

We are excited to welcome you to  
the 2025 annual conference!



# Exhibitor & Sponsorship Prospectus

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2025-2026

**61st Annual Conference**  
**November 5-7, 2025**  
**Kalahari Convention Center & Resort, Wisconsin Dells**

# Welcome to WSCA 2025!

## 2025 CONFERENCE COMMITTEE

### DATES:

November 5, 2025  
(Preconference)  
November 6-7, 2025  
(Conference)

### PLACE:

Kalahari Convention Center  
1305 Kalahari Dr,  
Baraboo, WI 53913

Stacy Eslick	Executive Director
Kelli Savage	Conference Director
Andrea Berlin	Sectionals Director
Amanda Kauth	Preconference Director
Nicole Kester	Operations Manager

## WELCOME & HIGHLIGHTS

We are again looking forward to supporting and learning from each other this November 5-7, 2025, 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 2025

**1. Reworked Event Schedule With More Intentional Traffic to Exhibit Hall** -- The Exhibit Space at the Kalahari creates an immersive experience for attendees as they navigate the hall. WSCA is dedicated to intentionally leading attendees to the space by placing snack breaks, coffee, professional headshots, and more there to help draw folks to you! **NEW—We've restructured our event schedule to enhance visibility and engagement opportunities for exhibitors. The exhibit hall will now be open for a total of 15.5 hours, with 3.75 hours of dedicated, exclusive exhibit hall time built into the conference agenda. This includes designated time on Wednesday from 4:00-6:00 p.m. to capture preconference attendees, an excellent opportunity to make valuable first impressions. This dedicated time will be actively marketed to attendees to encourage strong participation.**

**2. Flexible Registration Support** -- Can't access marketing or exhibit funds until a certain time of year? WSCA prides itself on meeting your organization where you are at. Our business office is happy to work with you to ensure you can sign up at the prime time for maximum visibility, even if the timing isn't right for your financial transaction. We are also always happy to discuss custom sponsorship packages if our list doesn't meet your needs.

**3. Newly Organized Sponsorship Packages** -- Your opportunities to reach potential customers through sponsorship are endless. Grab attendees' attention by selecting from one of our newly reorganized and easier-to-understand sponsorship tiers. We encourage you to look at how these sponsorships will benefit your 2025 goals. **NEW - All sponsorship packages now include an exhibit booth.**

Join us for this celebration of self-love and courage. Come for the conference, stay for the weekend, and catch the wave 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!

Be seen at the Midwest's largest annual gathering of school counselors.

## Top Reasons to Attend

**Demonstrate your commitment** to the school counseling profession by being a part of our **1200+ person** event

► 92% of attendees said they had adequate time to visit the exhibit hall!

**Expand your visibility** in the exhibit hall, where we provide **3.75 hours of exclusive scheduled exhibit hall time** in addition to breaks and refreshments to drive attendees to you

► 99% of exhibitors said they were happy with their booth location!

**Network and connect** to increase your organization's brand awareness at the largest school counseling conference in the Midwest

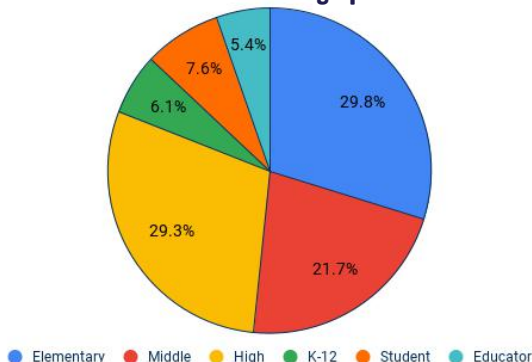
► 95% of attendees said they were satisfied with the variety of exhibitors!

**Capture the attention** of attendees during some of the longest exhibit hall hours available at educational conferences

► 96% of exhibitors said the exhibit hall hours were adequate!

Attendees include **School Counselors**, **School Psychologists**, **School Social Workers**, **School Administrators**, and more, with 540+ unique schools represented!

