

EXHIBITOR REGISTRATION

2025

WISCONSIN WATER WELL ASSOCIATION ANNUAL CONFERENCE



**NEW
EXHIBITOR
OPPORTUNITIES
INSIDE!**



▶ LOCATION

Kalahari Resort and Convention Center
1305 Kalahari Drive, Wisconsin Dells, WI 53965
For room reservations, call 877-254-5466

EXHIBIT HALL DATES

January 9-10, 2025

9th for Annual Conference Attendees

10th for Continuing Education Attendees

Wisconsin Water Well Association

6737 W. Washington St., Suite 4210, Milwaukee, WI 53214

Office: 855-947-9837 • info@wisconsinwaterwell.com • wisconsinwaterwell.com

EXHIBITOR DETAILS *(Exhibitor Packet will be sent directly from Valley Expo)*

You're invited to attend the 2025 WWSA Annual Conference at the Kalahari Resort & Convention Center. We truly cannot wait to see everyone in-person! We encourage you to register early to secure your spot in our tradeshow and to visit with over 400 attendees. We sincerely appreciate all of our long-time vendors and we are excited to meet any first time exhibitors!

EXHIBITOR BOOTH: Each 8x10 booth will be supplied with an 8-foot draped/skirted table, one 8-foot backdrop with 3-foot side drapes, and two chairs. A booth sign displaying the company name is provided. It is critical that your company name is printed legibly on your registration form, as this information is provided to Valley Expo for sign printing.

Booth spaces are reserved on a first-come, first serve basis. A map indicating reserved spaces will be posted on the WWSA website (www.wisconsinwaterwell.com) and updated as spaces are reserved. It is your responsibility to check this website to verify booth placement and availability.

NEW THIS YEAR - IMPORTANT! 10 of the 60+ booths will be reserved for companies who purchase a sponsorship or an exhibit booth, and commit to provide a product contribution to our Silent Auction of \$500 or more (based on market price). This is a first-come, first-served offer. It will not be honored after the 10 booths are reserved. The additional booth has a value of \$450, but has potential for a great value based on the amount of product you display.

NEW SPONSORSHIP OPPORTUNITIES: Conference sponsors will receive hierarchical priority in the tradeshow (if registered before December 2nd).

RIG: Each exhibitor registering to bring a rig onsite, must comply with all rules set forth by the Kalahari. A copy of these rules will be included in your exhibitor packet. Please verify that your display will not violate any of these rules. Any violations that result in a fee will be the sole responsibility of the exhibitor. Any exhibitor bringing a rig must provide the WWSA with a cellular phone number of the rig driver or an onsite contact in case of emergencies.

ELECTRICITY: All orders for electricity must be placed directly with Valley Expo. Order forms will be included in your exhibitor packet. Please note that additional charges are applied if the service is not ordered in advance.

SET UP: Setup will take place from 5:00pm-10:00pm on Wednesday, January 8, 2025 and again from 7:00am-12:00pm on Thursday, January 9, 2025. Staff from Valley Expo will be onsite during these times. Please join us at the Welcome Reception on Wednesday, January 8th at 4:00pm.

SHOW TIMES: The exhibit hall will be open from 12:00pm-3:00pm on **Thursday**, concurrent with lunch and the two afternoon Continuing Education sessions, and from 3:00pm-5:00pm which are dedicated tradeshow hours. On **Friday**, the exhibit hall will be open for Continuing Education attendees from 7:00am-9:00am.

NEW THIS YEAR - DONATIONS: WWSA and WPWS will be teaming up this year for the Silent Auction, which will now be held on Thursday evening in the Tradeshow. Proceeds will be divided between both organizations. The WWSA proceeds will support the Ed Huntoon and Owen Williams Scholarship Fund. Please consider donating to the Silent Auction on Thursday and supporting both amazing organizations!

