



# EXHIBITOR & SPONSORSHIP PROSPECTUS

OCTOBER 24-25, 2019  
KALAHARI RESORT  
WISCONSIN DELLS



Bringing You  
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Wisconsin Attorneys

Plan now to be a part of  
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- Meet hundreds of attorneys in one place
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- Increase your company's visibility ... and your bottom line
- Stand out from your competition
- Showcase your company's products and services



STATE BAR OF WISCONSIN

# EXHIBIT SPACE



## WISCONSIN SOLO & SMALL FIRM CONFERENCE AND LEGAL EXPO

October 24-25, 2019

Kalahari Resort, Wisconsin Dells  
(877) 525-2427  
www.kalahariresorts.com

EXPO HOURS\*

TBD

*\*Hours subject to change after CLE  
schedule is finalized. Updates will be  
emailed to contracted exhibitors.*

### ALL BOOTHS INCLUDE:

- 8' x 10' space with draped side walls and back wall
- Skirted table and two chairs
- Up to five exhibitor name badges
- Company profile in on-site program (up to 50 words)
- Pre-event exposure in marketing materials (mail and email) and conference web pages\*
- Standard electrical outlet (by request)
- Two tickets to Friday luncheon (by request)
- Post-conference attendee roster
- WiFi (available throughout resort)

### PLATINUM PACKAGE | \$3,695

- Single booth space in premium location
- Optional second booth space for \$300 (pending availability)
- Podium recognition at opening plenary
- Opportunity to speak for up to five minutes at Friday networking luncheon
- Pre-registered mailing list by request – one month prior to event\*\*
- Two conference registrations including luncheon tickets
- Top position logo and link on conference web pages
- Logo in marketing materials (mail and email)\*
- Logo included with company profile in on-site program
- Logo on overhead slides
- Logo prominently displayed on conference signage
- Post-conference attendee mailing list by request\*\*

### GOLD PACKAGE | \$1,895

- Single booth space in preferred location
- Logo and link on conference web pages
- Logo in marketing materials (mail and email)\*
- Logo on overhead slides and onsite signage

### SILVER PACKAGE | \$1,425

- Single booth space
- Name and link on conference web pages
- Name in marketing materials (mail and email)\*
- Name on overhead slides and onsite signage

\* Requires early commitment | \*\* By request. Published State Bar mailing list policies apply



## Maximize Your Presence with Pre-show Promotions

Studies show that pre-show promotions can increase trade show effectiveness by 25%. Reach attendees with an ad in the *Wisconsin Lawyer*™ magazine prior to the event, or by purchasing a mailing list of pre-registered attendees. Contact Karen Richter at (800) 444-9404, ext. 6132 or [krichter@wisbar.org](mailto:krichter@wisbar.org).

# SPONSORSHIP OPPORTUNITIES

Both exhibitors and non-exhibitors are invited to sponsor special events. If you can't exhibit, this is an excellent opportunity to show your support of the legal market. If you are exhibiting, consider adding a sponsorship for even greater impact. Sponsors receive exposure to the entire State Bar membership before, during, and after the conference.

## Attendee Reception (max: 4 sponsors) | \$1,250 each

- Logo and link on event web page
- Logo in marketing materials (mail and email)\*
- Podium recognition at opening plenary
- 50-word company profile in on-site program
- Logo on signage at reception
- Post-conference attendee roster

## Thursday Expo Hall Lunch (max: 2 sponsors) | \$1,250 each

- Opportunity to speak for up to five minutes at Friday luncheon
- Logo and link on event web page
- Logo in marketing materials (mail and email)\*
- 50-word company profile in on-site program
- Logo on signage at lunch
- Post-conference attendee roster

## Networking Luncheon (max: 2 sponsors) | \$1,250 each

- Opportunity to speak for up to five minutes
- Logo and link on event web page
- Logo in marketing materials (mail and email)\*
- 50-word company profile in on-site program
- Logo on signage at entrance to luncheon
- Podium recognition at luncheon
- Post-conference attendee roster
- Four complimentary luncheon tickets

## Hospitality Suite (max: 4 sponsors) | \$1,250 each

- Logo and link on conference web page
- Logo in marketing materials (mail and email)\*
- 50-word company description in on-site program
- Logo on signage at Hospitality Suite entrance
- Opportunity to distribute literature in the suite
- Podium recognition at opening plenary
- Post-conference attendee roster
- Hospitality Suite admission for up to four guests



