

We are excited to welcome  
you to the 2023 annual  
conference!



# Exhibitor & Sponsorship Prospectus

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2023-2024

59th Annual Conference  
**November 1-3, 2023**

Kalahari Convention Center & Resort, Wisconsin Dells

# Welcome to WSCA 2023!

## DATES:

November 1, 2023  
[PreConference]  
November 2 - 3, 2023  
[Conference]

## PLACE:

Kalahari Convention Center  
1305 Kalahari Dr,  
Baraboo, WI 53913

## 2023 CONFERENCE COMMITTEE

Stacy Eslick	Executive Director
Kelly O'Connell	Conference Director
Gary Campbell	Conference Director
Andrea Berlin	Sectionals Director
Erin Wood	Preconference Director

## WELCOME & HIGHLIGHTS

We are again looking forward to supporting and learning from each other this November 1st - 3rd, 2023, at the beautiful Kalahari Resort and Convention Center in Wisconsin Dells. We invite you to share your expertise with Wisconsin school counselors!

### Highlights of WSCA 2023

- 1. Location and Floor Plan** -- The Exhibit Space at the Kalahari creates an immersive experience for attendees as they navigate the hall. WSCA is excited to once again have the entire conference under one roof! **The floor plan has been redesigned for 2023 based on your feedback and insight.**
- 2. Great Social Opportunities** -- WSCA loves creating meaningful, fun, and customized networking socials and leadership receptions. Exhibitors and sponsors are always welcome to attend to further your networking opportunities outside of the exhibit hall!
- 3. Sponsorship Opportunities** -- Your opportunities to reach potential customers through sponsorship are endless. Grab attendees' attention by sponsoring a keynote, meal, or our professional recognition awards. We encourage you to look at how these sponsorships will benefit your 2023 goals. We have several sponsorship packages for you to choose from, ranging from \$250 to \$5,000, with higher levels that include exhibit booths and advertising.

Join us for this celebration of teamwork. Come for the conference, stay for the weekend, and find the power of us with Wisconsin's school counselors!



We look forward to seeing you in Wisconsin Dells!

Sincerely,

*Stacy Eslick*  
*Executive Director, Wisconsin School Counselor Association*

# WHY JOIN US AS A SPONSOR OR EXHIBITOR?

Did you know that WSCA is the go-to professional development resource for school counselors in Wisconsin? WSCA has routinely been recognized as being one of the strongest School Counselor Associations with one of the most comprehensive and highest-attended state-level conferences in the nation for more than 50 years!

## Top Reasons to Attend

- **Demonstrate your commitment** to the school counseling profession
- **Expand your visibility** and gain exposure in the exhibit hall, where we provide specifically scheduled exhibit breaks and special events to drive attendees to you
- **Network and connect** to increase your organization's brand awareness at the largest school counseling conference in the Midwest
- **Capture the good traffic flow** of qualified buyers, recommenders, and influencers

*Here are some highlights sponsors and exhibitors shared from their time at the 2022-2023 WSCA Conference:*

*First time at the new location for me personally, I thought it was a good change of pace from previous years.*

*Loved the ability to have touchpoints with Schools we partner with. It is not about selling but continuing to build our relationships.*

*Big props to the WSCA conference ... how organized it is, and the size of it, really impressed me! I've taken part in over 15 different school counselor conferences, and this one feels like a national conference.*

## THE VALUE OF THE WSCA CONFERENCE



Audience reach is **160% higher** than the largest Midwest SCA Conferences



Sponsorships are in the **lower 20% price range** with a greater audience reach



**94% of 2022 Exhibitors Were Strongly Satisfied** in the Value of the Conference





# BE SEEN AT THE MIDWEST'S LARGEST ANNUAL GATHERING OF SCHOOL COUNSELORS

THE WSCA 2023 ANNUAL  
CONFERENCE SNAPSHOT

1,200+  
Attendees

School Counselors  
School Psychologists  
School Social Workers  
School Administrators  
and more



