



**2022-2023  
Exhibitor and  
Sponsorship  
Prospectus**

*We are excited to invite you to the  
2022 WSCA Annual Conference!  
Our second year in our new location will only increase attendance,  
with a more significant regional draw!*



**58th Annual Conference  
November 2-4, 2022  
Kalahari Convention Center & Resort, Wisconsin Dells**

# We are excited to welcome you to the 2022 WSCA Annual Conference

We continue to live in unprecedented times, and as organizations supporting educators, our **RESILIENCE** has become central to our own well-being. We are again looking forward to supporting and learning from each other this November 2nd - 4th, 2022, at the beautiful Kalahari Resort and Convention Center in Wisconsin Dells. We invite you to share your expertise with Wisconsin school counselors!

This year, the WSCA annual conference will be presented in person only, however there will be an opportunity to build your own exhibitor profile in our great conference app. This virtual profile allows exhibitors and sponsors to benefit from increased attendee reach, new communication channels and interactions, increased engagement, and more.

We are grateful for your continued partnership as we remain Rooted in Resilience.

## Highlights of WSCA 2022

- 1. Location and Floorplan** – 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!
- 2. Great Social Opportunities** – WSCA loves creating meaningful, fun, and customized networking socials and leadership receptions. Our increased convention space in a resort setting provides new social options that we have not had in the past!
- 3. Refreshed Exhibitor Demonstration Opportunities** – Due to the high demand for presentation requests, last year we added a presentation space just for exhibitors. We will continue this opportunity this year, but it will be better promoted, have more marketing reach after the conference, and have more exclusive timeslots to help capitalize on the schedule availability of attendees.
- 4. Sponsorship Opportunities** – Your opportunities to reach potential customers through sponsorship are endless. Grab attendees' attention by sponsoring a keynote, meal, or professional recognition awards. We encourage you to look at how these sponsorships will benefit your 2022 goals. 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.**

Join us for this celebration of resiliency November 2-4, 2022, at the Kalahari Conference Center & Resort in Wisconsin Dells, WI. Come for the conference, stay for the weekend, and come together with Wisconsin's school counselors!

We look forward to seeing you in Wisconsin Dells!

Sincerely,

Stacy Eslick  
Executive Director, Wisconsin School Counselor Association





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

THE WSCA 2022 ANNUAL  
CONFERENCE SNAPSHOT

1,200+

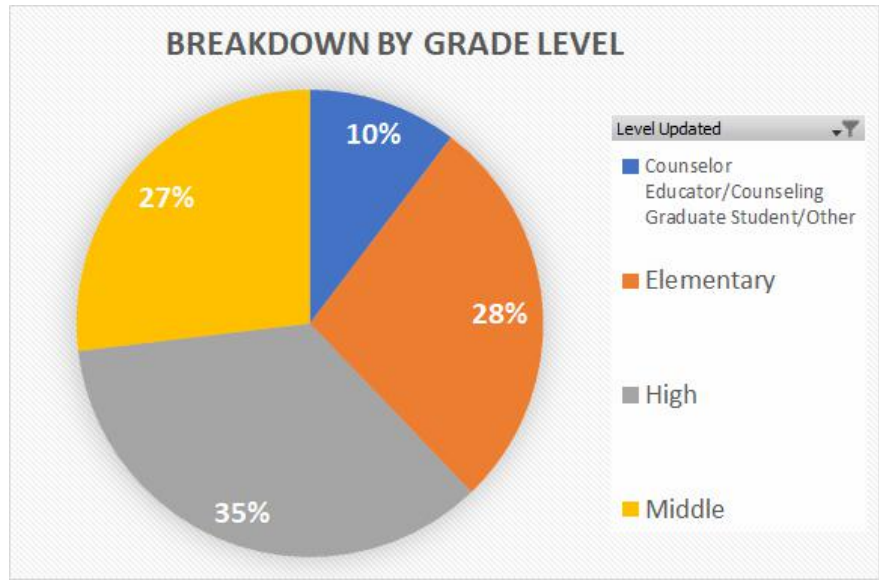
Attendees

School Counselors  
School Psychologists  
School Social Workers  
School Administrators  
and more