## Continental Breakfast (max: 4 sponsors) | \$1,000 each

- Logo and link on conference web page
- Logo in marketing materials (mail and email)\*
- 50-word company profile in on-site program
- Logo on signage at breakfast
- Podium recognition at opening plenary
- Post-conference attendee roster

## Refreshment Breaks (max: 4 sponsors) | \$750 each

- Logo and link on conference web page
- Logo in marketing materials (mail and email)\*
- 50-word company profile in on-site program
- Signage at refreshment breaks
- Post-conference attendee roster

## Program Tracks | \$500

- Name and link on conference web page
- Name in marketing materials (mail and email)\*
- 50-word company profile in on-site program
- Name on signage in one Program Track room (Substantive Law, Practice Management, Technology or Ethics/Quality of Life) for entire conference

## Patron | \$350

- Name and link on conference web page
- 50-word company profile in on-site program
- Name on signage at event

\* Requires early commitment.

**For More Information:** Download show schedules and exhibitor checklists at [www.wisbar.org/expos](http://www.wisbar.org/expos) or contact Karen Richter at (800) 444-9404, ext. 6132, (608) 250-6132 or email [krichter@wisbar.org](mailto:krichter@wisbar.org).

# EXHIBITOR GUIDELINES

## General Information

The State Bar of Wisconsin provides access to space, at a cost, to approved exhibitors at its institutes and conferences. Acceptance as an exhibitor is in no way to be construed or promoted as an endorsement by the State Bar of Wisconsin.

## Booth Assignments

Booth assignments will be made several weeks prior to the event and will depend on the date the Contract for Exhibit Space was received, the exhibitor level, and placement of competing companies. The State Bar of Wisconsin makes every effort to maximize traffic throughout the entire exhibit area.

## Lodging

Special room rates are available through the host hotel. Contact the hotel directly and mention you are with the State Bar of Wisconsin.

## Acceptance of Exhibitors

Acceptance of exhibitors is at the sole and absolute discretion of the State Bar of Wisconsin. All accepted applications are subject to the conditions and requirements contained in these guidelines.

## Product Sales

The exhibitor assumes responsibility for securing all appropriate licenses for the sale of merchandise and is solely responsible for the collection of all applicable state and local taxes.

## Liability

Neither the State Bar of Wisconsin, its expo services provider, nor the exhibit venues or the officers, employees, or agents thereof, will be responsible for any injury, loss, or damage that may occur to, or on account of, the exhibitor, the exhibitor's employees, or the exhibitor's property prior, during, or subsequent to the period covered by the exhibit contract. The exhibitor assumes all responsibility and agrees to indemnify, defend, and hold blameless the State Bar of Wisconsin, its officers, directors, employees, servants, and agents against any claims, demands, costs, loss, or expense, including attorney fees, litigation expenses, or court costs arising out of the use of the exhibition premises.

## Cancellation or Postponement of Exposition

In the event of fire, strikes, riots, civil commotion, acts of God, war, and other unavoidable circumstances rendering it impossible or impractical for any reason for the State Bar of Wisconsin to perform such contract, the performance under such contract shall be excused. All payments made by the exhibitor for exhibit space shall be returned to the exhibitor less expenses actually incurred in connection with the exposition.

## Security

Exhibit area is locked overnight, but not guarded. Please remove valuables during non-show hours.

## Fire, Health, and Safety

Exhibitor assumes all responsibility for compliance with all federal, state, and local regulations and ordinances, including but not limited to those covering fire, safety, and health. No open flames are allowed.

## Compliance with Schedule

**Booths must be staffed during the hours when the exhibit area is open, and, further, each exhibitor agrees to maintain installed display space throughout all exhibit days and hours. No packing of equipment, literature, etc. or dismantling of exhibits will be permitted until the official closing time. This policy will be strictly enforced.** In the event the exhibitor fails to install or have installed his or her display within the time limit set for opening the expo or fails to comply with any provisions concerning the use of display space, the State Bar of Wisconsin reserves the right to take possession of said space and resell same, or any part thereof. The State Bar reserves the right to modify the exhibit hours to meet program needs.

