



WISCONSIN  
SAFETY  
COUNCIL

85<sup>TH</sup>

ANNUAL  
CONFERENCE

## EXHIBITOR PROSPECTUS

APRIL 12-14, 2027

KALAHARI RESORT | WISCONSIN DELLS

# CONFERENCE INFORMATION

## Exposition

The Expo Hall will be open Tuesday (9:00 am - 4:00 pm) and Wednesday (8:30 am - 12:30 pm), April 13-14, 2027. **Booth set up time will be on Monday, April 12 (12:00 pm - 5:30 pm) and Tuesday, April 13 (7:00 - 8:45 am). Carry-in only for Tuesday.**

## Why Exhibit?

Our conference is one of the Midwest's largest gatherings of safety, human resources, and health professionals. It is the perfect opportunity for you to showcase your innovative products and services to decision makers.

## Expected Attendance

Each year, more than 1,200 attendees register for the conference.

## Exhibitor Website

For up to date information regarding all things exhibitors, visit our website: [www.wisafetycouncil.org/annual-conference/#exhibitors](http://www.wisafetycouncil.org/annual-conference/#exhibitors)

## Exhibit Contacts

Stephanie Stevens  
Director of Exhibitor Relationships  
Wisconsin Safety Council  
2 Buttonwood Court, Madison, WI 53718  
Phone: 608.893.2082  
Email: [expo@wisafetycouncil.org](mailto:expo@wisafetycouncil.org)

Emma Boicken  
Exhibitor Coordinator  
Wisconsin Safety Council  
2 Buttonwood Court, Madison, WI 53718  
Phone: 608.661.6949  
Email: [expo@wisafetycouncil.org](mailto:expo@wisafetycouncil.org)

## ONSITE BOOTH NEEDS & SHIPPING

Valley Expo  
Phone: 608.661.6949  
Email: [events@valleyexpodisplays.com](mailto:events@valleyexpodisplays.com)

# EXHIBITOR SCHEDULE\*

## Monday, April 12, 2027

Exhibitor Move-in/Registration .....12:00 - 5:30 pm  
Conference Attendee Registration .....12:00 - 5:30 pm

## Tuesday, April 13, 2027

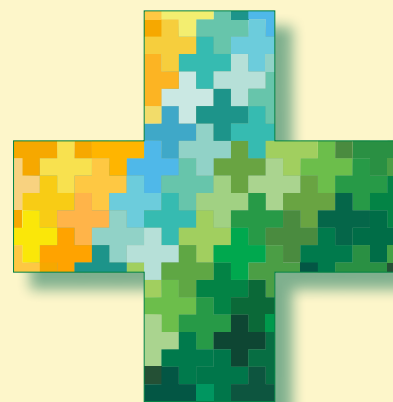
Exhibitor Move-in/Registration (**carry-in only**) .....7:00 - 8:45 am  
Expo Hall Hours .....9:00 am - 4:00 pm  
Expo Hall Power Hour.....9:00 - 10:00 am  
Expo Hall Power Hour.....10:30 - 11:30 am  
Buffet Lunch for Exhibitors .....11:30 am  
Expo Hall Power Hour.....1:30 - 2:30 pm  
Conference Reception for All.....4:00 - 5:00 pm

## Wednesday, April 14, 2027

Expo Hall Hours .....8:30 am - 12:30 pm  
Expo Hall Power Hour.....8:30 - 9:00 am  
Expo Hall Power Hour.....10:00 - 11:00 am  
Expo Hall Power Hour.....12:00 - 12:30 pm  
Buffet Lunch for Exhibitors .....12:30 pm  
Exhibitor Move-out - NO EARLY TEAR DOWN .....12:30 - 4:30 pm

*Note: Companies that tear down early will forfeit their right to first right of refusal and early booth selection for the next WSC conference they exhibit at.*

\*Schedule subject to change



# EXHIBITOR OPPORTUNITIES

## Exhibitor Package

The Exhibitor Package Includes:

### Booth Materials

- 8' deep x 10' wide inside Expo Hall  
*Note: End Cap Booths are 10' deep and 8' wide*
- Pipe, drape and 7" x 44" identification sign
- 8' skirted table, two chairs and waste basket
- Carpeted Expo Hall
- 24-hour Expo Hall security

### Marketing Support

- Pre- and post-conference attendee mailing lists (emailed to booth contact)
- Exhibitor name in the Conference program booklet
- Extended networking hours at Conference reception
- Exhibitor listed on Conference website, [www.wisafetycouncil.org](http://www.wisafetycouncil.org)
- Digital listing on conference hub and conference app

### Staff Representative(s) Receive

- **Three** representatives included per 8x10 booth space (*Additional passes available for your employees for \$125 a day.*)
- **Access to General Sessions.**
- **Access to Breakout Sessions.**
- Breakfast Tuesday and Wednesday morning
- Lunch Tuesday and Wednesday

[Click here](#) to link to the Exhibitor Terms & Conditions

## Official Decorator & Furniture/Decorations

Valley Expo will reach out with access to their ordering portal. Information on the portal includes shipping, ordering additional furniture, labor, electricity, and rental display units.

