



RENEW | REFRESH | EMBRACE | 2020  
WISCONSIN SCHOOL COUNSELOR ASSOCIATION

# Exhibitor and Sponsorship Opportunities

***Come for the conference, stay for the weekend!***

***Our new date and location is expected to increase attendance,  
with a larger regional draw!***

56th Annual Conference  
November 4–6, 2020  
Kalahari | Wisconsin Dells



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 1,100 professionals from around the state. We have several sponsorship packages for you to choose from, ranging from \$500 to \$4,500, with higher levels that include exhibit booths and advertising.

## Have you heard the news that the Wisconsin School Counselor Association is making some BIG changes to our annual conference?

We are excited to share that our annual conference starting in the 2020-2021 school year will be moving not just location but the time of year (no more snow, ice storms, conflicts with state testing!). Join us for this big change November 4-6, 2020 at the Kalahari in Wisconsin Dells.

### 15 Conference Sponsorships

Sponsorship Type	Sponsor Benefits	
<b>Brunch Sponsor</b> (Exclusive) \$4,500 <b>November 6</b>	<ul style="list-style-type: none"> <li>• Opportunity to present for 3-5 minutes to the group, and welcome everyone to the brunch</li> <li>• Ad included in announcements projected before brunch</li> <li>• Opportunity to place your organization/company literature or giveaways at each brunch place setting</li> <li>• Major signage displayed at entrance doors to the brunch indicating the Brunch Sponsor</li> <li>• Brunch is named after your organization/company (or whatever branding requested) and will appear in conference program, conference website, and any publication where brunch is listed</li> </ul>	<ul style="list-style-type: none"> <li>• 1 half page black and white ad in conference program (\$600 Value)</li> <li>• 1 Premier (red) exhibit table (\$450 Value)</li> <li>• Company material inserted in conference program (\$350 Value)</li> <li>• 3 Keynote Brunch tickets (\$135 Value)</li> <li>• Prominent logo placement on sponsor recognition banners</li> <li>• Listed on conference sponsor recognition banners, in conference program as WSCA Conference Sponsor</li> </ul>
<b>Participants Tote Bag</b> (Exclusive) \$3,500 <b>November 4-6</b>	<ul style="list-style-type: none"> <li>• Organization's name and logo will be only sponsor featured on Participants Tote Bag</li> </ul>	
<b>Preconference Sponsor</b> (Exclusive) \$2,500 <b>November 4</b>	<ul style="list-style-type: none"> <li>• 1 preconference registration (full day)</li> <li>• Major signage displayed indicating your organization as the Preconference Sponsor</li> <li>• Organization logo included in confirmation email to all preconference participants</li> </ul>	
<b>Opening Keynote Speaker Sponsor</b> (Exclusive) \$2,750 <b>November 5</b>	<b>NO LONGER AVAILABLE</b>	
<b>Closing Keynote Speaker Sponsor</b> (Exclusive) \$2,750 <b>November 6</b>	<ul style="list-style-type: none"> <li>• Organization representative introduced and given 2-3 minutes to welcome guests to closing keynote session and introduce keynote speaker</li> <li>• Rotating ad (100 words) of company on video screen at opening session</li> </ul>	
<b>Thursday Continental Breakfast Sponsor</b> (Exclusive) \$2,250 <b>November 5</b>	<ul style="list-style-type: none"> <li>• Major signage displayed at Thursday continental breakfast indicating your organization as the sole Breakfast Sponsor</li> </ul>	
<b>Thursday Lunch Sponsor</b> (Exclusive) \$2,250 <b>November 5</b>	<ul style="list-style-type: none"> <li>• Major signage displayed at Thursday buffet lunch indicating your organization as the sole Lunch Sponsor</li> </ul>	
<b>Nutrition Break Sponsor</b> (Exclusive) \$2,250 <b>November 5</b>	<b>NO LONGER AVAILABLE</b>	
	<ul style="list-style-type: none"> <li>• Major signage displayed at nutrition break areas indicating your organization as the Nutrition Break Sponsor</li> </ul>	