## Cancellations

Cancellation of exhibit space must be made in writing. If notified six weeks prior to the event, the State Bar will refund 50% of the amount paid. Cancellations within six weeks of the event obligates exhibitor for payment of the full rental amount and no refund will be made. Sponsorship fees are nonrefundable.

## Circularization and Solicitation

Advertising materials may be distributed, and patronage may be solicited, only within the space assigned to the exhibitor presenting such material. No firm or organization not assigned space in the exhibit area will be permitted to solicit business in any manner within the exhibit hall.

## Exhibitor Service Kit

Exhibitor service kits are available at [www.wisbar.org/expos](http://www.wisbar.org/expos). The kits include information on shipping, ordering extra furniture, carpeting, rental display units, and labor. Specific questions should be directed to Reggie Driscoll, (608) 250-6100 or [rdriscoll@wisbar.org](mailto:rdriscoll@wisbar.org).

## Questions or Need More Information?

Karen Richter  
State Bar of Wisconsin  
(800) 444-9404 ext. 6132 or (608) 250-6132  
[krichter@wisbar.org](mailto:krichter@wisbar.org)



# APPLICATION AND CONTRACT FOR 2019 EXHIBIT SPACE & SPONSORSHIP

Wisconsin Solo & Small Firm Conference Booth Space		Amount
Platinum Level	<input type="checkbox"/> \$3,695	
Gold Level	<input type="checkbox"/> \$1,895	
Silver Level	<input type="checkbox"/> \$1,425	
<b>SUBTOTAL</b>		<b>\$</b>
Special Event Sponsorships for Additional Exposure		
Thursday/Friday Continental Breakfasts	<input type="checkbox"/> \$1,000	
Thursday Morning Refreshment Break	<input type="checkbox"/> \$750	
Thursday Afternoon Refreshment Break	<input type="checkbox"/> \$750	
Friday Morning Refreshment Break	<input type="checkbox"/> \$750	
Thursday Exhibit Hall Lunch	<input type="checkbox"/> \$1,250	
Thursday Attendee Reception	<input type="checkbox"/> \$1,250	
Friday Networking Luncheon	<input type="checkbox"/> \$1,250	
Friday Hospitality Suite	<input type="checkbox"/> \$1,250	
Program Track	<input type="checkbox"/> \$550	
Patron	<input type="checkbox"/> \$350	
<i>Note: Exhibiting and non-exhibiting companies are invited to sponsor special events.</i>		<b>TOTAL \$</b>

Exhibitor/Sponsor/Patron Name \_\_\_\_\_  
*(As you wish it to appear in the on-site program and signage)*

Contact \_\_\_\_\_ Title \_\_\_\_\_

Street Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

**IMPORTANT:** Visit [www.wisbar.org/expos](http://www.wisbar.org/expos) for schedules and deadlines. Also log on to request name badges, Friday luncheon tickets (2 max.), and electricity, as well as submit a company profile for the onsite program.

**Cancellations** Cancellations on booth space must be made in writing. If notified six weeks prior to the event, the State Bar will refund 50% of paid booth fees. Cancellations within six weeks of the event obligates exhibitor for payment of the full rental amount and no refund will be made. Sponsorship fees are nonrefundable.

**Submit this form to:**  
 State Bar of Wisconsin  
 Attn: Karen Richter  
 P.O. Box 7158  
 Madison, WI 53707-7158  
[krichter@wisbar.org](mailto:krichter@wisbar.org)  
 Fax: (608) 250-6020

## Payment

Check enclosed *(Payable to the State Bar of Wisconsin)*

VISA  MasterCard  AMEX  Discover Card#: \_\_\_\_\_ Exp. date \_\_\_\_\_

Name on Card \_\_\_\_\_

**AGREEMENT** We agree to all terms, regulations, and conditions set forth in the exhibitor guidelines and elsewhere in this contract, and application is hereby made for exhibit space and/or event sponsorship.

Authorized Signature \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

**NOTICE TO ALL REGISTRANTS, INSTRUCTORS, EXHIBITORS, AND GUESTS:** By attending this State Bar event, you understand and agree that you may be photographed and/or electronically recorded during the event and you hereby grant to the State Bar the right to use and distribute your name and likeness for promotional or educational purposes without monetary compensation. The State Bar assumes no liability for such use.