Such additional items are rented by the exhibitor directly from our contractor, and not included in the exhibitor rental fee paid to Wisconsin Safety Council.

## Booth Assignments, Selection and Pricing

Booth availability is based on first come first serve. A 20% deposit is required for booths reserved before October 1st with full payment due February 2nd. Booths reserved after October 1st require full payment to confirm the booth.

Booth Type	Price
Premium Booths (Red)	\$1,900
Deluxe Booths (Yellow)	\$1,600
Standard Booths (Green)	\$1,400

## Giveaways

We encourage you to offer a prize giveaway for visiting your booth.

## Conference Location/Lodging Information

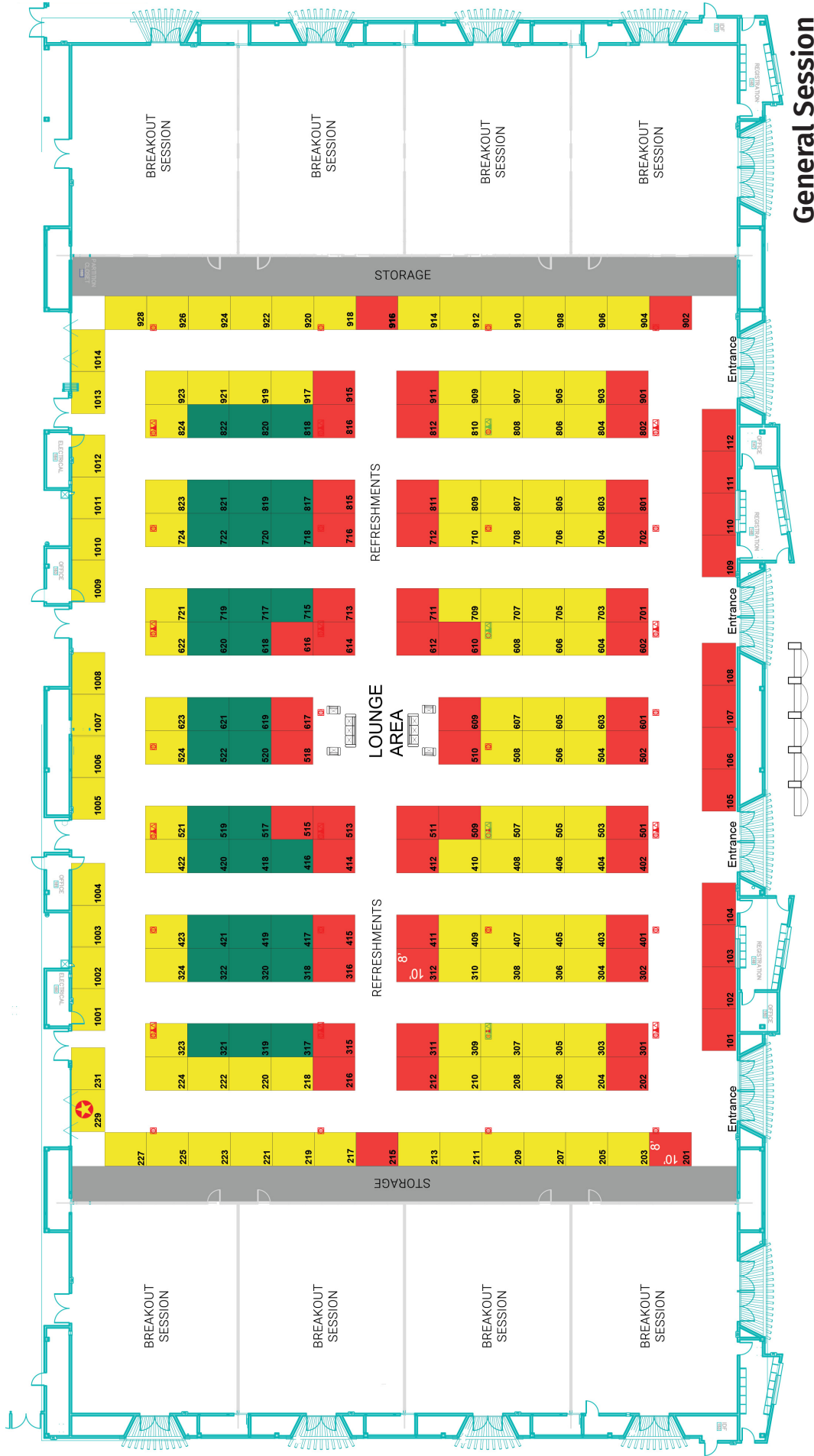
Kalahari Resort & Conference Center  
1305 Kalahari Drive | Wisconsin Dells, WI 53965  
Phone: 877.525.2427 | [www.kalahariresorts.com/wi](http://www.kalahariresorts.com/wi)

Visit [www.wisafetycouncil.org](http://www.wisafetycouncil.org) for hotel reservation information.