Conference Demographics



"The highlight of this year's conference for me was engaging in the very well-organized conference. Every counselor we spoke with had positive comments!"

- 2024 Conference Exhibitor

## THE WSCA CONFERENCE BY THE NUMBERS



Conference app enables ability to capture **contact information from 100% of your booth visitors**

► 2881 app leads were generated in 2024!



**Audience reach is 160% higher** than other Midwest SCA Conferences

► Only Midwest SCA conference with more than 1,000 participants!



Sponsorship options start **\$1,500 lower** than other Midwest SCA conferences, with a greater audience reach

► Packages start at \$1,250, others start at \$2,500+!



**100% of 2024 Exhibitors Were Satisfied or Very Satisfied** in the Conference overall

► What more is there to say!

# SPONSORSHIP PACKAGES

	PLATINUM	GOLD	SILVER	BRONZE
PRICE (\$)	\$5,000	\$3,500	\$2,500	\$1,250
ONE BOOTH INCLUDED	8'x10'	8'x10'	8'x10'	8'x10'
PREMIUM BOOTH LOCATION	✓	✓	✓	⊘
EXTRA EVENT SIGNAGE	✓	✓	✓	✓
LOGO IN EMAIL MARKETING	✓	✓	✓	✓
LOGO ON CONFERENCE WEBSITE	✓	✓	✓	✓
SPONSOR DESIGNATION ON APP	✓	✓	✓	✓
PROGRAM GUIDE AD	1/2 PAGE	1/2 PAGE	1/4 PAGE	⊘
FREE REGISTRATIONS (meals included)	3 Conf.	2 Conf.	1 Conf.	⊘
PROGRAM INSERT	✓	✓	✓	⊘
SPONSOR SECTIONAL	✓	✓	⊘	⊘
GENERAL SESSION RECOGNITION	✓	⊘	⊘	⊘
PODIUM TIME	✓ <small>*NOT INCLUDED FOR T-SHIRT OPTION</small>	⊘ <small>*PODIUM TIME IS INCLUDED FOR PROF REC</small>	⊘	⊘

## Platinum Sponsorship

### Options: (\$5,000)

- Brunch
- Keynotes
- Conference T-Shirt

## Gold Sponsorship

### Options: (\$3,500)

- Tote Bag
- Accessibility
- Professional Recognition
- Conference App
- Lanyard
- Thursday Lunch

## Silver Sponsorship

### Options: (\$2,500)

- Continental Breakfast
- Nutrition Break
- Photobooth

## Bronze Sponsorship

### Options: (\$1,250)

- Preconference
- Socials
- Wellness
- Headshots
- Coffee
- Popcorn
- Sectional Room

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

- LOGO & RECOGNITION 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. 3 for full details of what is included in each sponsorship package.

## Brunch Sponsor

**Brunch Sponsor  
(Exclusive)**  
November 7th

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

## T-Shirt Sponsor

**T-Shirt Sponsor  
(Limited)**  
November 5th-7th

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  
(Exclusive)**  
*Furzedah Shaeed*  
November 6th

**Closing Keynote  
Sponsor  
(Exclusive)**  
*Gerry Brooks*  
November 7th

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!

## Tote Bag Sponsor

**Tote Bag Sponsor  
(Limited)**  
November 5th-7th

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.

## Accessibility Sponsor

**Accessibility Sponsor  
(Exclusive)**  
November 5th-7th

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

## Awards Sponsor

**Professional  
Recognition Sponsor  
(Exclusive)**  
November 6th

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.

## Conference App Sponsor

**Conference App Sponsor  
(Limited)**  
November 5th-7th

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.

## Lanyard Sponsor

**Lanyard Sponsor  
(Limited)**  
November 5th-7th

Your logo and the WSCA logo will be printed on the lanyard that each participant receives.

# SPONSORSHIP DETAILS

Please refer to the sponsor benefits chart on pg. 3 for full details of what is included in each sponsorship package.