# WHO CONNECTS WITH THE WSCA CONFERENCE

824  
Followers



1,275  
Members



2,000  
Followers



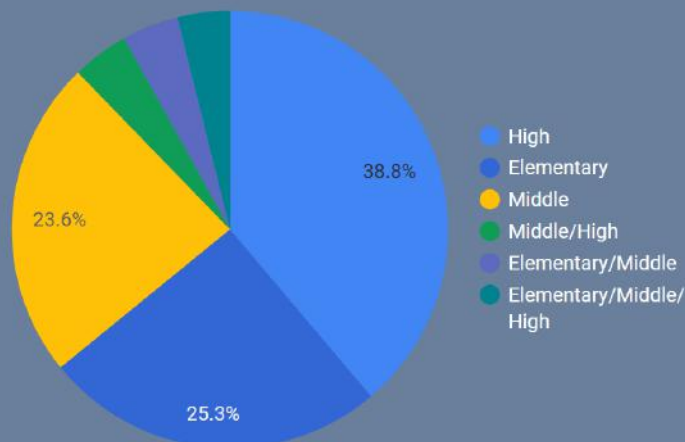
12,518  
Email Contacts



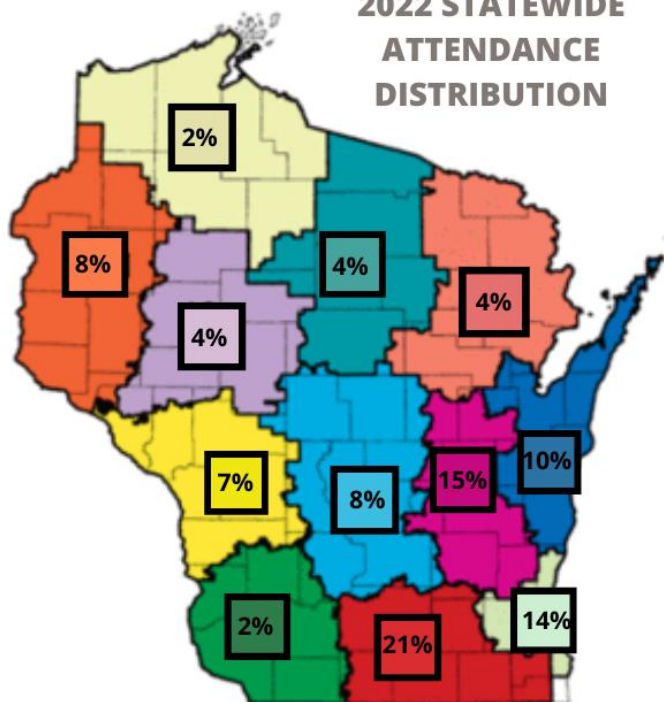
1,128  
Unique App  
Users



## Attendance by Grade Level (2022-2023)



## 2022 STATEWIDE ATTENDANCE DISTRIBUTION



Broken Down By CESA  
(Cooperative Educational Service  
Agencies)

# 540+

Unique Schools  
Represented!

# SPONSORSHIP OPPORTUNITIES

If you are a vendor serving the Wisconsin educational community, sponsoring the WSCA State Conference is the best way to maximize your company's exposure to professionals from around the state.

- Approximately 1,200 school counselors attend each WSCA Annual Conference and come ready to learn about your company or college and ready to make purchasing or referral decisions.
- As a sponsor, your visibility and reach extend to our full email distribution list of over 10,000 education and counseling professionals over many months, even before and after the dates of the event itself.
- We have several sponsorship packages for you to choose from, ranging from \$500 to \$5,000, with **higher levels that include exhibit booths and advertising.**