# WHO ATTENDS THE WSCA CONFERENCE




- 582  
Followers

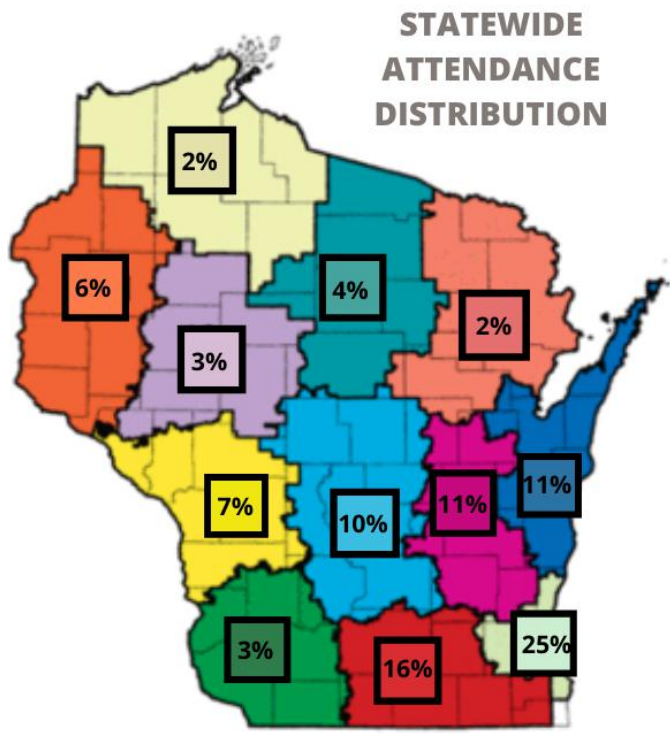

- 1,130  
Members


- 1,813  
Followers


- 7,707  
Email Contacts


- 862  
Unique App Users





Broken Down By CESA  
(Cooperative Educational Service Agencies)

# 540+

## Unique Schools Represented!

# WHY JOIN US AS A SPONSOR OR EXHIBITOR?

Did you know that the Wisconsin School Counselor Association (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 2021-2022 WSCA Conference:*

*More counselors seemed to visit exhibit hall than at the previous location.*

*We learned new information about industry providers through other exhibitors and networking with many people.*

*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



**91% of 2021 Exhibitors Were Strongly Satisfied** in the Value of the Conference

# SPONSORSHIP OPPORTUNITIES

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 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 extends to our full email distribution list of over 6,000 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 \$4,500, with **higher levels that include exhibit booths and advertising.**





# SPONSORSHIP BENEFITS

	BRUNCH	TOTE BAGS & T-SHIRTS	KEYNOTES	AWARDS	APP	LANYARD	MEALS	PRECONFERENCE	SOCIAL	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'	8'x10'	Ø	Ø	8'x10'
PREMIUM BOOTH LOCATION	✓	✓	✓	✓	✓	✓	✓	✓	✓	Ø	Ø	Ø	Ø	Ø
EXTRA EVENT SIGNAGE	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Ø
LOGO IN EMAIL MARKETING	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Ø
LOGO ON CONFERENCE WEBSITE	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Ø
PROGRAM GUIDE AD	1/2 PAGE	1/2 PAGE	1/2 PAGE	1/2 PAGE	1/2 PAGE	1/2 PAGE	1/2 PAGE	1/2 PAGE	1/2 PAGE	1/4 PAGE	1/4 PAGE	1/4 PAGE	Ø	Ø
FREE REGISTRATIONS	3 Conf.	3 Conf.	3 Conf.	3 Conf.	3 Conf.	3 Conf.	3 Conf.	3 Conf. 1 PreCon	3 Conf.	Ø	Ø	Ø	Ø	Ø
PROGRAM INSERT	✓	✓	✓	✓	✓	✓	✓	✓	✓	Ø	Ø	Ø	Ø	Ø
EXHIBITOR DEMONSTRATION SLOT	✓	✓	✓	✓	✓	✓	Ø	Ø	Ø	Ø	Ø	Ø	Ø	Ø
ANNOUNCEMENTS AD	✓	Ø	✓	Ø	Ø	Ø	Ø	Ø	Ø	Ø	Ø	Ø	Ø	Ø
PODIUM TIME	5 MIN	Ø	3 MIN	3 MIN	Ø	Ø	Ø	Ø	Ø	AOH ONLY	Ø	Ø	Ø	Ø
SPONSOR NAMED EVENT	✓	Ø	Ø	Ø	Ø	Ø	Ø	Ø	Ø	Ø	Ø	Ø	Ø	Ø

