

# WSCA 2018 Annual Conference

**AGENTS OF CHANGE**  
WISCONSIN SCHOOL COUNSELOR ASSOCIATION



## Sponsorship Opportunities

**February 21 - 22, 2018**

**Pre Conference, February 20, 2018**

**Monona Terrace • Madison, Wisconsin**

Demonstrate your firm's commitment to the school counseling profession by selecting one of the sponsorship packages we have available to you. If you are a vendor serving the Wisconsin educational community, sponsoring at the WSCA State Conference is the best way to maximize your company's exposure to over 1100 professionals from around the state. Sponsorship packages range from \$300 to \$2500 with higher levels waiving registration and advertising costs. Don't miss out on one of the largest school counselor conferences in the nation!

### ALL sponsorships below receive these benefits:

- Includes company logo on marketing materials, web and e-mail communications.
- Recognition in a sponsor thank you in the Spring edition of the WSCA newsletter
  - Signage at Conference recognizing the sponsorship



= Signifies Opportunity no longer available

SPONSORSHIP OPPORTUNITIES	PRICING	BENEFITS
<b>❖ Keynote Speaker – (2 Exclusive Opportunities)</b> <ul style="list-style-type: none"> <li>• <b>Wednesday</b> – Michele Borba</li> <li>• <b>Thursday</b> – Rosalind Wiseman</li> </ul> <i>*Please visit the WSCA website at <a href="http://www.wscaweb.org">www.wscaweb.org</a> for information about these speakers</i> <b>**Opportunity No Longer Available 8/2017</b>	<b>\$2,500</b>	<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 b/w ad in the conference program</li> <li>• One Conference registration</li> <li>• Ability to insert company material into the conference program</li> </ul>
<b>Breakout Sectional Room Sponsor</b>	<b>\$1,500</b>	<ul style="list-style-type: none"> <li>• Your organization/company can sponsor two days' worth of sectional speakers/sessions.</li> <li>• Organization/company name will be included on the:                             <ul style="list-style-type: none"> <li>» WSCA Conference Webpage</li> <li>» Printed conference program</li> <li>» Conference App</li> </ul> </li> <li>• Marketing materials displayed and available to everyone who enters your assigned sectional room</li> <li>• Recognition signage in sectional room</li> <li>• Option to decorate sectional room with your posters, marketing materials, colors/banners/etc.</li> <li>• Quarter-page advertisement in conference program</li> </ul>
<b>Shuttle Bus Sponsor</b>	<b>\$750 - 1 bus</b> <b>\$1,250 - 2 buses</b>	<ul style="list-style-type: none"> <li>• High profile signage on the interior of the bus for riders to see</li> <li>• Company logo on all the informational communication to the attendees before and during the conference regarding the shuttle service</li> <li>• One half page b/w ad in the conference program</li> </ul>
<b>❖ Wednesday Nutritional Break (Exclusive)</b> <i>Opportunity No Longer Available 9/2017</i>	<b>\$1,250</b>	<ul style="list-style-type: none"> <li>• One half page black &amp; white ad in the conference program</li> </ul>
<b>Wednesday Lunch, Desserts, and Refreshments (Exclusive)</b>	<b>\$1,250</b>	<ul style="list-style-type: none"> <li>• One-half page black &amp; white ad in the conference program</li> </ul>
<b>Afterglow Reception</b>	<b>\$750</b>	<ul style="list-style-type: none"> <li>• One quarter page b/w ad in the conference booklet</li> </ul>
<b>Coffee or Popcorn</b>	<b>\$400</b>	
<b>Conference Booklet Inserts</b> Please be sure all of the boxes/materials you ship are clearly marked with the event name and date (WSCA Conference – Feb. 20-22, 2018). Ship inserts to: <b>WSCA</b> 6737 W. Washington St., Ste. 4210 Milwaukee, WI 53214	<b>\$350</b>	Your one-page insert (1200 copies) will be placed in the conference program
ADVERTISING OPPORTUNITIES	PRICING	
<b>Full-page Back cover ad in Program (color)</b>	<b>\$1,250</b>	
<b>Full-page Inside front cover ad in Program (color)</b>	<b>\$1,100</b>	
<b>Full-page Inside back cover ad in Program (color)</b>	<b>\$1,000</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 (only five opportunities available)</b>	<b>\$400</b>	

