

42nd Annual Conference

**September 29 – October 1, 2024**

Hilton Appleton Paper Valley Hotel

Appleton, Wisconsin

**EXHIBITOR & SPONSORSHIP**

**OPPORTUNITIES**

**EXHIBITOR & SPONSORSHIP FACT SHEET**

**BACKGROUND**

Since 1985, the Wisconsin Correctional Association has been dedicated to providing a forum for the Wisconsin correctional community and positively impacting the criminal justice system in Wisconsin for those both within the system and the public at large. The WCA recognizes the importance of a wide range of members from federal, state, county, local and community employers as well as our universities and colleges related to corrections. We welcome members from all fields. Our mission is to provide a focal point for the identification of interests and concerns for corrections as part of the criminal justice system in Wisconsin. We also strive to provide an opportunity for active participation in professional development for those employed in corrections in Wisconsin.

**VALUE OF PARTNERSHIP**

When you participate in the Wisconsin Correctional Association Conference as an exhibitor and/or sponsor, your organization’s message will directly reach more than 300 individuals at the conference including correctional officers, social workers, probation and parole agents, executive staff, wardens, administrators, first-line supervisors, county jail staff, treatment providers, court staff, professors, students and other professionals in the criminal justice field. In turn, these individuals bring your marketing materials and products to their decision makers, workgroups and committees to discuss potentially utilizing your services.

**ANTICIPATED ATTENDANCE**

* More than 300 attendees from all areas of corrections
* Chief Executives, Managers and Supervisors
* Municipal, county, state, and federal agency staff
* Non-profit and private organizations
* Other exhibitors for networking

**CONFERENCE STRUCTURE**

Two and a half days of activities, including general sessions for all, breakout sessions for specific areas of interest, a networking reception and other activities for those who attend.

Visit the WCA website at [www.wcatoday.com](http://www.wcatoday.com) to learn more about WCA and the conference!

Questions regarding exhibiting or sponsorships can be directed to:

Ashley Melanson [WCAExhibitors@gmail.com](mailto:WCAExhibitors@gmail.com) or (262) 325-5168

**EXHIBITOR CONFERENCE SCHEDULE**

*\*Subject to change\**

Sunday, September 29 Monday, September 30

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| |  |  | | --- | --- | | 4:30 - 5:30pm  6:00 – 7:00pm | Booth Setup  **Dinner and Meet & Greet w/Board** - *exclusive event to meet the WCA conference committee and board* | | 7:00 – 9:00pm | **President’s Welcome Reception** | | 9:00 – 9:30pm | Booth Setup |   PRESIDENT’S RECEPTION  The President’s Receptionis a great networking opportunity as you enjoy time with other conference attendees. You will also get a chance to present your company/organization/school in front of those in attendance!  H:\WCA\2017\Pictures\3O7A2680.jpg | |  |  | | --- | --- | | 6:00am-7:00am  7:00am–8:00am | Booth Setup  **Breakfast & Networking with Exhibitors** | | 8:00am – 9:30am | Opening Ceremony/Keynote | | 9:30am – 10:00am | **Attendee/Exhibitor Time** | | 10:00am–11:30am | Breakout Session I | | 11:30am–12:00pm | **Attendee/Exhibitor Time** | | 12:00pm – 1:30pm | **Awards Luncheon** | | 1:30pm – 3:00pm  3:00pm – 3:30pm | Breakout Session II  **Attendee/Exhibitor Time** | | 3:30pm – 5:00pm  5:00pm – 5:30pm  5:30pm – 6:00pm | Breakout Session III  **Stamp Card Raffle** **Drawing**  **Exhibitor booth breakdown** | | 6:30pm | Social Hour | | 7:00pm – 11:00pm | **Celebration & Entertainment with Appetizers\*** |   **MONDAY NIGHT**  **CONFERENCE CELEBRATION**  Join the attendees and other exhibitors for a conference celebration with entertainment and other activities. This will be a great opportunity to interact with attendees and enjoy complimentary beverages and appetizers.  *\*Please consider sponsoring this event and be recognized during the event! See Sponsor form for details.* |

EXHIBITOR INFORMATION

Register for your booth today! Your registration includes:

BOOTH COST

Single w/o electricity = $500

Double w/o electricity = $1,000

Single w/ electricity = $530

Double w/ electricity = $1,030

* Company name on WCA website
* One 6’ table and two chairs in a fully draped booth
* One booth ID Sign
* Admission to Meet & Greet Dinner, Welcome Reception, Entertainment Night and the entire conference
* 2 meal tickets for each meal
* Single booth = 10’ wide x 8’ deep and Double booth = 20’ wide x 8’ deep

**STAMP CARD RAFFLE**

The Stamp Card Raffle is a great and easy opportunity to **guarantee** attendees to visit your booth and to educate them about your company/organization/school.