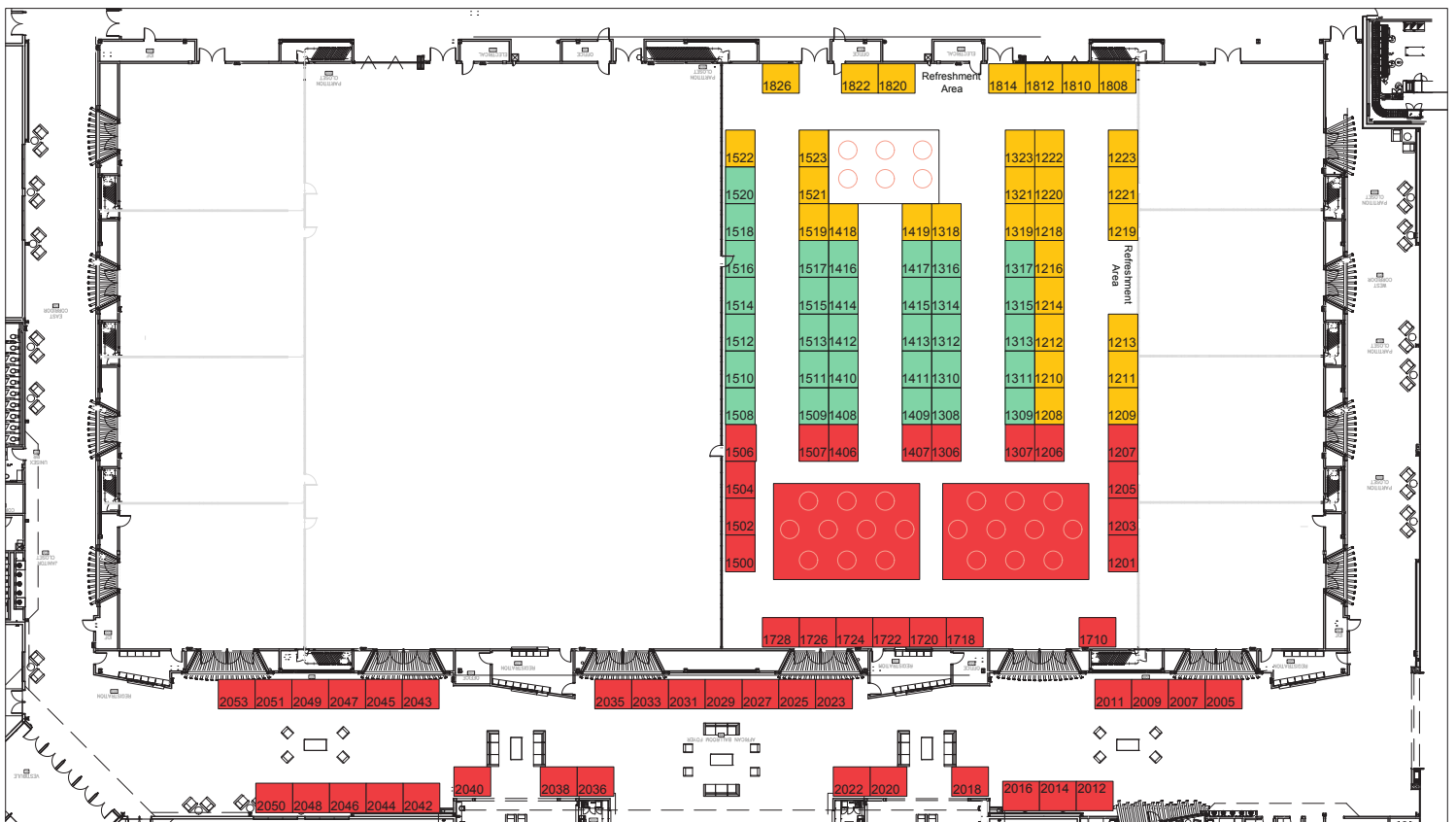
## 15 Conference Sponsorships

Sponsorship Type	Sponsor Benefits	
<b>Breakout Sectional Room Sponsor</b> (Limited) \$750 <b>November 4–6</b>	<ul style="list-style-type: none"><li>• Organization/company will be assigned a dedicated breakout sectional room</li><li>• Recognition signage with logo at entrance of assigned sectional room</li><li>• Marketing materials displayed and available to everyone who enters your assigned sectional room</li><li>• May decorate sectional room with your posters, marketing materials, colors/banners/etc.</li></ul>	<ul style="list-style-type: none"><li>• 1 Green exhibit table (\$400 Value)</li><li>• ¼ page black and white ad in conference program (\$300 Value)</li><li>• Logo placement on sponsor recognition banners</li><li>• Listed on conference sponsor recognition banners, in conference program as WSCA Conference Sponsor</li></ul>
<b>Professional Headshots</b> (Exclusive) \$1,000 <b>November 5–6</b>	<ul style="list-style-type: none"><li>• Company logo on all informational communication given to attendees before and during conference regarding professional headshots</li><li>• Major signage displayed indicating your organization as the Professional Headshots Sponsor</li></ul>	
<b>Shuttle Bus Sponsor Afternoon on the Hill</b> (Exclusive) \$1,000 <b>November 4</b>	<ul style="list-style-type: none"><li>• Organization representative introduced and given 5-10 minutes to welcome guests to Afternoon on the Hill</li><li>• Company logo on all informational communication to attendees before and during conference regarding shuttle service</li><li>• High-profile signage on interior of the bus for riders to see</li></ul>	
<b>WSCA Social</b> \$1,000 <b>November 5</b>	<ul style="list-style-type: none"><li>• Major signage displayed at event indicating your organization as Social Sponsor</li><li>• Company logo on all informational communication given to attendees before and during conference regarding Social</li></ul>	
Sponsorship Type	Sponsor Benefits	