For more information regarding WSCA's 2018 Annual Conference Sponsorships contact:  
 Steve Schneider: Phone: (920) 980-2822 Email: [conference@wscaweb.org](mailto:conference@wscaweb.org)

## Print Ad Size Guidelines

### Sizes:

- Full page: 7.5" (w) x 9.5" (h)
- Half-page vertical: 3.5" (w) x 9.5" (h)
- Half-page horizontal: 7.5" (w) x 4.75" (h)
- Quarter-page: (vertical): 3.5" (w) x 4.75" (h)

### Accepted formats:

- EPS
- PDF (embed fonts)
- JPEG (Resolution: 300 dpi or better)

## Electronic Ad Size Guidelines

### Website Size:

- Horizontal: 600(w) x 100(h) pixels
- Resolution: 72 dpi

### Accepted formats:

- JPG
- PNG

Remember: 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 2018 WSCA Conference. Please check the level you wish to sponsor. Sponsorships must be received by **January 17, 2018** 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 Conference Sponsors” webpage. Please email your company logo (600w X 100 tall, 72 dpi, JPG or PNG) to [admin@wscaweb.org](mailto:admin@wscaweb.org)

## Select a Sponsor Level for WSCA Annual Conference 2018:

Conference Sponsor	Advertising Sponsor
<ul style="list-style-type: none"> <li>❖ Keynote Speaker <b>\$2,500</b> <ul style="list-style-type: none"> <li>❖ Wednesday – Michele Borba</li> <li>❖ Thursday – Rosalind Wiseman</li> </ul> </li> <li><input type="checkbox"/> Breakout Sectional Room Sponsor <b>\$1,500</b></li> <li><input type="checkbox"/> Shuttle Bus <ul style="list-style-type: none"> <li><input type="radio"/> 1 bus <b>\$750</b></li> <li><input type="radio"/> 2 busses <b>\$1,250</b></li> </ul> </li> <li>❖ Wednesday Nutritional Break <b>\$1,250</b></li> <li><input type="checkbox"/> Wednesday Lunch, Desserts, and Refreshments <b>\$1,250</b></li> <li><input type="checkbox"/> Afterglow Reception <b>\$750</b></li> <li><input type="checkbox"/> Coffee <b>\$400</b> <ul style="list-style-type: none"> <li><input type="radio"/> Tuesday Preconference</li> <li><input type="radio"/> Wednesday Exhibits a.m.</li> <li><input type="radio"/> Wednesday Exhibits p.m.</li> <li><input type="radio"/> Thursday Exhibits a.m.</li> </ul> </li> <li><input type="checkbox"/> Wednesday/Thursday Popcorn <b>\$400</b></li> <li><input type="checkbox"/> Conference Booklet Insert <b>\$350</b></li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Full-page back cover ad in program <b>\$1,250</b></li> <li><input type="checkbox"/> Full-page inside front cover ad in program <b>\$1,100</b></li> <li><input type="checkbox"/> Full-page inside back cover ad in program <b>\$1,000</b></li> <li><input type="checkbox"/> Half-page black &amp; white ad in program <b>\$600</b></li> <li><input type="checkbox"/> Quarter-page black &amp; white ad in program <b>\$300</b></li> <li><input type="checkbox"/> E-Blast Banner Ad <b>\$400</b> <ul style="list-style-type: none"> <li><input type="radio"/> October – Announcing Open Registration</li> <li><input type="radio"/> November – Last call for Sectional Programs</li> <li><input type="radio"/> December – Preconference Workshops &amp; Keynotes</li> <li><input type="radio"/> January – Sectional Presentations Announced</li> <li><input type="radio"/> February – Last chance to register &amp; Conference activities</li> </ul> </li> </ul>

## Contact Information

Address

City

State

Zip Code

Phone

Email

## Payment Information

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

TOTAL SPONSORSHIP PAYMENT  
DUE BY February 9, 2018:

Credit Card #

Expiration Date

Security Code (CVV)

Name on Card

Signature

Mail Payment To: WSCA, 6737 W. Washington St., Ste 4210, Milwaukee, WI 53214

Fax To: 414-423-1296

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



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