



## WCSA ANNUAL CONFERENCE

February 23 – 24, 2012  
 Preconference, February 22, 2012  
 Monona Terrace, Madison, Wisconsin

If you are a vendor serving the Wisconsin educational community, sponsoring at the WCSA State Conference is the best way to maximize your company's exposure to over 1200 professionals from around the state. At the same time you will demonstrate your firm's commitment to the school counseling profession.

Sponsorship packages range from \$300 to \$3,000 with higher levels waiving registration and advertising costs. Don't miss out on one of the largest school counselor conferences in the nation!

Sponsorships Opportunities	Pricing and Benefits
<b>ALL Sponsorships below receive these benefits</b>	<ul style="list-style-type: none"> <li>• Includes company logo on marketing materials, web and e-mail communications.</li> <li>• Recognition in a sponsor thank you in the Spring edition of the WCSA newsletter</li> <li>• Signage at Conference recognizing the sponsorship</li> </ul>
<b>Keynote Speaker-- (2 Exclusive Opportunities)</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Thursday - Albert Menash</b></li> <li><input type="checkbox"/> <b>Friday - Lee Silber</b></li> </ul>	<p style="text-align: center;"><b>\$3,000</b></p> <ul style="list-style-type: none"> <li>• Welcome participants at the keynote general session (5 minutes). Rotating Ad (100 words) of Company on video screen at opening session</li> <li>• One half page black &amp; white ad in the conference program</li> <li>• One Conference registration</li> <li>• Ability to insert company material into the conference program</li> </ul>
<b>Afterglow Comedy Act (Exclusive)</b>	<p style="text-align: center;"><b>\$2,500</b></p> <ul style="list-style-type: none"> <li>• Welcome participants at the opening of the comedy act (3 minutes).</li> <li>• One Conference registration</li> <li>• One half page black &amp; white ad in the conference program</li> </ul>
<b>Thursday Nutritional break (Exclusive)-SOLD</b>	<p style="text-align: center;"><b>\$1,000</b></p> <ul style="list-style-type: none"> <li>• One half page black &amp; white ad in the conference program</li> </ul>
<b>Coffee or Popcorn - SOLD</b>	<p style="text-align: center;"><b>\$300</b></p>

<b>Conference Inserts - Copies mailed to:</b>  Please be sure all of the boxes/materials you ship are clearly marked with the event name and date (WSCA Conference – Feb. 22 -24, 2012). The shipping address for the Monona Terrace is <b>"East Loading Dock- 1 John Nolen Drive, Madison WI 53703"</b> .	<b>\$350</b>  The conference committee will place a one-page insert (1300 copies) in the conference program
<b>Branding Opportunities</b>	<b>Pricing and Benefits</b>
<b>All include your company name &amp; logo in the Program book, recognition on the WSCA Conference webpage, and your logo imprinted onto your choice of the following -&gt;</b>	<b>Attendee Gift Sponsorship</b> <ul style="list-style-type: none"> <li>• Lanyard/Badge holder sponsorship - \$3500</li> <li>• Bag sponsorship - \$2000</li> </ul>
<b>Advertising Opportunities</b>	<b>Pricing and Benefits</b>
<b>Full-page Back cover ad in Program (color)</b>	<b>\$1250</b>
<b>Full-page Inside front cover ad in Program (color)</b>	<b>\$1100</b>
<b>Full-page Inside back cover ad in Program (color)</b>	<b>\$1000</b>
<b>Half-page black &amp; white ad in Program</b>	<b>\$600</b>
<b>Quarter-page black &amp; white ad in Program</b>	<b>\$300</b>
<b>E-Blast Banner Ad</b>	<b>\$400</b> (only <u>five</u> opportunities available)

**For more information regarding WSCA's 2012 Annual Conference Sponsorships contact:**

Mark Kuranz  
 Ph: 262.637.9623  
[mkuranz@wi.rr.com](mailto:mkuranz@wi.rr.com)

Ann Fuerbringer  
 Ph: 262.334.6135  
[amfcruise@charter.net](mailto:amfcruise@charter.net)