## Meal Sponsor

**Thursday Continental  
Breakfast Sponsor  
(SILVER; Exclusive)**  
November 6th

**Thursday Lunch  
Sponsor  
(GOLD; Exclusive)**  
November 6th

**Nutrition Break Sponsor  
(SILVER; Exclusive)**  
November 6th

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

## Photobooth Sponsor

**Photobooth Sponsor  
(Exclusive)**  
November 6th

Bring attendee's memories to life by sponsoring a photo booth at our Thursday night social!

## Preconference Sponsor

**Preconference Sponsor  
(Exclusive)**  
November 5th

This sponsorship provides you with the maximum opportunity to participate in learning at the WSCA conference. In addition to the included registration 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)**  
November 5th or 6th

Be the life of the party and help all of our attendees unwind! Select your choice of event from our three socials: Welcome to WSCA (Wed night), WSCA Social at Cinco Nino's, or at the Volcano Lounge (Thurs night).



## Wellness Sponsor

**WSCA Wellness Sponsor  
(Limited)**  
November 6th-7th

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

## Headshots Sponsor

**Professional Headshots Sponsor  
(Exclusive)**  
November 6th-7th

Free Professional Headshots are an offering we provide to drive attendees to the exhibit hall. Help us offer this great professional resource!

## Extra F&B Sponsor

**Coffee Sponsor  
(Exclusive/Day)**  
Nov 5th or 6th or 7th

**Popcorn Sponsor  
(Exclusive)**  
November 6th

Help attendees stay caffeinated and nourished throughout their long days at conference!



## Sectional Room Sponsor

**Breakout Sectional Room Sponsor  
(Limited)**  
November 5th-7th

You will sponsor a specific breakout room, identified by room signage, app designation, and the ability to provide marketing materials.

# EXHIBITOR PACKAGES

## Pricing

	Before 10/01/2025	With Late Fee
<b>Red [Premier]</b>	Only included for sponsorships with Premier Booth Location	
<b>Yellow</b>	\$500	\$550
<b>Green</b>	\$400	\$450

## Exhibit Hall Schedule

### Exhibitor Move-In:

Wednesday 2PM-4PM  
Thursday 6:30AM-7:00AM

### Show Hours:

Wednesday 4PM-6PM  
Thursday 7:00AM-5PM  
Friday 7:30-11AM

### Exhibitor Move Out:

Friday 11AM-1PM

## Floor Plan

Exhibit booth assignments are assigned based on the date of registration and requests and are provided at exhibitor check-in.  
[Click here to view the floor plan](#) (subject to change).

## WHAT COMES WITH YOUR BOOTH RENTAL?

### Exhibit booth specifics:

- 8' x 10' booth space
- 1 (one) 8' x 2' x 30" table
- 2 (two) chairs
- table linen & skirt
- 7"x44" identification sign
- draped back wall, 3'-high draped sidewalls

### What else comes with:

- 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 description in the conference app with **editing access to customize**
- QR Code for participation in the exhibit hall scavenger hunt with **lead scans accessible post-event**
- Conference app access with **lead scan ability**

*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.*



# ADVERTISING PACKAGES

Expand your reach with advertising!

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

Ad Option	Size
Full-Page Back Cover Ad (Color) \$1,250	7.5" x 9.5" 540 x 720 px
Full-Page Inside Front Cover Ad (Color) \$1,100	7.5" x 9.5" 540 x 720 px
Full-Page Inside Back Cover Ad (Color) \$1,100	7.5" x 9.5" 540 x 720 px
Half-Page Ad (Black and White) \$600	3.5" x 9.5" or 7.5" x 5" 540 px widest
Quarter-Page Ad (Black and White) \$300	3.5" x 4.75" 270 x 360 px
E-Blast Banner Ad (Only five opportunities available!) \$400	Logo Only
Conference Program Inserts (1,200, delivered to WSCA) \$400	up to 8.5" x 11"
Friend of School Counseling Sponsor \$250	Logo Only

"You did a great job planning for food breaks in the exhibit hall to honor the exhibitors, and to help attendees look for resources!"