This Stamp Card Raffle will require you to provide 2 questions about your company/organization/school in which the attendees will come to your booth and ask. We encourage you to have them ask you the question and engage in conversation before you sign off on their card rather than just signing.

***The raffle drawing will take place on Monday at 5pm.***

*\*Please note that only Stamp Card Raffle participants will be allowed to present their prizes at 5pm on Monday. If you are promoting an independent raffle at your booth, you are responsible for contacting the winner and presenting your prize to that individual.*

WHY BE AN EXHIBITOR?

The WCA has worked to ensure our exhibitors are recognized throughout the conference for their generous support. In order to do this, we have established specific activities that will bring conference attendees to you and your booths!

* Breaks will be held in the exhibitor area
* Lunch will be held in the exhibitor area
* Exhibitor Stamp Card Raffle drawing will be held in the exhibitor area
* Two different social events with attendees

We are here to support your success and help you be visible to all attendees.

SPONSORSHIP OPPORTUNITIES

We have a number of options to fit your budget and will work with you if you have another idea for sponsorship as well! Great advertising and networking opportunities!

**Platinum Level - $8,000**

* Name listed on WCA website
* 1- double booth rental
* Advertised throughout the conference app and 2-24”x36”

and 1-24”x18” logo signs at the conference

* Four additional conference meal tickets
* Individual signage at conference showing sponsorship level
* Verbal & digital recognition throughout the entire conference

**Gold Level - $5,000**

* Name listed on WCA website
* 1- double booth rental
* Advertised throughout the conference app and a 24”x36”

And 1-24”x18” logo sign at the conference

* Four additional conference meal tickets
* Individual signage at conference showing sponsorship level
* Verbal & digital recognition throughout the entire conference

**Silver Level - $3,000**

* Name listed on WCA website
* 1 – single booth rental
* Advertised throughout the conference app and a 24”x36”

logo sign at the conference

* Two additional conference meal tickets
* Signage, verbal & digital recognition throughout the entire conference



**Bronze Level - $1,500**

* Name listed on WCA website
* 1 – single booth rental
* Advertised throughout the conference app and a 24”x18”

logo sign at the conference

* Signage, verbal & digital recognition throughout the entire conference

**Monday Night Celebration Sponsorship - $3,000**

* Name listed on WCA website
* 1 – single booth rental
* Advertised throughout the conference app
* Two additional conference meal tickets
* Signage, verbal & digital recognition at the event & during conference

**Keynote Sponsorship - $500/each**

* Name listed on WCA website
* Advertised in the conference app & announced prior to the keynote
* Signage, verbal & digital recognition throughout the conference

**Breakout Session Sponsorship - $250/each**

* Name listed on WCA website
* Signage, verbal & digital recognition throughout the conference

ADVERTISING OPPORTUNITIES

You can advertise directly in our digital conference program that ***every*** attendee must use in order to navigate the conference. This is a great opportunity to advertise your company/organization/school!

**RETURNING THIS YEAR:**

You now have the opportunity to purchase signage for the conference to be placed at various locations of the conference of your choice. See below for sizes and pricing.

CONFERENCE AD PLACEMENT **(check all that apply)**

Digital Ad in the conference program

*$150 each Ad*  Digital Conference Program Ad

CONFERENCE ADVERTISING **(check all the apply)**

Signage at the conference 24”x36” full color sign 18”x 24” full color sign

*Your logo on a sign placed in $200/each $150/each*

*the conference area*

*of your choice*

**SHIPMENT INFORMATION**

All shipments must be received by the Hilton Appleton Paper Valley no more one week prior to the conference. Boxes must be labeled as follows:

*Hilton Appleton Paper Valley*

*Attn: Wisconsin Correctional Association*

*Your Company Name*

*333 W College Avenue*

*Appleton, WI 54911*

*Box \_\_ of \_\_*

EXHIBITOR REGISTRATION FORM

**Select your booth size** *(check one)* **Select your set-up time** *(check one)*

Single Booth w/o electricity  Sunday 4:30pm – 5:30pm

Double Booth wo electricity  Sunday 9pm – 9:30pm

Single Booth w/ electricity  Monday 6am – 7am

Double Booth w/ electricity

Company/Organization/School Name: Enter Company/Organization/School Name

Contact Name: Enter Company/Organization/School Contact Name

Phone Number: Enter Phone Number

Email Address: Enter Email Address

Company/Organization/School Website: Enter Website Address

Contact Name for Conference Program: Enter Name

Contact Email & Phone Number for Conference Program: Enter Email & Number

Booth Identification Sign (exactly how it should read): Enter Signage Name

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Attendee #1 Name Badge: Enter First & Last Name

Meal Accommodations? *(Vegetarian, Vegan, Gluten Free, etc.)* Enter Needs Here

Attending the Meet & Greet dinner on Sunday at 6pm?  Yes  No

Attendee #2 Name Badge: Enter First & Last Name

Meal Accommodations? *(Vegetarian, Vegan, Gluten Free, etc.)* Enter Needs Here

Attending the Meet & Greet dinner on Sunday at 6pm?  Yes  No

If you require additional attendees, please contact Ashley Melanson.

***STAMP CARD RAFFLE:*** *Please identify TWO Questions AND the prize you will be providing for the Stamp Card Raffle (if participating):*

Question 1: Enter Question # 1

Question 2: Enter Question # 2

Prize to be provided: Enter Prize Details

PAYMENT INFORMATION & CONTRACT

**BOOTH PAYMENT INFORMATION**

Single Booth Rental without electricity: Choose an item.@ $500 =$ Enter Total Amount

Double Booth Rental without electricity Choose an item.@ $1,000 =$ Enter Total Amount

Single Booth Rental with electricity: Choose an item.@ $530 =$ Enter Total Amount

Double Booth Rental with electricity: Choose an item.@ $1,030 =$ Enter Total Amount

Additional Breakfast Ticket: Choose an item.@ $15 each =$ Enter Total Amount

Additional Lunch Ticket: Choose an item.@ $20 each =$ Enter Total Amount

**ADVERTISING PAYMENT INFORMATION**

Digital Conference Program Ad(s) Choose an item. @ $150 each =$ Enter Total Amount

24”x36” logo sign Choose an item. @ $200 each =$ Enter Total Amount

18”x24” logo sign Choose an item. @ $150 each =$ Enter Total Amount

**SPONSORSHIP PAYMENT INFORMATION**

Platinum Level Sponsor Choose an item. @ $8,000 =$ Enter Total Amount

Gold Level Sponsor Choose an item. @ $5,000 =$ Enter Total Amount

Silver Level Sponsor Choose an item. @ $3,000 =$ Enter Total Amount

Bronze Level Sponsor Choose an item. @ $1,500 =$ Enter Total Amount

Monday Night Celebration Sponsor Choose an item. @ $3,000 =$ Enter Total Amount

Keynote Sponsorships Choose an item. @ $500 each =$ Enter Total Amount

Breakout Session Sponsorships Choose an item. @ $250 each =$ Enter Total Amount

Please e-mail forms to: [WCAExhibitors@gmail.com](mailto:WCAExhibitors@gmail.com)

Please send checks to:

WCA Registration

PO Box 8671

Madison, WI 53708

**Final Total = $** Enter Total Amount

**All payments due on or before August 16, 2024.**

**All Credit Card/Debit Card payments will have a 3% fee added.**

**CANCELLATION POLICY** – No refunds will be issued after August 16, 2024. Exhibitor acknowledges this policy by signing below.

**LATE ADDITION POLICY** – If registration is received after September 6, 2024, Exhibitor/Sponsor may not be featured in conference program. Exhibitor acknowledges this policy by signing below.