# SPONSORSHIP BENEFITS



	BRUNCH	TOTE BAGS & T-SHIRTS	KEYNOTES	AWARDS & ACCESSIBILITY	APP & LANYARD	MEALS, SOCIALS, PHOTOBOOTH, & WELLNESS	PRECONFERENCE	SHUTTLE BUS	HEADSHOTS	EXTRA F&B	SECTIONAL ROOM	EXHIBITOR
ONE BOOTH INCLUDED	8'x10'	8'x10'	8'x10'	8'x10'	8'x10'	8'x10'	8'x10'	8'x10'	8'x10'	⊘	⊘	8'x10'
PREMIUM BOOTH LOCATION	✓	✓	✓	✓	✓	✓	✓	⊘	⊘	⊘	⊘	⊘
EXTRA EVENT SIGNAGE	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	⊘
LOGO IN EMAIL MARKETING	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	⊘
LOGO ON CONFERENCE WEBSITE	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	⊘
PROGRAM GUIDE AD	1/2 PAGE	1/2 PAGE	1/2 PAGE	1/2 PAGE	1/2 PAGE	1/2 PAGE	1/2 PAGE	1/4 PAGE	1/4 PAGE	1/4 PAGE	⊘	⊘
FREE REGISTRATIONS (meals included)	3 Conf.	3 Conf.	3 Conf.	3 Conf.	3 Conf.	3 Conf.	3 Conf. 1 PreCon	⊘	⊘	⊘	⊘	⊘
PROGRAM INSERT	✓	✓	✓	✓	✓	✓	✓	⊘	⊘	⊘	⊘	⊘
EXHIBITOR RESOURCE SHARING PRESENTATION	✓	✓	✓	✓	✓	⊘	⊘	⊘	⊘	⊘	⊘	⊘
ANNOUNCEMENTS AD	✓	⊘	✓	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘
PODIUM TIME	5 MIN	⊘	3 MIN	3 MIN	⊘	⊘	⊘	AOH ONLY	⊘	⊘	⊘	⊘
SPONSOR NAMED EVENT	✓	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘	⊘

**NO MATTER YOUR LEVEL...  
EVERYONE GETS:**

- LOGO & 50 WORDS IN PROGRAM GUIDE
- OPPORTUNITY TO HOST PRIZE DRAWING
- INCLUSION IN INTERACTIVE MOBILE APP
- INCLUSION IN EXHIBIT HALL GAME

# SPONSORSHIP DETAILS

Please refer to the sponsor benefits chart on pg. 6 for full details of what is included in each sponsorship package.

## Brunch Sponsor



### Brunch Sponsor

~~\$5,000~~ **SOLD OUT**

November 3rd

Use this sponsorship to give your organization the highest level of visibility and promotion! You will have the opportunity to place your organization/company literature or giveaways at each brunch place setting.

## T-Shirt Sponsor



### Participants T-Shirt Sponsor

[Limited] \$5,000

November 1st-3rd

Take advantage of promoting your company on the official conference T-Shirt, which also displays the WSCA Conference logo. All attendees receive a shirt, and many wear them throughout the year.

## Keynote Sponsor



### Opening Keynote Sponsor

~~\$4,000~~ **SOLD OUT**

Principal Kafele

November 2nd

### Closing Keynote Sponsor

~~\$4,000~~ **SOLD OUT**

Dr. Mylien Duong

November 3rd

These ever-popular sponsorships give your company one of the few opportunities to address the entire conference and be seen at the highest-attended events of the week!



# SPONSORSHIP DETAILS

Please refer to the sponsor benefits chart on pg. 6 for full details of what is included in each sponsorship package.

## Tote Bag Sponsor



### Participants Tote Bag Sponsor [Limited] \$3,500 November 1st-3rd

Your company's name can be the one every attendee is sure to go home with if you sponsor the official conference tote bags. All attendees receive a special tote bag to hold their conference materials.

## Awards & Accessibility



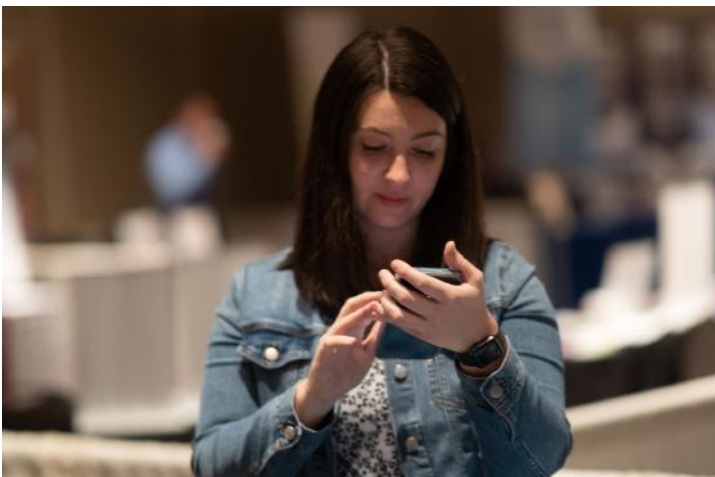
### Professional Recognition Sponsor ~~\$3,500~~ **SOLD OUT** November 2nd

The awards are one of the most memorable moments of WSCA conference! Enhance your organization's memorability by introducing the School Counselor of the Year.