- 2024 Conference Attendee





# TERMS & CONDITIONS

## LIABILITY

The exhibitor agrees to make no claim, for any reason whatsoever, against WSCA, the Kalahari Conference Center or any other contractors for loss, theft, damage or destruction of goods, or for any injury to self or employees. Nor will claim be made for any damage of any nature or character, including damage by reason of failure to provide space for the exhibit, or for removal of the exhibit or for failure to hold the conference as scheduled.

## UNOCCUPIED SPACE

Should any rented exhibitor space remain unoccupied on the opening day or should any space be forfeited due to failure to make payment, WSCA reserves the right to rent that space to any other exhibitor or use that space for such purposes as it may see fit without any liability on its part. This clause shall not affect the obligation of the exhibitor to pay the full amount specified in the space rental agreement should WSCA not resell the space.

## ACCEPTABILITY OF EXHIBITS

WSCA reserves the right to refuse to sell exhibit space to any company it deems objectionable or at cross purposes to the association's mission. **Exhibitors shall not place any promotional material on tables in common areas or the like outside of their assigned exhibit space.** Animals or machinery are not allowed on the exhibit floor without prior approval from show management.

## FIRE, SAFETY AND HEALTH

The exhibitor agrees to accept full responsibility for compliance with local, city and state fire, safety and health ordinances regarding the installation and operation of equipment.

## DAMAGES TO PROPERTY

Exhibitors are liable for any damage caused to building floors, walls, columns or tables or to any other exhibitor's property. Exhibitors may not apply paint, lacquer, adhesive or any other coating to building columns, floors, walls or tables.

## DEADLINES AND CANCELLATIONS

The conference app and website information cutoff date to add or edit information is October 22, 2025. No changes will be permitted after this date. If artwork is not provided or is not in the file format required to WSCA by the due date requested, then the organization will be left out of printed promotional materials, and no refunds will be permitted. Any cancellation must be requested in writing via email to [admin@wscaweb.org](mailto:admin@wscaweb.org). Requests received prior to October 1, 2025, will receive a full refund, less a 25% service fee. No refunds will be granted after October 1, 2025.

## EXHIBITOR SETUP

Any exhibitors who haven't set up their exhibit space prior to 7 a.m. on Thursday, November 6th, could have their space reallocated as unoccupied space and resold.

## EXHIBITOR TAKE DOWN

It is WSCA's expectation that exhibitors attend all three days of the event and do not take down their booth prior to Friday, November 7th, at 10 a.m.

## GUIDELINES FOR DISPLAY

A standard booth (8' x 10') will have a 3' back drape and 3' side rails. The height of the back of your space may not exceed 8'. High counters must be placed at least 2' back from the booth entrance, so as not to cause aisle traffic.

## RULES & REGULATIONS

- Exhibitor/sponsor badges cannot be exchanged with another individual.
- You are not permitted to conduct business outside of your assigned space.
- Payment is due by October 20, 2025, at the latest. If payment is not received by the due date, then the exhibitor forfeits the exhibit space and/or sponsorship.
- Exhibitors are not allowed to suspend from or attach signs, parts of exhibits or any other exhibit materials to the ceiling of the exhibit hall.
- Exhibitor shall keep assigned space neat and clean at all times.
- Exhibitors shall dress appropriately in business casual (organization logo attire is acceptable) or business attire.
- Exhibitor may not assign, sublet or share any part of the exhibit space contracted to it. Only division companies with a common parent company may lease booth space jointly, and a minimum of one standard booth per division is required. For directory listings, only one company name listing is allowed per each standard booth space.
- During show hours, each exhibit must be staffed by an exhibitor representative as much as possible (with exception for bathrooms breaks, etc.).
- Exhibitor and its representative may not smoke at the exposition, sessions and social functions. This includes e-cigarettes.
- WSCA does not sell attendee lists. All leads are generated through the conference app with consent of the attendee. Any solicitations from third-party organizations are not valid.

