

**Wisconsin
Correctional**



Association

43rd Annual Conference

September 28 – September 30, 2025

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 to learn more about WCA and the conference!

Questions regarding exhibiting or sponsorships can be directed to:
Ashley Melanson WCAExhibitors@gmail.com or (262) 325-5168

EXHIBITOR CONFERENCE SCHEDULE

Subject to change

Sunday, September 28

4:30 - 5:30pm	Booth Setup
6:00 - 7:00pm	Dinner and Meet & Greet w/Board - <i>exclusive event to meet the WCA conference committee and board</i>
7:00 - 9:00pm	President's Welcome Reception
9:00 - 9:30pm	Booth Setup

Monday, September 29

6:00am-7:00am	Booth Setup
7:00am-8:00am	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	Breakout Session II
3:00pm - 3:30pm	Attendee/Exhibitor Time
3:30pm - 5:00pm	Exhibitor booth breakdown
3:30pm - 5:00pm	Breakout Session III
5:00pm - 5:30pm	Stamp Card Raffle Drawing
7:00pm - 11:00pm	Celebration & Entertainment with Appetizers*

PRESIDENT'S RECEPTION

The President's Reception is 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!



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:

- 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

BOOTH COST

Single w/o electricity = \$500
Double w/o electricity = \$1,000

Single w/ electricity = \$530
Double w/ electricity = \$1,030

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 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

Digital Ad in the conference app

\$150 each Ad

CONFERENCE ADVERTISING

Signage at the conference

*Your logo on a sign placed in
the conference area
of your choice*

24"x36" full color sign

\$200/each

18"x 24" full color sign

\$150/each

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 ___*



www.WCAtoday.com

43rd Annual Conference

Sunday, September 28 – Tuesday, September 30, 2025

Hilton Appleton Paper Valley – Appleton, Wisconsin

[EXHIBITOR REGISTRATION & PAYMENT FORM](#)

Registration is online this year. Once you register, an invoice will be generated and emailed within 72 hours for payment either via check or credit/debit card. All credit/debit card payments will have a 3% processing fee added to the invoice.

<https://wcatoday.com/exhibitor-registration>

Please send check payments to:
Wisconsin Correctional Association
PO BOX 8671
Madison, WI 53708

CANCELLATION POLICY – No refunds will be issued after August 15, 2025.

ROOM RESERVATION INFORMATION

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

Hilton Appleton
Paper Valley

333 W College Avenue
Appleton, WI 54911

Room Type	Date(s) Available	Nightly Rate*
Standard Double Queen or King	9/29 & 9/30/23	\$98 Single; \$109/Double

The cut-off date to book a room is **Friday, August 29, 2025**

**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

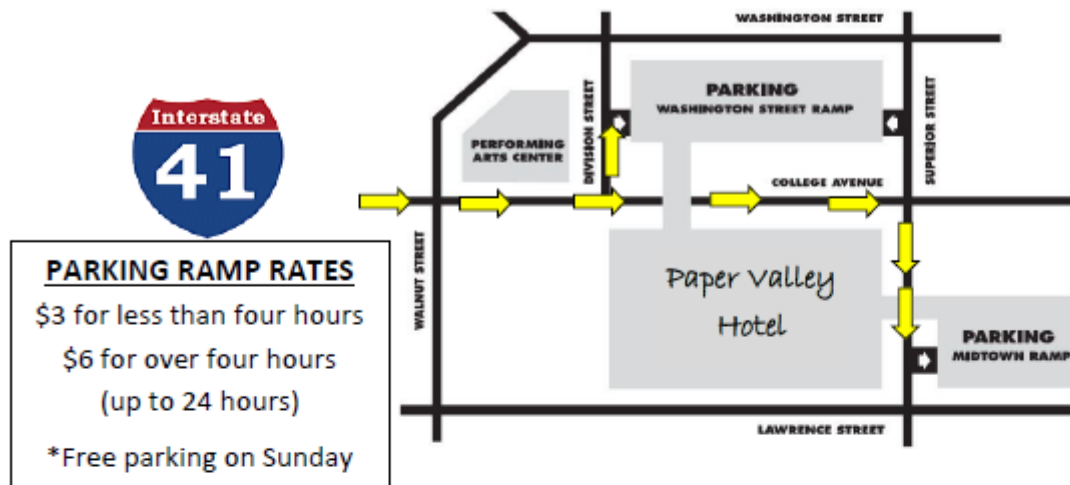
Ask for: **Wisconsin Correctional Association Room Block**