### Accessibility Sponsor [Exclusive] \$3,500 November 2nd-3rd

The same benefits as the Professional Recognition sponsor, including podium time to welcome attendees and reiterate a joint dedication to equity and accessibility.

## Conference App Sponsor



### Conference App Sponsor [Limited] \$3,000 November 1st-3rd

Enhance your visibility in our WSCA-owned conference app! This sponsorship will grant organizations exclusive premium advertising placement within the app, which will be used constantly by conference participants.

# SPONSORSHIP DETAILS

Please refer to the sponsor benefits chart on pg. 6 for full details of what is included in each sponsorship package.

## Lanyard Sponsor



**Lanyard Sponsor**  
**[Limited] \$3,000**  
November 1st-3rd

Sponsoring the WSCA lanyard provides you with high visibility of your logo throughout the entire conference. Your logo and the WSCA logo will be printed on the lanyard.

## Meal Sponsor



**Thursday Continental  
Breakfast Sponsor**  
~~\$2,500~~ **SOLD OUT**  
November 2nd

**Thursday Lunch  
Sponsor**  
**[Exclusive] \$3,000**  
November 2nd

**Nutrition Break  
Sponsor**  
~~\$2,500~~ **SOLD OUT**  
November 2nd

Be the name people see when heading to their meals and refreshments.

## Socials & Photobooth



**WSCA Social Sponsor**  
**[Limited] \$2,500**  
November 1st *or* 2nd

**Photobooth Sponsor**  
**[Exclusive] \$2,500**  
November 2nd

Be the life of the party and help all of our attendees unwind! Select your choice of event between our three main social events.

Bring attendees memories to life by sponsoring a photobooth at our Thursday night social!



# SPONSORSHIP DETAILS

*Please refer to the sponsor benefits chart on pg. 6 for full details of what is included in each sponsorship package.*

## Wellness Sponsor



### WSCA Wellness Sponsor [Limited] \$2,500

November 2nd-3rd

Help attendees unwind and take care of themselves by supporting wellness initiatives such as water stations, quiet corners, and more!

## Preconference Sponsor

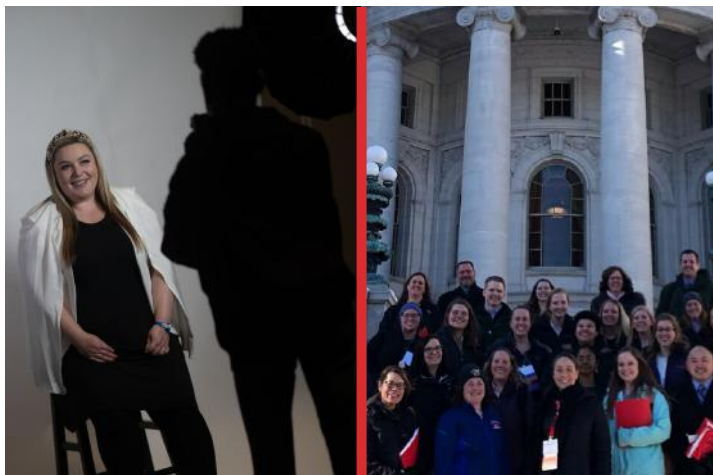


### Preconference Sponsor [Exclusive] \$2,500

November 1st

This sponsorship provides you with the maximum opportunity to participate in learning at the WSCA conference. In addition to the 3 included registrations for our full conference, you will also receive a single registration to attend our more in-depth half-day or full-day preconference sessions!

## Headshots & Shuttle Bus



### Professional Headshots Sponsor [Exclusive] \$1,000 November 2nd-3rd

Help us offer this great professional resource that the majority of attendees participate in!

### Shuttle Bus Sponsor Afternoon on the Hill [Exclusive] \$1,000 November 1st

Show your investment in government relations by assisting in our transportation to the Capitol.



# SPONSORSHIP DETAILS

Please refer to the sponsor benefits chart on pg. 6 for full details of what is included in each sponsorship package.

## Extra F&B Sponsor



### Coffee Sponsor

[Exclusive Per Day] \$750

November 1st ~~or 2nd~~ or 3rd

### Popcorn Sponsor

[Exclusive] \$750

November 2nd

Help attendees stay caffeinated and nourished throughout their long days of professional development.