# EXHIBITOR FLOOR PLAN

Click [here](http://www.wisafetycouncil.org) for the most current information on booth availability and exhibitors or email us at [expo@wisafetycouncil.org](mailto:expo@wisafetycouncil.org)



Premium Booth (Red) = 1,900      Deluxe Booth (Yellow) = \$1,600      Standard Booth (Green) = \$1,400

★ = Prizes & Prize Drum Location



WISCONSIN  
SAFETY  
COUNCIL

# 85<sup>TH</sup> ANNUAL CONFERENCE

April 12-14, 2027

Kalahari Resort, Wisconsin Dells

## SPONSORSHIP OPPORTUNITIES

1,200+ attendees | 180+ exhibitors | 50+ breakout sessions

Each sponsorship is tied to a specific, high-visibility moment or attendee experience.

Availability is limited and assigned on a first-come basis.

### Why Sponsor?

- ✓ Direct access to safety leaders and decision-makers
- ✓ High-visibility placement across key moments and spaces
- ✓ Opportunities to drive booth traffic and engagement
- ✓ Align your brand with workplace safety leadership in Wisconsin

#### PLATINUM: \$15,000

OPTIONS: Keynote Speaker • Exclusive Expo Hall Sponsor

- Item specific logo recognition
- Verbal recognition from the main stage at general session both days
- Two Complimentary Deluxe expo booths (*while supplies lasts*)
- Pre-conference list **with contact information** (*opt-in*)

- One promotional push notification on conference app
- Organic LinkedIn Sponsor Post to WSC Page - 1,800+ followers
- Listing in Sponsor Highlight Email sent to 6,000+ unique emails
- Annual recognition as a "Commitment to Safety" Partner (*see below*)

#### GOLD: \$7,500

OPTIONS: Registration Booth & Badge • Main Stage • Expo Power Hour  
Tuesday Night Reception • Conference Lounges & Charging Areas

- Item specific logo recognition
- Verbal recognition from the main stage at general session both days
- Complimentary Deluxe expo booth (*while supplies last*)
- Pre-conference list **with contact information** (*opt-in*)

- Organic LinkedIn Sponsor Post to WSC Page - 1,800+ followers
- Listing in Sponsor Highlight Email sent to 6,000+ unique emails
- Annual recognition as a "Commitment to Safety" Partner (*see below*)

#### SILVER: \$5,000

OPTIONS: Breakfast • Lunch • Conference WIFI • Mobile App Sponsor  
Breakout Session Speaker (*limited*) • Room Moderator or Hall Sponsor  
Conference Refreshments • Lanyards • Professional Headshots

- Item specific logo recognition
- Pre-conference list **with contact information** (*opt-in*)
- Listing in Sponsor Highlight Email sent to 6,000+ unique emails

- Logo recognition on event signage, website, and pre-conference emails
- Annual recognition as a "Commitment to Safety" Partner (*see below*)

#### BRONZE: \$3,000

OPTIONS: Tote Bags • Wisconsin Safety Council Board Reception  
Tuesday Reception Hors d'oeuvres • Back of Badge Graphic  
Tuesday Beer & Wine Reception Beverages • Popcorn Stand

- Item specific logo recognition
- Pre-conference list **with contact information** (*opt-in*)
- Logo recognition on event signage, website, and pre-conference emails

#### BINGO CARD: \$2,000 (6 Available)

- Logo on Wednesday Bingo Card
- Inclusion in pre-conference Bingo Card Showcase Email

- Push notification driving traffic to your booth
- Logo recognition on event signage, website, and pre-conference emails

#### EVENT: \$1,500

- **In-App Visibility Opportunities** (*choose one*):
  - ✓ Rotating banner (*4 available*)
  - ✓ Push notification (*3 available*)
  - ✓ Featured placement within app (*2 available*)

- Also includes: Logo recognition on event signage, website, and pre-conference emails

**COMMITMENT TO SAFETY PARTNERS** receive year-round visibility through logo recognition on a rotating banner on WSC website, logo recognition across WSC email communications, and recognition during WSC trainings and events.

For sponsorship opportunities contact Stephanie Stevens, Director of Exhibitor Relationships, or Emma Boicken, Exhibitor Coordinator, at [expo@wisafetycouncil.org](mailto:expo@wisafetycouncil.org).

## Maximize Your ROI with an Intuitive Lead Retrieval Solution

Through the simple scan of a badge, A2Z Events' Lead Retrieval capabilities drive more closed business by making communication and follow up easier than ever.

### A2Z Leads Mobile App



**\$295** for 1 App Activation  
**\$495** for 3 App Activations  
**\$695** for 5 App Activations  
**\$795** for Unlimited App Activations

Use a mobile device, either an iPhone (iOS13 or later) or Android (5.0 or later), to scan badges with our A2Z Leads app.

Order today and receive an email with instructions for downloading the app to your phone.

[Order Now](#)



#### LEAD RETRIEVAL CAPABILITIES

- ✓ Generate Lead Reports
- ✓ Add Custom Sales Qualifiers
- ✓ Access Leads in Real-Time
- ✓ Add Custom Notes to Leads

[Download Mobile App](#)



[Email Us](#)

at [support@gttrnow.com](mailto:support@gttrnow.com)