<b>Coffee Sponsor</b> (Exclusive) \$500 <b>Exclusive Sponsor on November 4 or 5 or 6</b>	<ul style="list-style-type: none"><li>• Major signage displayed indicating your organization as Coffee Sponsor</li></ul>	<ul style="list-style-type: none"><li>• Logo placement on sponsor recognition banners</li><li>• Listed on conference sponsor recognition banners, in conference program as WSCA Conference Sponsor</li></ul>
<b>Popcorn Sponsor</b> (Exclusive) \$500 <b>November 5</b>	<div>NO LONGER AVAILABLE</div> <ul style="list-style-type: none"><li>• Major signage displayed indicating your organization as Popcorn Sponsor</li></ul>	
<b>Conference Booklet Inserts</b> \$350 <b>November 4–6</b>	<ul style="list-style-type: none"><li>• 1-page insert (1,200 copies) will be placed in conference program</li></ul>	<i>Please be sure all of the boxes/materials you ship are clearly marked with the event name and date (e.g., WSCA Conference – November 4–6, 2020).</i>

## Advertising Opportunities

AD OPTIONS	SIZES (w x h)	Date
<b>Full-Page Back Cover Ad in Program</b> (Color) \$1,250	7.5" x 9.5"	November 4-6
<b>Full-Page Inside Front Cover Ad in Program</b> (Color) \$1,100	7.5" x 9.5"	November 4-6
<b>Full-Page Inside Back Cover Ad in Program</b> (Color) \$1,100	7.5" x 9.5"	November 4-6
<b>Half-Page Ad in Program</b> (Black and White) \$600	3.5" x 9.5" (Vertical) 7.5" x 4.75" (Horizontal)	November 4-6
<b>Quarter-Page Ad in Program</b> (Black and White) \$300	3.5" x 4.75"	November 4-6
<b>E-Blast Banner Ad</b> <i>Only five opportunities available!</i> \$400	600 x 100 pixels 72 dpi	November 4-6

## Exhibit Floor Plan



# Sponsorship Agreement

My company agrees to the following sponsorship level at the 56th Annual WSCA Conference. Please check the level you wish to sponsor. Sponsorships must be received by October 15, 2020 to be included in the November conference 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 (600 px. wide • 100 px. high, 72 dpi, JPG or PNG) to admin@wscaweb.org.

## Contact Information

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

**Payment Information** ☐ Check (make payable to WI School Counselor Association) or Credit Card: ☐ VISA ☐ MasterCard

Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_ Security Code (CVV) \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

