

**Wisconsin
Correctional**



Association

44th Annual Conference

September 20 – September 22, 2026

Wilderness Resort

Wisconsin Dells, WI

**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 20

4:00 - 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

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, September 21

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
7:00pm - 11:00pm	Drawing 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:

- 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 = \$525
Double w/o electricity = \$1,050

Single w/ electricity = \$555
Double w/ electricity = \$1,100

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
- 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 Wilderness Resort no more than one week prior to the conference. Boxes must be labeled as follows:

*Wilderness Resort
Attn: Wisconsin Correctional Association
Your Company Name
45 Hillman Road
Wisconsin Dells, WI 53965
Box ___ of ___*



www.WCAtoday.com

44th Annual Conference

Sunday, September 20 – Tuesday, September 22, 2026

Wilderness Resort – Wisconsin Dells, WI

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 14, 2026.

ROOM RESERVATION INFORMATION

A limited number of rooms have been reserved at the Wilderness Resort

Wilderness Resort

45 Hillman Road
Wisconsin Dells, WI
53965

Room Type	Date(s) Available	Nightly Rate*
Standard Double Queen or King	9/20 & 9/21	\$98 Single; \$129/Double+

The cut-off date to book a room is **Wednesday, August 19, 2026**

**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 1-800-867-9453

Ask for: **Leader # A56866**

PLEASE NOTE

- Check in is at 4:00 pm - Check out at 11:00am
- **CANCELLATION POLICY:** August 19th is the last day to cancel individual rooms without penalty. After August 19, there is a 72-hour cancellation policy per room. Reservations cancelled prior to the 72-hour mark will be charged a \$30 fee. Cancellations within 72 hours pay for the entire room rate.
- 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

Full Conference Schedule for Exhibitors & Sponsors

Sunday, September 28th

4:00pm – 5:30pm

6:00pm – 7:00pm

7:00pm – 9:00pm

Booth Set up

Exclusive Dinner with WCA Board of Directors and Conference Committee

Private Room

President's Welcome Reception with WCA Board of Directors, Committee, Exhibitors and Attendees

Ballroom

Monday, September 29th

6:00am – 7:00am

7:00am

7:30am – 8:00am

8:00am – 8:30am

8:30am – 9:30am

9:30am – 10:00am

10:00am – 11:30am

11:30am – 12:00pm

12:00pm – 1:30pm

1:30pm – 3:00pm

3:00pm – 3:30pm

3:30pm – 5:00pm

5:00pm – 5:30pm

7:00pm – 11:00pm

Booth Set up

Conference Registration

Lobby

Breakfast with the Exhibitors

Ballroom

Opening Ceremony

Ballroom

Keynote Speaker

Ballroom

Break with the Exhibitors

Ballroom

Breakout Session # 1

See breakout descriptions for locations

Time with the Exhibitors

Ballroom

Awards Luncheon

Ballroom

Breakout Session # 2

See breakout descriptions for locations

Break & Networking with Exhibitors

Ballroom

Booth Breakdown & Breakout Session #3

See breakout descriptions for locations

Stamp Card Raffle Drawing

Ballroom

Social Networking & Entertainment w/ appetizers

Ballroom

Tuesday, September 30th

8:00am – 9:00am

9:00am – 12:00pm

12:00pm – 1:00pm

1:00pm – 2:30pm

Networking Buffet Breakfast

Ballroom

Keynote speakers & breakout sessions

Ballroom & see breakout descriptions for locations

Scholarship Luncheon, Raffle Drawing and Swearing-In of New Board Members

Ballroom

Keynote Speaker

Ballroom