Signature:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

ROOM RESERVATION INFORMATION

A limited number of rooms have been reserved at the  
Hilton Appleton Paper Valley

Grand Geneva Resort & Spa

7036 Grand Geneva Way

Lake Geneva, WI 53147

800-833-5345

Hilton Appleton

Paper Valley

333 W College Avenue

Appleton, WI 54911

**Room Type Date(s) Available Nightly Rate\***

Standard Double Queen 9/29 & 9/30/23 $98 Single; $109/Double

or King

The cut-off date to book a room is **Friday, August 30, 2024**

*\*Rates are not guaranteed for reservations past the above cut-off date or in the event of a sellout prior to the cut-off date.*



**To Book Your Reservation Today**

**Call (800) 774 - 1500**

Ask for: **Wisconsin Correctional Association Room Block**

PLEASE NOTE

* Check in is at 4:00 pm - Check out at 11:00am
* Credit Card Verification & Photo ID required at check-in
* A credit card is required to guarantee your reservation
* Guest room rates are subject to applicable state & local taxes
* Any coupons, discounts, special rates, packages, or any other individual offers will not apply





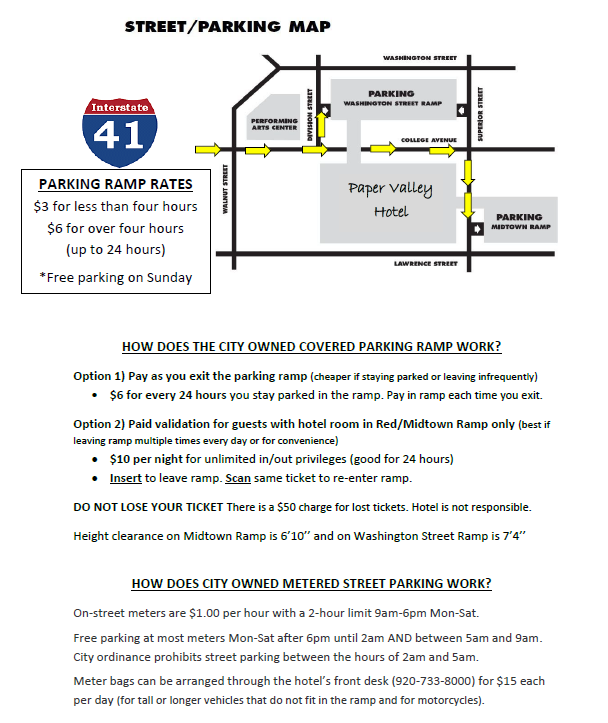
PARKING INFORMATION

Grand Geneva Resort & Spa

7036 Grand Geneva Way

Lake Geneva, WI 53147

800-833-5345



Full Conference Schedule for Exhibitors & Sponsors

**Sunday, September 29th**

4:30pm – 5:30pm **Booth Set up**

6:00pm – 7:00pm **Exclusive Dinner with WCA Board of Directors and Conference Committee**

*Private Room*

7:00pm – 9:00pm **President’s Welcome Reception with WCA Board of Directors, Committee, Exhibitors and Attendees**

*Ballroom*

9:00pm – 9:30pm **Booth Set up**

**Monday, September 30th**

6:00am – 7:00am **Booth Set up**

7:00am **Conference Registration**

*Lobby*

7:30am – 8:00am **Breakfast with the Exhibitors**

*Ballroom*

8:00am – 8:30am **Opening Ceremony**

*Ballroom*

8:30am – 9:30am **Keynote Speaker**

*Ballroom*

9:30am – 10:00am **Break with the Exhibitors**

*Ballroom*

10:00am – 11:30am **Breakout Session # 1**

*See breakout descriptions for locations*

11:30am – 12:00pm **Time with the Exhibitors**

*Ballroom*

12:00pm – 1:30pm **Awards Luncheon**

*Ballroom*

1:30pm – 3:00pm **Breakout Session # 2**

*See breakout descriptions for locations*

3:00pm – 3:30pm **Break & Networking with Exhibitors**

*Ballroom*

3:30pm – 5:00pm **Breakout Session #3**

*See breakout descriptions for locations*

5:00pm – 5:30pm **Stamp Card Raffle Drawing**

*Ballroom*

5:30pm – 6:00pm **Booth Breakdown**

7:00pm – 11:00pm **Social Networking & Entertainment w/ appetizers**

*Ballroom*

**Tuesday, October 1st**

8:00am – 9:00am **Networking** **Buffet** **Breakfast**

*Ballroom*

9:00am – 12:00pm **Keynote speakers & breakout sessions**

*Ballroom & see breakout descriptions for locations*

12:00pm – 1:00pm **Scholarship Luncheon, Raffle Drawing and Swearing-In of New Board Members**

*Ballroom*