All storage and handling charges due to failure to remove exhibit materials from the display or storage area at the conclusion of the move-out period shall be the responsibility of the exhibitor.

WSCA reserves the right to relocate assigned space.

# TERMS & CONDITIONS

## WISCONSIN ETHICS LAW AS APPLIED TO SUITCASING AND OUTBOARDING

As the statewide association representing school counselors in Wisconsin, our events attract and engage an entire education ecosystem. WSCA wants to ensure everyone in the community, from members, to attendees, to sponsors, have a successful experience at WSCA events and are correctly following Wisconsin's Ethics Laws. Thus, we are taking steps to protect from suitcasing and outboarding at our events. This policy establishes our position and practices.

### What is Wisconsin's Ethics Law?

*WI Ethical Standards: Meeting the Regulations as School District Staff and Vendors*

*School district employees are public employees required to abide by a strict code of ethics. Ethics codes generally prohibit officials from accepting:*

- *Items or services of substantial value.*
- *Anything of value that could reasonably be expected to influence the official's vote.*
- *Anything of value that could reasonably be considered a reward for official action.*

*A local public official may accept meals, refreshments, and the like without charge that are provided, sponsored, and/or sanctioned by the conference organizer.*

*For complete information, please reference Wisconsin Ethics Law.*

**In essence, this law prohibits our attendees from accepting prizes/gifts from exhibitors, including private gatherings or receptions (ie. outboarding). However, prizes may be donated to WSCA for distribution to conference attendees selected from a pool of ALL attendees, with understanding that prizes will be used in schools, and separate activities or events can be submitted to WSCA for approval (see below).**

### What is Suitcasing?

Suitcasing is the act of attending an event to market, promote, sell, or otherwise solicit business, without purchasing an exhibitor booth or sponsoring the event. This behavior is counter to the business interests of our paying exhibitors and sponsors, as it steals leads and opportunities from them. Suitcasing may take the form of commercial activity conducted during event hours from a hotel guest room or hospitality suite; a restaurant, club, or any other public place.

*Examples of Suitcasing:*

- Attempting to sell product on the exhibit floor without exhibiting
- Placing marketing materials on tables, counters or in booths
- Promoting outside events, organizations or conferences
- Booth sharing with a company or person that is not exhibiting

### What is Outboarding?

Outboarding is when someone attends a WSCA event and hosts an unauthorized event, meeting, demonstration or presentation in any space at or near the event, including other hotels, restaurants, nearby properties, or at their own personal business without consent of WSCA. Outboarding is prohibited even by paying exhibitors and sponsors.

*Examples of Outboarding:*

- Offering your own content session without WSCA's consent
- Inviting event attendees to a hospitality suite for a product demonstration
- Essentially, holding any type of event/gathering while in town for WSCA's event without WSCA's consent

## SUITCASING AND OUTBOARDING ARE PROHIBITED

### Seeking Approval

To avoid outboarding, WSCA must be informed of any separate activities or events during the duration of the event, and you must receive WSCA's express consent prior to hosting the event.

To seek approval for an activity you desire to host, please provide as much detail as possible through [this form](#). WSCA will evaluate all properly submitted and sufficiently detailed requests and will consider, among other things, the nature of the request, whether the requester is a member or paying exhibitor/sponsor of the event, and the value of the proposed activity to the event and the WSCA community. All decisions by WSCA are at WSCA's sole discretion and are final.

### What Happens if Someone Violates this Policy?

WSCA has created a Suitcasing Prevention team that will look into all complaints regarding suitcasing and will take appropriate action. WSCA reserves the right to suspend the violator from participating in future WSCA events or opportunities or to assess a fine on the violator.

*Policy adapted from the Corporate Legal Operations Consortium*