATION MEMBER?</th> <th>Member #</th> <th>Price</th> <th>Quantity</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Yes <input type="checkbox"/> No <input type="checkbox"/></td> <td></td> <td>FREE</td> <td>0 or 1</td> <td>\$</td> </tr> <tr> <td>Member # must be completed above to receive complimentary registration.</td> <td></td> <td>\$20</td> <td>0 or 1</td> <td>\$</td> </tr> <tr> <td colspan="5"><b>CLASS EVENT</b></td> </tr> <tr> <td colspan="5"><b>How to Dominate Your Market: Success Strategies for the Independent Operator</b></td> </tr> <tr> <td>March 12, \$197.2 (or \$79.2*) Seminar Attendee</td> <td></td> <td></td> <td>0, 1 or 2</td> <td>\$</td> </tr> <tr> <td colspan="5"><b>Rendezvous...It's the Party, March 12, Hyatt Regency</b></td> </tr> <tr> <td>\$18 per person pre-registered or purchase 10 tickets for \$150 group price</td> <td></td> <td></td> <td>0 or 1</td> <td>\$</td> </tr> <tr> <td colspan="5"><b>Serviceable Initial Certification Class, March 13</b></td> </tr> <tr> <td>WRA Members \$25 / Non-members \$160 - English or Spanish (you must circle one)</td> <td></td> <td></td> <td>0 or 1</td> <td>\$</td> </tr> <tr> <td>Annual Awards Dinner, March 13, Milwaukee Art Museum</td> <td></td> <td></td> <td>\$100</td> <td>\$</td> </tr> <tr> <td>Rollled Forward Workshop, March 14, 8:00 a.m. - Noon (\$150 per person)</td> <td></td> <td></td> <td>0 or 1</td> <td>\$</td> </tr> <tr> <td colspan="4"><b>Grand Total</b></td> <td><b>\$</b></td> </tr> </tbody> </table>		WISCONSIN RESTAURANT ASSOCIATION MEMBER?	Member #	Price	Quantity	Total	Yes <input type="checkbox"/> No <input type="checkbox"/>		FREE	0 or 1	\$	Member # must be completed above to receive complimentary registration.		\$20	0 or 1	\$	<b>CLASS EVENT</b>					<b>How to Dominate Your Market: Success Strategies for the Independent Operator</b>					March 12, \$197.2 (or \$79.2*) Seminar Attendee			0, 1 or 2	\$	<b>Rendezvous...It's the Party, March 12, Hyatt Regency</b>					\$18 per person pre-registered or purchase 10 tickets for \$150 group price			0 or 1	\$	<b>Serviceable Initial Certification Class, March 13</b>					WRA Members \$25 / Non-members \$160 - English or Spanish (you must circle one)			0 or 1	\$	Annual Awards Dinner, March 13, Milwaukee Art Museum			\$100	\$	Rollled Forward Workshop, March 14, 8:00 a.m. - Noon (\$150 per person)			0 or 1	\$	<b>Grand Total</b>				<b>\$</b>
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<p><b>12. Payment Information</b> Full payment must accompany this form or registration will not be processed. Do not FAX this form without credit card information unless Grand Total Amount is Zero.  <input type="checkbox"/> Check (payable to Wisconsin Restaurant Association)            Charge my total to:  <input type="checkbox"/> AMEX    <input type="checkbox"/> VISA  <input type="checkbox"/> DISC    <input type="checkbox"/> MC  <input type="checkbox"/> Check here if you would like a credit card receipt.</p>		<p>Card # _____ Exp. Date (mm/yyyy) _____            Cardholder Name _____            Signature _____            Office use only <b>BI</b></p>																																																																		