



## **MARKETING COMMITTEE MEETING**

**Wisconsin Exposition Center  
Wisconsin State Fair Park  
640 South 84<sup>th</sup> Street  
2<sup>nd</sup> Floor, West Conference Room**

**Tuesday, March 28, 2017  
1:30 PM – 3:30 PM**

*(Portions of this meeting may be conducted by teleconference)*

### **Agenda**

1. Chair's Opening Remarks
  2. Entertainment/Main Stage Update
  3. Event Services Update
  4. Sponsorship Update
  5. Campaign Update
  6. Promotions Update
  7. SpinCity Update
  8. 2017 Programming Highlights
  9. Adjournment
-