**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

## Brunch Sponsor



### Brunch Sponsor

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

November 4th

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

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

November 2nd-4th

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**

*Molly Hudgens*

November 3rd

### Closing Keynote Sponsor

(Exclusive) \$4,000

*John Hodge*

November 4th

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

## Tote Bag Sponsor



### Participants Tote Bag Sponsor

~~\$3,500~~ **SOLD OUT**

November 2nd-4th

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

(Exclusive) \$3,500

November 3rd

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 3rd-4th

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

## Conference App Sponsor



### Conference App Sponsor

~~\$3,000~~ **SOLD OUT**

November 2nd-4th

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

# SPONSORSHIP DETAILS

## Lanyard Sponsor



**Lanyard Sponsor**  
~~(Exclusive) \$3,000~~ **SOLD OUT**  
November 2nd-4th

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 3rd

**Thursday Lunch Sponsor**

~~\$5,000~~ **SOLD OUT**  
November 3rd

**Nutrition Break Sponsor**

~~\$2,500~~ **SOLD OUT**  
November 3rd

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

## Preconference Sponsor



**Preconference Sponsor**  
**(Exclusive) \$2,500**  
November 2nd

This sponsorship provides you with the maximum opportunity to participate in 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!



## Social Sponsor



**WSCA Social Sponsor**  
**(Limited - Only 3 Available!) \$2,500**  
November 2nd ~~or 3rd~~

Be the life of the party and help all of our attendees unwind! Select your choice of event between our Welcome to WSCA Reception, WSCA Social, or WSCA Piano Bar Hour.

## Headshots Sponsor



**Professional Headshots Sponsor**  
~~\$1,000~~ **SOLD OUT**  
November 3rd-4th

Help us offer this great professional resource that the majority of attendees participate in! With a steady flow of traffic there will be lot's of opportunity for name recognition for your organization.

## Shuttle Bus Sponsor



**Shuttle Bus Sponsor**  
**Afternoon on the Hill**  
~~\$1,000~~ **SOLD OUT**  
November 2nd

Even though our event is no longer taking place in Wisconsin's capital city, we still plan to host this popular event. Show your investment in government relations by sponsoring this transportation.