## Sectional Room Sponsor



### Breakout Sectional Room Sponsor

[Limited] \$500

November 2nd-3rd

The heart of the WSCA conference is the sharing of information. Sponsor a sectional room to be visible to all the variety of sessions assigned to that location. You May decorate the sectional room with your posters, marketing materials, colors/banners/etc.

**\$250 [Unlimited]**

Do you want to show dedication to school counselors without a big investment? This NEW opportunity for businesses of all types lets you share appreciation without the \$\$ or time commitment of attending conference.

## Friend of School Counseling



THROUGH YOUR SPONSORSHIP, WSCA WILL CONTINUE TO SUPPORT COUNSELORS IN THEIR WORK TO HELP STUDENTS BECOME SOCIALLY AND EMOTIONALLY HEALTHY, ENHANCE THEIR LEARNING, AND ENSURE COLLEGE AND CAREER READINESS TO STRENGTHEN THE FUTURE WORKFORCE.



# EXHIBITOR OPPORTUNITIES

We are proud to say that our conference location boasts many benefits that we know enhance your exhibitor experience based on feedback we have received directly from you.

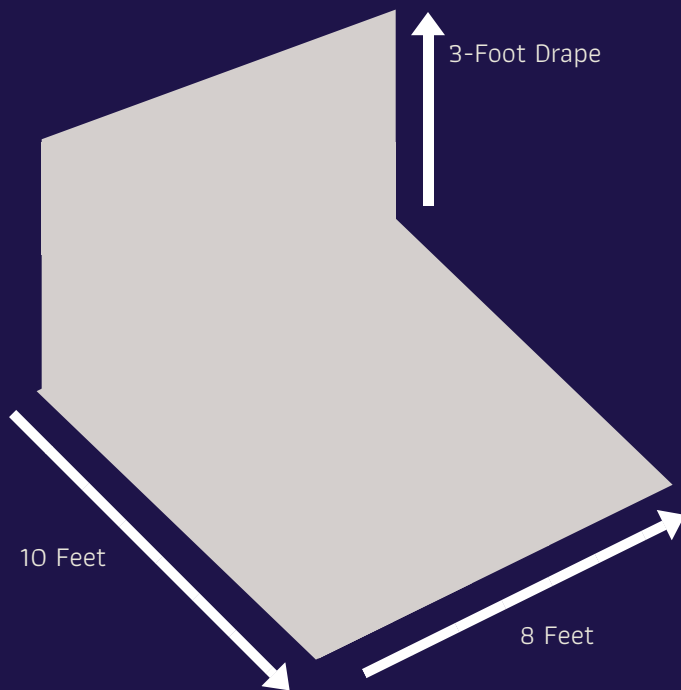
As an exhibitor, you will have access to:

- Competitive conference hotel rates, free parking, and better Wi-Fi service.
- Pipe, draping, and linen tablecloths/skirts included in exhibitor registration fees.
- Resort-style property offering networking and collaboration with counselors, exhibitors, and other attendees together under the same roof.
- A venue that is expected to continually increase attendance and improve the already stellar regional draw of the WSCA annual conference.



# EXHIBITOR BENEFITS

## STANDARD 8' X 10' EXHIBIT BOOTH EXAMPLE



### Exhibit Booth Includes:

- 8' X 10' Booth Space
- 1 [One] 8' X 2' X 30" Table
- 2 [Two] Chairs
- Table Linen & Skirt
- 7"X44" Identification Sign
- 3'-High Draped Back Wall, 3'-High Draped Sidewalls

## WHAT COMES WITH YOUR BOOTH RENTAL?

- Up to three booth personnel registrations – access to the WSCA exhibit hall only
- Exclusive, nonconflicting exhibit hall hours to meet attendees
- Networking opportunities that include social receptions, and refreshment breaks
- Extended breaks and meal times that mean more traffic flow to the exhibit hall
- Company listing and booth location in the conference Program [subject to print deadlines]
- Company listing, logo, and 50-word company description in the conference app
- QR Code for participation in the exhibit hall scavenger hunt

*Exhibit space rental **does NOT include utilities or meals**, which must be ordered a la carte. Pricing and order forms will be included in the Exhibitor Services Kit, which will be available in August.*