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

STREET/PARKING MAP



HOW DOES THE CITY OWNED COVERED PARKING RAMP WORK?

Option 1) Pay as you exit the parking ramp (cheaper if staying parked or leaving infrequently)

- \$6 for every 24 hours you stay parked in the ramp. Pay in ramp each time you exit.

Option 2) Paid validation for guests with hotel room in Red/Midtown Ramp only (best if leaving ramp multiple times every day or for convenience)

- \$10 per night for unlimited in/out privileges (good for 24 hours)
- Insert to leave ramp. Scan same ticket to re-enter ramp.

DO NOT LOSE YOUR TICKET There is a \$50 charge for lost tickets. Hotel is not responsible.

Height clearance on Midtown Ramp is 6'10" and on Washington Street Ramp is 7'4"

HOW DOES CITY OWNED METERED STREET PARKING WORK?

On-street meters are \$1.00 per hour with a 2-hour limit 9am-6pm Mon-Sat.

Free parking at most meters Mon-Sat after 6pm until 2am AND between 5am and 9am.

City ordinance prohibits street parking between the hours of 2am and 5am.

Meter bags can be arranged through the hotel's front desk (920-733-8000) for \$15 each per day (for tall or longer vehicles that do not fit in the ramp and for motorcycles).



Full Conference Schedule for Exhibitors & Sponsors

Sunday, September 28th

4:30pm – 5:30pm	Booth Set up
6:00pm – 7:00pm	Exclusive Dinner with WCA Board of Directors and Conference Committee <i>Private Room</i>
7:00pm – 9:00pm	President's Welcome Reception with WCA Board of Directors, Committee, Exhibitors and Attendees <i>Ballroom</i>
9:00pm – 9:30pm	Booth Set up

Monday, September 29th

6:00am – 7:00am	Booth Set up
7:00am	Conference Registration <i>Lobby</i>
7:30am – 8:00am	Breakfast with the Exhibitors <i>Ballroom</i>
8:00am – 8:30am	Opening Ceremony <i>Ballroom</i>
8:30am – 9:30am	Keynote Speaker <i>Ballroom</i>
9:30am – 10:00am	Break with the Exhibitors <i>Ballroom</i>
10:00am – 11:30am	Breakout Session # 1 <i>See breakout descriptions for locations</i>
11:30am – 12:00pm	Time with the Exhibitors <i>Ballroom</i>
12:00pm – 1:30pm	Awards Luncheon <i>Ballroom</i>
1:30pm – 3:00pm	Breakout Session # 2 <i>See breakout descriptions for locations</i>
3:00pm – 3:30pm	Break & Networking with Exhibitors <i>Ballroom</i>
3:30pm – 5:00pm	Breakout Session #3 <i>See breakout descriptions for locations</i>
5:00pm – 5:30pm	Stamp Card Raffle Drawing <i>Ballroom</i>
5:30pm – 6:00pm	Booth Breakdown
7:00pm – 11:00pm	Social Networking & Entertainment w/ appetizers <i>Ballroom</i>

Tuesday, September 30th

8:00am – 9:00am	Networking Buffet Breakfast <i>Ballroom</i>
9:00am – 12:00pm	Keynote speakers & breakout sessions <i>Ballroom & see breakout descriptions for locations</i>
12:00pm – 1:00pm	Scholarship Luncheon, Raffle Drawing and Swearing-In of New Board Members <i>Ballroom</i>