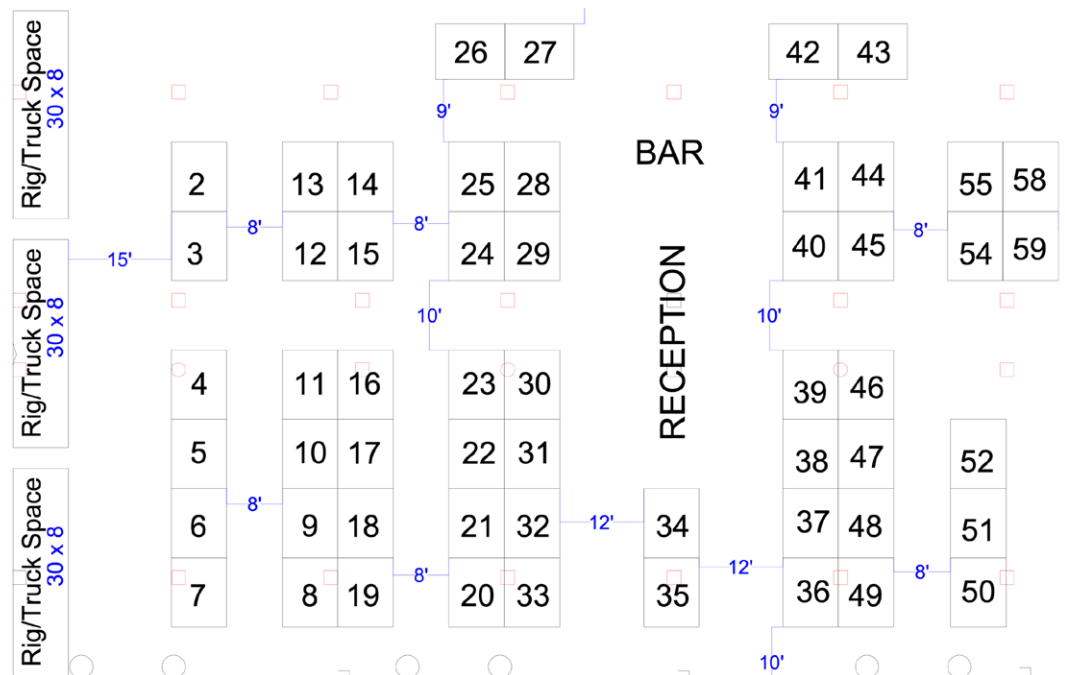
We are also accepting donations for Door Prizes given away during the Tradeshow and Bowling Tournament. The Tradeshow and Bowling Tournament draw in the biggest and most amazing crowds. It is a great opportunity to get your company's name in front of the most attendees at one time.

TEAR DOWN: Tear down will begin at 9:00am on Friday, January 10th. Valley Expo will be onsite again during this time.

FREIGHT: All details pertaining to freight will be provided in the Exhibitor Kit. Fees are the responsibility of the exhibitor.

EXHIBITOR BOOTH LAYOUT

*As of 11/1/24,
Layout Subject
to Change*



EXCLUSIVE SPONSORSHIP OPPORTUNITIES

LANYARDS - \$1,000

One of the most visible items that every attendee uses and sees is the lanyard. These will be distributed to all exhibitors and attendees at registration. The WWVA Office will produce these with provided company name and logo. *(One Sponsorship Available)*



CONTINENTAL BREAKFAST - \$1,500

Signage mentioning the service noted as “provided by...” will be prominently displayed. Company will also be recognized on the WWVA website. *(One Sponsorship Available)*



WELCOME RECEPTION - \$2,000

All conference attendees, exhibitors and presenters will be invited to meet in a relaxed atmosphere to include cocktails and hors d'oeuvres. There will be a complimentary tabletop inside the reception venue for your use, branded napkins, branded can koozies, recognition signage throughout the space and the opportunity to speak to the attendees for five minutes during the reception. *(Two Sponsorships Available)*



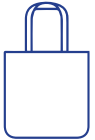
LUNCH - \$2,500

Signage mentioning the service noted as “provided by...” will be prominently displayed. Company will also be recognized on the WWVA website. *(Two Sponsorships Available)*



TOTE BAG - \$800

Your companies logo on one side of the tote bag that all attendees receive at registration



SPONSORSHIP PACKAGE OPPORTUNITIES

| | | DIAMOND | PLATINUM | GOLD | SILVER |
|---------------------------------|--|------------------------|-------------------------|------------------------|---------------------|
| OPPORTUNITY AMOUNT DUE ▶ | | \$3,500 | \$2,500 | \$1,500 | \$ 500 |
| Online Presence | WWVA Home Page (All Year) | ✓ Large Logo & Link | ✓ Medium Logo & Link | ✓ Small Logo & Link | ✓ Banner Ad |
| | Highlight Company on WWVA Home Page | ✓ All Year | ✓ All Year | ✓ 6 Months | ✓ 6 Months |
| Newsletter Ad | Newsletter Advertisement (3x Per Year) | ✓ Full Page | ✓ Half Page | ✓ Quarter Page | |
| Annual Meeting | Booth(s) at Annual Meeting | ✓ (2-8x10 Booths) | ✓ (1-8x10 Booth) | ✓ (1-8x10 Booth) | ✓ (1-8x10 Booth) |
| | Annual Meeting Registrations | 4 | 2 | 2 | 2 |
| | Company Logo In Program Book | ✓ | ✓ | ✓ | ✓ |
| | Company Logo On Annual Conference Webpage & On Screen During the Meeting | ✓ | ✓ | ✓ | ✓ |
| | Sponsor Ribbon on Badge | ✓ | ✓ | ✓ | ✓ |
| | Table Tent Recognition at Meal Events | ✓ | ✓ | ✓ | ✓ |