# SPONSORSHIP DETAILS

## Extra F&B Sponsor



**Coffee Sponsor**  
(Exclusive Per Day) \$750  
November 2nd ~~or 3rd or 4th~~

**Popcorn Sponsor**  
~~(Exclusive) \$750~~ **SOLD OUT**  
November 3rd

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

## Sectional Room Sponsor



**Breakout Sectional Room Sponsor**  
(Limited) \$500  
November 3rd-4th

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

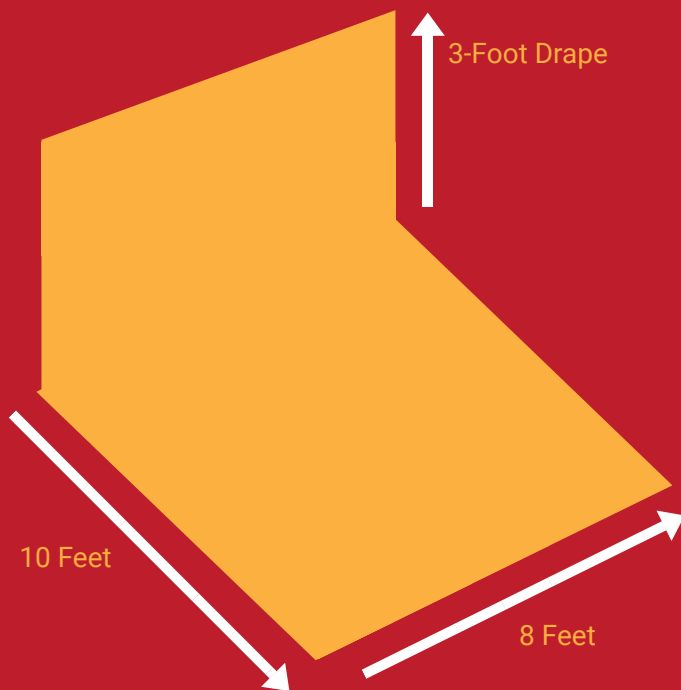
We are proud to say that our conference location boasts many benefits that we hope will enhance your exhibitor experience, based on feedback we have received directly from you. As an exhibitor, you will have access to:

- Lower conference hotel rates, free parking, and better wi-fi service.
- Pipe, draping and linen tablecloths/skirts now included in exhibitor registration fees.
- Resort style property offering networking and collaboration with counselors, exhibitors, and other attendees together under the same roof.
- Venue which is expected to continually increase attendance and improve the already stellar regional draw of the WSCA annual conference.
- **Exhibitor demonstration opportunities!**  
More information on pg. 16



# 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
- 8'-High Draped Back Wall, 3'-High Draped Sidewalls

## SPACE

### CAPITALIZE ON THE BUSTLING EXHIBIT HALL FLOOR.

### 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 lunches, receptions and refreshment breaks
- Extended breaks and meal times mean more traffic flow to the exhibit hall
- Company listing and booth location in conference Program (subject to print deadlines)
- Company listing, logo, and 50-word company description in the conference app

Exhibit space rental **does NOT include utilities**, 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 10/02/2022	w/Late Fee
<b>Red (Premier)</b>	Only included for sponsorships with Premier Booth Location	
<b>Yellow</b>	\$500	\$550
<b>Green</b>	<b>SOLD OUT</b>	<b>SOLD OUT</b>

A Late Fee of \$50 Will Apply After 10/02/2022

## Floor Plan



## Exhibit Hall Schedule

**Exhibitor Move In:** Wednesday 2PM-6PM  
Thursday 7AM-7:30AM

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**Show Hours:** Wednesday 4PM-7PM (optional)  
Thursday 7:00AM-5PM  
Friday 7:15AM-11AM

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**Exhibitor Move Out:** Friday 11AM-1PM

## Exhibitor Demonstrations

**Cost:** \$500 per presentation.

**Attendance:** Seating for up to 35 in a presentation space within the exhibit hall (WSCA cannot guarantee the number of attendees that will attend the session as attendees do not sign up for sessions in advance).

**Exhibitor Presentations:** Demonstration titles must be received by October 10th, 2022 to be included in the program booklet. The WSCA business office will work with each exhibitor to collect this information after receiving registration information. *Proposals contingent upon review of Conference team.*

**Availability:** Presentation times available for 10 timeslots - first come, first served.

### Exhibitor Demonstration Opportunities (Limited) \$500

We invite our industry partners to engage with WSCA members via our new Exhibitor Demonstration opportunities!

These 30 minute “infomercials” will provide members the opportunity to learn more from industry partners in a presentation format right on the exhibit floor. There will be a specific stage and viewing area set aside for these presentations. The schedule of presentations will be included in the conference booklet and schedule.