**Total Sponsorship Payment**  
(Due October 15, 2020)

## Choose Your Sponsorship

### 56th Annual Conference 2020-2021 | Kalahari

- ☐ Brunch Sponsor (Exclusive) \$4,500 • November 6
- ☐ Participants Tote Bag Sponsor (Exclusive) \$3,500 • November 4–6
- ☐ Preconference Sponsor (Exclusive) \$2,500 • November 4
- ☐ Opening Keynote Speaker Sponsor: **No Longer Available**
- ☐ Closing Keynote Speaker Sponsor (Exclusive) \$2,750 • November 6
- ☐ Continental Breakfast Sponsor (Exclusive) \$2,250 • November 5
- ☐ Lunch Sponsor (Exclusive) \$2,250 • November 5
- ☐ Nutrition Break Sponsor (Exclusive) \$2,250 • November 5
- ☐ Breakout Sectional Room Sponsor (Limited) \$750 • November 4–6
- ☐ Professional Headshots (Exclusive) \$1,000 • November 5–6
- ☐ Shuttle Bus Sponsor (Exclusive) \$1,000 • November 4
- ☐ WSCA Social Sponsor \$500 • November 5
- ☐ Coffee Sponsor (Exclusive) \$500 • November 4
- ☐ Coffee Sponsor (Exclusive) \$500 • November 5
- ☐ Coffee Sponsor (Exclusive) \$500 • November 6
- ☐ Popcorn Sponsor (Exclusive): **No Longer Available**
- ☐ Conference Booklet Inserts \$350 • November 4–6

### Advertising Opportunities

- ☐ Full-Page Back Cover Ad in Program (Color) \$1,250
- ☐ Full-Page Inside Front Cover Ad in Program (Color) \$1,100
- ☐ Full-Page Inside Back Cover Ad in Program (Color) \$1,100
- ☐ Half-Page Ad in Program (Black and White) \$600
- ☐ Quarter-Page Ad in Program (Black and White) \$300
- ☐ E-Blast Banner Ad (Only five opportunities available!) \$400

# Exhibitor Registration

WSCA Conference 2020-2021

November 5-6, 2020

Kalahari Resort

Wisconsin Dells, WI



Wednesday, November 4 2:00 – 6:00 p.m. (optional)

Thursday, November 5 7:30 a.m. – 6:30 p.m.

Friday, November 6 7:30 – 11:00 a.m.

**Exhibitors:** Please complete the information below or attach a business card. Remember, this information will be used in the conference book, website, onsite app and any other promotional material.

Organization Name (as it should appear in event materials) \_\_\_\_\_

Mailing Address \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Level of Target Audience: ☐ PreK-5 ☐ 6-8 ☐ 9-12 ☐ Other \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_

Company Web Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Alternate Phone: \_\_\_\_\_

Additional Company Representative: (Attach addition sheet if necessary)

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

**Prizes:** An excellent way to receive recognition for your organization is to donate a prize for our Exhibitor Bingo Card Drawing. We ask that the value of these prizes be \$100 or greater. These prizes will be given away at the Thursday WSCA Social event.

☐ Yes, I will bring: \_\_\_\_\_ ☐ Sorry, not this year

**Description:** Please provide a 25-30 word description of the product/purpose of your booth to: [admin@wscaweb.org](mailto:admin@wscaweb.org)

**Sponsorship & Advertising:** For information on available opportunities please contact: Gary Campbell: 715-222-4393 or [conference@wscaweb.org](mailto:conference@wscaweb.org).

**Facility Booth Needs:** Details on electrical, internet and shipping please visit: <https://www.wscaweb.org/conferences/2020-21-annual-conference/>

**Booth Requests:** Enter requested booth locations here: #1 \_\_\_\_\_ #2 \_\_\_\_\_ #3 \_\_\_\_\_

Open booth numbers and locations are available online: [www.wscaweb.org](http://www.wscaweb.org)

## Exhibitor Booth Fees

	Before 10/01/20	w/Late Fee
Red (Premier)	\$450	\$475
Yellow	\$425	\$450
Green	\$400	\$425
A Late Fee of \$25 May Apply After 10/1/20		

Please submit completed form with check payable to WSCA to the office, or complete credit card information and return by mail, fax or e-mail:

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

Exp. Date \_\_\_\_\_ CVV \_\_\_\_\_

Email receipt to: \_\_\_\_\_

**WSCA  
Administrative Office**  
1005 Quinn Drive  
Suite 158  
Waunakee, WI 53579

Phone: 608-204-9825  
Fax: (855) 756-9002

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

Exhibit booth includes:

- 1 (one) 8' x 2' x 30" table
- 2 (two) chairs

**Also included for 2020-2021:**

- Table Linen & Skirt
- 7"x44" Identification Sign

**If you have exhibitor  
registration questions,  
please contact:**

Rich Miesfeld  
920-459-7084

[exhibits@wscaweb.org](mailto:exhibits@wscaweb.org)

**If you have exhibitor  
payment questions,  
please contact:**

WSCA Office  
608-204-9825

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

*Note: Refund requests must be made in writing before October 1, 2020 and will result in a 25% processing fee.  
No refunds will be granted after this date.*