

27 Midwest Tandem Rally

September 3-6, 2027



WISCONSIN'S TANDEM BICYCLE CLUB (COWS), IS PROUD TO BE THE HOST OF THE MIDWEST TANDEM RALLY 2027 (MTR 2027)

The Midwest Tandem Rally is the largest tandem bicycle event in North America and is hosted in different Midwest cities each Labor Day Weekend. Over 400 tandem bicycle enthusiasts are expected to participate in all four days of this event. Tandem Bicyclists come from throughout North America with over 40% from the Midwest states of Wisconsin, Illinois, Indiana, Michigan, Minnesota, Iowa and Ohio. In addition to marketing to the MTR27 participants, the organizers will promote the vendor fair to the greater Wausau area outdoor silent sports organizations.

Vendor Exhibit Hall Open:

Friday: 3:30pm-8:00pm

Friday Social: 4:00pm-6:00pm

Saturday: 1:00pm-4:30pm

Sunday: 1:00pm-4:30pm

Vendor Exhibit Set Up:

Friday: 9:00am-3:30pm

Vendor Exhibit Tear Down:

Sunday: 4:30pm-6:00pm

Costs:

- Booth Space: 10'x10' @ \$100.00
- Booth Space: 10'x20' @ \$150.00
- If vendor has additional requirements, MTR2027 will charge the vendor at the current CWCEC fees for such requirements (i.e. audiovisual equipment, full vendor booth, etc.)

Vendors have an opportunity to become an MTR 2027 Sponsor and will receive their Vendor Booth as part of the Sponsorship.

MTR 2027 Vendor Exhibit Hall

Central Wisconsin Convention & Expo
Center, State Ballroom
10101 Market Street
Rothschild, WI 54474



Vendors also may choose to provide certain in-kind services in lieu of the MTR 2027 Vendor Fees.

Examples of In-kind services may include

- Providing basic tandem bicycle mechanical services for one day of the event (may charge for parts and labor)
- Providing 2+ volunteers at one or more rest or lunch stops
- Providing (or arranging for) educational session(s)

All in-kind services must be approved in writing by the MTR 2027 Co-Directors.