We know our exhibitors bring considerable expertise that spans a full range of topics in school counseling. Industry partners unlock their expertise to inform members, while offering the opportunity to provide an overview of resources or solutions.

# 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	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"



# WSCA Conference 2022-2023 Sponsorship Agreement

My company agrees to the following sponsorship level at the 58th Annual WSCA Conference. Please check the level you wish to sponsor. Sponsorships must be received by October 10, 2022, to be included in the November conference program booklet.

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 (at least 400 px. wide • 400 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, 2022)

## Choose Your Sponsorship

### 58th Annual Conference 2022-2023 | Kalahari

- \*Brunch Sponsor (Exclusive) \$5,000 • November 4
- \*T-Shirt Sponsor (Exclusive) \$5,000 • November 2-4
- \*Opening Keynote Sponsor (Exclusive) \$4,000 • November 3
- \*Closing Keynote Sponsor (Exclusive) \$4,000 • November 4
- \*Participants Tote Bag Sponsor (Exclusive) \$3,500 • November 2-4
- \*Professional Recognition Sponsor (Exclusive) \$3,500 • Nov 3
- \*Conference App Sponsor (Exclusive) \$3,000 • November 2-4
- \*Lanyard Sponsor (Exclusive) \$3,000 • November 2-4
- \*Lunch Sponsor (Exclusive) \$3,000 • November 3
- \*Continental Breakfast Sponsor (Exclusive) \$2,500 • November 3
- \*Nutrition Break Sponsor (Exclusive) \$2,500 • November 3
- \*Preconference Sponsor (Exclusive) \$2,500 • November 2
- \*WSCA Social Sponsor (Limited) \$2,500 • November 2-~~or 3~~
- \*Professional Headshots (Exclusive) \$1,000 • November 3-4
- \*Shuttle Bus Sponsor (Exclusive) \$1,000 • November 2
- Coffee Sponsor (Exclusive) \$750 • November 2
- Coffee Sponsor (Exclusive) \$750 • November 3

- Coffee Sponsor (Exclusive) \$750 • November 4
- Popcorn Sponsor (Exclusive) \$750 • November 3
- Breakout Sectional Room Sponsor (Limited) \$500 • Nov 2-4
- Friend of School Counseling Sponsor (Unlimited) \$250
  - Does not include any participation in the conference event. Only includes logo and company name shared on conference website and sponsors list

## 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
- Conference Booklet Inserts \$350 • November 2-4

**\*If your sponsorship level includes exhibit space, please also complete the exhibit registration details on the next page\***

# Exhibitor Registration

## WSCA Conference 2022-2023

November 2-4, 2022

Kalahari Resort

Wisconsin Dells, WI



Wednesday, November 2 4:00 – 7:00 p.m. (optional)

Thursday, November 3 7:00 a.m. – 5:00 p.m.

Friday, November 4 7:15 – 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 additional 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 & Logo:** Please provide a logo and 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 the WSCA Administrative Office: 608-204-9825 or [admin@wscaweb.org](mailto:admin@wscaweb.org).

**Facility Booth Needs:** Details on electrical, internet and shipping will be provided to you closer to the date of the event.

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

### Exhibitor Booth Fees

	Before 10/02/22	w/Late Fee
<b>Red (Premier)</b>	Only included for sponsorships with Premier Booth Location	
<b>Yellow</b>	\$500	\$550
<b>Green</b>	SOLD OUT	SOLD OUT

*Please circle your selection*  
**A Late Fee of \$50 Will Apply After 10/02/22**

### Exhibitor Demonstration Fees

30-minute Exhibitor Demonstration — \$500

*Timeslots will be assigned closer to the event*

**Total Exhibitor Payment:** \$ \_\_\_\_\_

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.

**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 2022-2023:**

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

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

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

Email Receipt To \_\_\_\_\_

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

WSCA Office 608-204-9825

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

*Note: Refund requests must be made in writing before October 2, 2022 and will result in a 25% processing fee. No refunds after this date.*