

## Annual Conference

Every autumn, county officials from around the state gather at the Wisconsin Counties Association's Annual Conference for educational opportunities and peer networking. The WCA Annual Conference, along with the WCA Marketplace, serves as the biggest gathering of county supervisors, county officials and those directly and indirectly involved in county government all year. The event presents a unique marketing opportunity for you to meet and interact with county decision-makers face-to-face.

Marketing opportunities at the Annual Conference & WCA Marketplace include:

- **Conference sponsorship packages** at the Platinum, Gold, Silver and Bronze levels. Packages include items such as exhibit booth space, recognition signage, promotion at events and meals and advertisements in conference publications.
- **Exhibit booth** at the WCA Marketplace.
- **General sponsorships of conference events** such as speakers, meals or receptions.
- **Ad in the conference program.** The roadmap of the conference includes critical information about the conference, as well as county official contact information and vendors in attendance.

**CONTACT:** Cheryl A. Fleck, WCA Marketing & Events Manager at **866.404.2700**,  
*fleck@wicounties.org*



## Conference Program Specifications

The conference program includes information about the conference including times, dates and breakout sessions, as well as county official contact information and vendors in attendance. The program is the attendee's "guide" to our conference and exhibition.

Tremendous conference-wide exposure will be gained by participating in the program and the number printed averages over 1,000 each year.

### ■ AD SPECIFICATIONS AND PRICING

Center spread: \$1,000: 8" x 8.5"

Back cover: \$1,000: 3.75" x 8.5"

Inside back cover and inside front cover: \$750: 3.75" x 8.5"

Inside: \$500: 3.75" x 8.5"

### Display Ad Format (All ads are in black and white)

For digital ad submissions include all fonts, linked graphics and a hard copy proof. The bleed measurement for the center spread, inside front cover, back cover, inside back cover and full page ad size is .125"

### PROGRAMS SUPPORTED

Adobe CS5 Creative Suite

### ACCEPTABLE FORMATS

EPS, High resolution TIFFs, JPGs and press ready PDFs.

*If you have any questions about the instructions above, please contact Cheryl A. Fleck, Marketing & Events Manager at 866.404.2700, fleck@wicounties.org.*

### Please send all ad materials to:

Wisconsin Counties Association  
22 E. Mifflin St., Ste. 900  
Madison, WI 53703



# WCA Annual Conference Sponsorship and WCA Marketplace Information

Below please find a chart outlining the opportunities of becoming a sponsor and/or exhibitor at the WCA Annual Conference.

<b>SPONSORSHIP &amp; MARKETPLACE INFORMATION</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>	<b>Event</b>	<b>General</b>
<b>Annual Conference Recognition</b>	<b>\$7,300.00</b>	<b>\$3,100.00</b>	<b>\$2,300.00</b>	<b>\$1,600.00</b>	<b>*</b>	<b>*</b>
Opening General Assembly	X	X	X	X		
Closing General Assembly	X	X	X	X		
Monday WCA Festival of Food	X	X	X	X		
Marketplace	X	X	X	X	X	X
Conference Program	X	X	X	X	X	X
<i>Wisconsin Counties Magazine</i>	X	X	X	X	X	
<b>Sponsorship Benefits</b>						
Exhibit booth package	<b>3 Booths</b>	<b>2 Booths</b>	<b>1 Booth</b>	<b>1 Booth</b>		
Special recognition for booth	X	X	X	X		
Hospitality room option (food and beverages are an additional cost and paid directly to the hotel)	X	X	X			
Access to all conference programs and WCA Festival of Food tickets	<b>5 People</b>	<b>3 People</b>	<b>2 People</b>	<b>1 Person</b>	Tickets for Event Sponsored	
Black and white ad in <i>Wisconsin Counties</i> magazine <i>(Ad must run during that conference year. Preferred ad placement an additional cost.)</i>	<b>Full Page</b>	<b>Full Page</b>	<b>1/3 Page</b>	<b>1/6 Page</b>		
Complete county marketing list	X	X	50% Discount	25% Discount		
<b>Event Sponsorship Options</b>						
General Assembly Speaker	*Please call WCA at 866.404.2700 for more information on event and general sponsorships.					
Hot Breakfast - Monday						
Exhibitor Lunch - Monday						
Exhibitor Reception - Monday						
WCA Festival of Food - Monday						
Hot Breakfast - Tuesday						
Lunch - Tuesday						
General Sponsorship Options	General Sponsorships available in \$500 increments.					
<b>Exhibit Booth Package</b>						
Exhibit booth package includes one fully-draped 8x10 ft.-booth, which includes 8-ft. high back wall and 3-ft. high side walls, exhibitor booth sign, one 8-ft. skirted display table, one wastebasket, 2 side chairs, 2 lunch tickets for Monday, an invitation to Monday evening's WCA Exhibitor Reception.	<b>\$800.00</b>					
<b>Conference Program</b>	See Conference Program Specifications.					