

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 Exhibit Hall, serves as the largest gathering of county supervisors, county officials, and those directly and indirectly involved in county government. 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 Exhibit Hall include:

- **Conference sponsorship packages** at the Premier, Elite, Leader, Partner, and Friend levels. Packages include items such as exhibit booth space, special recognition, promotion at events and meals, and advertisements in conference and WCA publications.
- **Exhibit booth** at the WCA Exhibit Hall.

Conference Program Advertising

The conference program includes information about the conference including times, dates, and concurrent workshops, 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 OPPORTUNITIES AND PRICING**

Back cover, color advertisement: \$1,500: 3.75" x 8.5"

Inside, black and white: \$500: 3.75" x 8.5"

Sponsorship & WCA Exhibit Hall Opportunities

PREMIER

\$10,000

Recognition

Digital and print recognition including the name of your company and logo at the General Assemblies, WCA's annual reception, and in the conference program. Special recognition at the first General Assembly.

Benefits

- Three exhibit hall booth packages (see Exhibit Booth Package description below).
- Priority booth placement (*1st choice if purchased before May 1*).
- Recognition at your booth of your sponsorship level.
- Access for all your attendees to all conference programs and events, including ticketed events and meals.
- Full page black and white ad in the conference program
- Hospitality room option at conference (food and beverages are an additional cost and paid directly to the hotel).
- Full page, inside back cover, color ad in *Wisconsin Counties* magazine. The ad must run during that conference year.

LEADER

\$5,000

Recognition

Digital and print recognition including the name of your company and logo at the General Assemblies, WCA's annual reception, and in the conference program.

Benefits

- One exhibit hall booth package (see Exhibit Booth Package description below).
- Priority booth placement (*3rd choice if purchased before May 1*).
- Recognition at your booth of your sponsorship level.
- Access for all your attendees to all conference programs and events, including ticketed events and meals.
- Full page black and white ad in the conference program
- Half page, color ad in *Wisconsin Counties* magazine. The ad must run during that conference year.

EXHIBIT BOOTH PACKAGE

\$800

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.

ELITE

\$7,500

Recognition

Digital and print recognition including the name of your company and logo at the General Assemblies, WCA's annual reception, and in the conference program.

Benefits

- Two exhibit hall booth packages (see Exhibit Booth Package description below).
- Priority booth placement (*2nd choice if purchased before May 1*).
- Recognition at your booth of your sponsorship level.
- Access for all your attendees to all conference programs and events, including ticketed events and meals.
- Full page black and white ad in the conference program
- Full page, color ad in *Wisconsin Counties* magazine. The ad must run during that conference year.

PARTNER

\$2,500

Recognition

Digital and print recognition including the name of your company and logo at the General Assemblies, WCA's annual reception, and in the conference program.

Benefits

- One exhibit hall booth package (see Exhibit Booth Package description below).
- Priority booth placement (*4th choice if purchased before May 1*).
- Recognition at your booth of your sponsorship level.
- Two tickets for your attendees to all conference programs and events, including ticketed events and meals.
- Half page, black and white ad in *Wisconsin Counties* magazine. The ad must run during that conference year.

Other sponsorship opportunities are available, including friend level sponsorship. Contact WCA for more information about the above and other opportunities, 608.663.7188, treder@wicounties.org.