**Agreement and payment submission deadline is February 13, 2012.**

Print Ad Size Guidelines	Electronic Ad Size Guidelines
<b>Sizes:</b> <ul style="list-style-type: none"> <li>• Full page: 7.5" (w) x 9.5" (h)</li> <li>• Half-page vertical: 3.5" (w) x 9.5"(h)</li> <li>• Half-page horizontal: 7.5"(w) x 4.75"(h)</li> <li>• Quarter-page (vertical): 3.5" (w) x 4.75"(h)</li> </ul> <b>Resolution:</b> 300 dpi or better <b>Accepted formats:</b> <ul style="list-style-type: none"> <li>• Esp</li> <li>• Tif</li> <li>• PDF (embed fonts)</li> </ul>	<b>Website Size:</b> <ul style="list-style-type: none"> <li>• Horizontal: 600(w) x 100(h) pixels</li> </ul> <b>Resolution:</b> 72 dpi <b>Accepted formats:</b> <ul style="list-style-type: none"> <li>• JPG</li> <li>• GIF</li> </ul> <b>Remember:</b> Include the URL if you'd like the ad to link to your site!

# Conference Sponsorship Agreement

My company agrees to the following sponsorship level at the 2012 WSCA Conference. Please check the level you wish to sponsor. Sponsorships must be received by **Feb. 13, 2012** to be included in the final conference program.

**Company Name** (as it should appear in event materials)

**Contact Name**

**Company Web Address** (WSCA will place your company logo – and link to your website – on the “WSCA Conf Sponsors” webpage. Please email your company logo (600w X 100 tall, 72 dpi, JPG or GIF) to [admin@wscaweb.org](mailto:admin@wscaweb.org)

**Select a Sponsor Level for WSCA Annual Conference 2012:**

<ul style="list-style-type: none"> <li><input type="checkbox"/> Keynote Speaker \$3000             <ul style="list-style-type: none"> <li>o Thursday – Albert Menash</li> <li>o Friday – Lee Silber</li> </ul> </li> <li><input type="checkbox"/> Comedy Act \$2500</li> <li><input type="checkbox"/> Thursday Nutritional Break \$1000 - <b>SOLD</b></li> <li><input type="checkbox"/> Coffee \$300             <ul style="list-style-type: none"> <li>o Wednesday Preconference</li> <li>o Thursday Exhibits a.m. -</li> <li>o Thursday Exhibits p.m. - <b>SOLD</b></li> <li>o Friday Salons E, F, G</li> </ul> </li> <li><input type="checkbox"/> Thursday Popcorn \$300 - <b>SOLD</b></li> <li><input type="checkbox"/> Insert \$350</li> <li><input type="checkbox"/> Attendee Gift Sponsorship             <ul style="list-style-type: none"> <li>o Lanyard/Badge holders \$3500</li> <li>o Bags \$2000</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Full-page back cover ad in program \$1250</li> <li><input type="checkbox"/> Full-page inside front cover ad in program \$1100</li> <li><input type="checkbox"/> Full-page inside back cover ad in program \$1000</li> <li><input type="checkbox"/> Half-page black &amp; white ad in program \$600</li> <li><input type="checkbox"/> Quarter-page black &amp; white ad in program \$300</li> <li><input type="checkbox"/> E-Blast Banner Ad \$400             <ul style="list-style-type: none"> <li>o October – Announcing Open Registration</li> <li>o November – Last call for Sectional Programs</li> <li>o December – Preconference Workshops &amp; Keynotes</li> <li>o January – Sectional Presentations Announced</li> <li>o February – Last chance to register &amp; Conference activities</li> </ul> </li> </ul>
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

**Address**

**City**

**State**

**Zip Code**

**Phone**

**Email**

**TOTAL SPONSORSHIP PAYMENT DUE** BY February 13, 2012: \$ \_\_\_\_\_

**PAYMENT Method:**

- Check (Please make checks payable to WI School Counselor Association)
- Credit Card
  - o Visa
  - o MasterCard

Credit Card # \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code (CVV): \_\_\_\_\_

Name on Card: \_\_\_\_\_

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

**Mail To:**  
 WSCA Administration  
 2830 Agriculture Drive  
 Madison, WI 53718

**Fax To:** (608) 204-9818

**Email To:** [admin@wscaweb.org](mailto:admin@wscaweb.org)