6737 W. Washington St.
Suite 4210
Milwaukee, WI 53214

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CONFERENCE DATES

January 8-9, 2025

Continuing Education: January 10, 2025

EXHIBIT HALL DATES

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LOCATION

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1305 Kalahari Drive
Wisconsin Dells, WI 53965



For room reservations call 877-254-5466
or reserve online here:
[https://book.passkey.com/event/50860309/
owner/57143/home](https://book.passkey.com/event/50860309/owner/57143/home)

Lodging: The Kalahari has offered attendees of the
WWWA Annual Conference the following rates:

Rates: \$132.50 Single or Double Occupancy-Standard

*(For those wishing to stay through the weekend,
the Saturday night rate will be \$207.75).*

Reservations must be made by calling the hotel directly at
877-254-5466. Room rates are available on or before
December 7, 2024. **When calling for reservations,
please mention "Wisconsin Water Well Association."**

EXHIBITOR CONTRACT

CONTACT INFORMATION

Company Name: _____

(As it will appear on signage)

Contact: _____

Company Address: _____

City: _____

State: _____ Zip: _____

Mobile: _____

Fax: _____

Email: _____

Note: It is important to provide an email address. Vendor updates will be communicated by email.

Representative Names (As they will appear on name badges. Note that 2 representatives are included with each Booth Registration):

1: _____

2: _____

Purchase additional representative registrations below.

Direct Competitors:

1: _____

2: _____

PRIZE DONATIONS

The WWWA encourages exhibitors to sponsor food functions, and to donate prizes for drawings in the exhibit area. Door prizes for the Thursday social hour raffle in the exhibit area can include; prize items, gift cards, logo apparel, or monetary donations. **Prizes for the silent auction, raffle, and door prizes must be dropped off at the registration desk by 3:00PM on Wednesday or sent to the WWWA office by January 2, 2025.**

WWWA / WPWS Silent Auction - Thursday During Tradeshow

Door Prizes for the Raffle – Thursday During Tradeshow

(or \$ _____)

Vendor Stamp Card Game – Thursday During Tradeshow

(or \$ _____)

Bowling – Thursday Night During the Bowling Fundraiser

(or \$ _____)

Prize Donation Total: \$ _____

CONFERENCE SPONSORSHIP

Diamond \$3,500

Platinum \$2,500

Gold \$1,500

Silver \$500

ADDITIONAL SPONSORSHIP OPPORTUNITIES

MEALS

Breakfast \$1,500

Lunch \$2,500

OTHER

Lanyard \$1,000

Welcome Reception ... \$2,000

Tote Bag \$800

BOWLING

Lane \$250 each x _____

Additional Sponsorship Total: \$ _____

CONFIRMATION

I understand that our company booth needs to be staffed on Thursday, January 9, 2025 from 12pm to 5pm and on Friday, January 10, 2025 from 7am to 9am.

PAYMENT INFORMATION

(Space is assigned on a first-come, first-serve basis, please visit www.wisconsinwaterwell.com to view available booths.)

First space: Booth Booth Choice #1: ___ #2: ___ #3: ___ 1 x \$450 + \$ _____

First space: Rig (Includes: 1 rig, 1 8' table and 2 attendees) 1 x \$525 + \$ _____
Rig size(s): _____

Additional Booth Spaces: ___ spaces x \$225 per space + \$ _____

Additional Booth Attendees: 2 included with each booth, 3rd and more are \$35 each Enter # ___ x \$35 + \$ _____

3rd Name: _____ + \$ _____

4th Name: _____ + \$ _____

5th Name: _____ + \$ _____

6th Name: _____ + \$ _____

Prize Donation Total + \$ _____

SUBTOTAL \$ _____

TOTAL \$ _____

All booth attendee name changes must be made by 1/2/2025

PLEASE MAIL WITH PAYMENT TO:

Wisconsin Water Well Association
6737 W. Washington St., Suite 4210
Milwaukee, WI 53214

FAX: 414-755-1346

Questions? 855-947-9837 or
info@wisconsinwaterwell.com

**Please make a copy
for your records**

Or pay by credit card - VISA, MasterCard, American Express or Discover

We cannot accept emailed credit card information. Please FAX (414-755-1346), mail, or register online.

Name on Card: _____

Credit Card #: _____ Security Code: _____

Exp. Date: _____ Signature: _____

Cancellation Policy: All refund requests must be made in writing to the WWWA office via mail, fax or email. Phone requests will not be honored. No refunds allowed after December 1, 2024. All refunds are subject to a \$50 processing fee.