# EXHIBITOR DETAILS

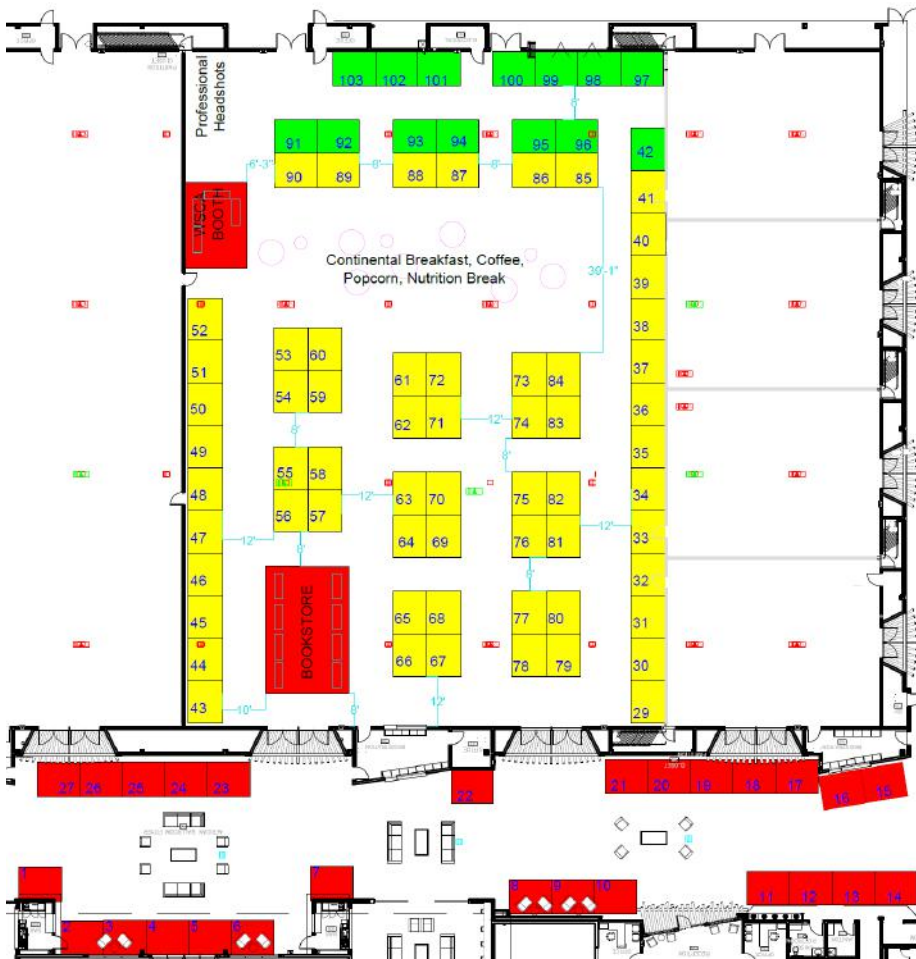
## Pricing



### Exhibitor Booth Fees

	Before 10/02/2023	w/Late Fee
Red [Premier]	Only included for sponsorships with Premier Booth Location	
Yellow	\$500	\$550
Green	\$400	\$450

## Floor Plan



\*Draft Only,  
Subject to Change

## Exhibit Hall Schedule

### Exhibitor Move-In:

Wednesday 2PM-6PM  
Thursday 7AM-7:30AM

### Show Hours:

Wednesday 4PM-7PM  
[optional]  
Thursday 7:00AM-5PM  
Friday 7:15AM-11AM

### Exhibitor Move Out:

Friday 11AM-1PM



# ADVERTISING OPPORTUNITIES

Expand your reach with advertising!

We have options available in our program booklet and in our monthly newsletter.

Ad Option	Size
Full-Page Back Cover Ad in Program (Color) \$1,250 <b>SOLD OUT</b>	7.5" x 9.5" 540 x 720 px
Full-Page Inside Front Cover Ad in Program (Color) \$1,100 <b>SOLD OUT</b>	7.5" x 9.5" 540 x 720 px
Full-Page Inside Back Cover Ad in Program (Color) \$1,100	7.5" x 9.5" 540 x 720 px
Half-Page Ad in Program (Black and White) \$600	3.5" x 9.5" or 7.5" x 5" 540 px widest
Quarter-Page Ad in Program (Black and White) \$300	3.5" x 4.75" 270 x 360 px
E-Blast Banner Ad (Only five opportunities available!) \$400	600 x 100 px
Conference Booklet Inserts (1,200 copies) \$350	up to 8.5" x 11"

