At a time when most public policy has become a partisan issue, WI Land+Water points the way forward for land and water conservation in Wisconsin. We advocate for local conservationists who work directly with farmers and landowners to solve real problems that affect our lakes, streams, farmland, and forests. With our partners, we get things done.

OUR CONFERENCE

WI Land+Water’s 67th Annual Conference provides a unique opportunity to connect and strengthen relationships with local conservation staff and county supervisors, as well as their supporting partners and agencies. The conference brings together over 400 conservation professionals to celebrate accomplishments, discuss challenges, and chart new ways to improve land and water resource management in Wisconsin.

When: March 4-6, 2020 at the KI Convention Center in Green Bay, Wisconsin.

Audience: Conference attendees include Wisconsin conservation field staff, policymakers, academics, elected officials, and resource professionals working for county, agency, private and nonprofit sectors.

SPONSORSHIP AND EXHIBITION OPPORTUNITIES

We offer a range of sponsorship levels and benefits, including recognition in conference promotional materials, traditional, and social media channels. All opportunities directly support WI Land+Water and are customizable to fit your needs. See back page for sponsorship levels and benefits.

All exhibiting options are included through sponsoring our conference. Please see page 3 for more exhibition details.

ABOUT WI LAND+WATER

Your sponsorship supports WI Land+Water’s mission to protect, conserve, and enhance Wisconsin’s natural resources by advocating for and supporting county conservation efforts for current and future generations. Our members are 450 Land Conservation Committee supervisors and 400 conservation staff in 72 counties. We support the work of our members and locally led conservation efforts through professional training, conservation standards development, youth education, grants, partnership building, and advocacy.

BECOME A SPONSOR

As a sponsor, you can take pride in your support for WI Land+Water conservation initiatives. Your sponsorship will be visible through promotional materials, publicity, and media attention. Both existing and potentially new customers will see that your business or organization shares similar values, ideals, and community commitment. It’s good business. Plus, all donations are tax-deductible.

PRODUCT DONATIONS

If your business or organization is unable to provide a monetary donation, we are also interested in product donations, including silent auction items, that make this event more successful. If your product donation value is matched with equal cash donation, we can offer full benefits of your sponsorship level.

HAVE OTHER IDEAS?

If you seek a different type of sponsorship not listed below, we gratefully accept contributions of any level and will work with your organization to provide adequate recognition for your contributions. We are open to creative ideas. If you have a sponsorship idea for WI Land+Water programs and events, contact us.
$2500+ GOLD SPONSOR

- Sponsorship of and recognition at the awards banquet
- Priority all-inclusive exhibition package
- Two full conference registrations
- Distribution of marketing materials
- Stand-alone slide with logo in scrolling conference slideshow
- Logo in two WI Land+Water newsletters
- Stand-alone social media shoutouts
- Recognition package (see Bronze level)

$1000 SILVER SPONSOR

- Sponsorship of and recognition at social hour or breaks
- All-inclusive exhibition package
- One full conference registration
- Logo in scrolling conference slideshow
- Name in two WI Land+Water newsletters
- Social media shoutout
- Recognition package (see Bronze level)

$500 BRONZE SPONSOR

- Recognition package: name in conference program, press releases, and WI Land+Water website
- Social media acknowledgement
- Basic exhibition package
- Name in scrolling conference slideshow

$300 NON-PROFIT SPONSOR

- Basic exhibition package
- Name in conference program
- Social media acknowledgement
- Name in scrolling conference slideshow

Contact
Matt Krueger, WI Land+Water Executive Director, for more information about sponsorship opportunities at (608) 441-2677 ext.4 or matt@wisconsinlandwater.org
EXHIBITION DETAILS & GUIDELINES

Exhibiting at our Annual Conference is an excellent opportunity to showcase your products, services, and research directly to over 400 resource professionals in a social atmosphere. Exhibition tables are displayed in a high traffic area, located outside the breakout rooms and where the social hour takes place.

Exhibition Table Dates: March 4-5, 2020 at the KI Convention Center in Green Bay, Wisconsin.

BASIC EXHIBITION PACKAGE
The basic exhibition package includes one participant only and the following amenities: one 8x10’ table, one chair, wireless internet access, Wednesday lunch, Thursday breakfast and lunch, refreshment breaks, and the networking social hours. Breakout sessions are open to exhibitors as well. Additional fees will apply for Thursday awards dinner, extra participants (with meals), and equipment.

Agency partners with WI Land+Water should coordinate with Kim Warkentin directly about exhibition space (see back page).

ALL-INCLUSIVE EXHIBITION PACKAGES & PRIORITY TABLES
Available for Gold and Silver Sponsors, the all-inclusive exhibition package include any extra equipment needs, the Thursday awards banquet, and waives late fees. Fees will apply for additional participants beyond the included conference registration(s) and cancellations.

Priority tables are available foremost to Gold Sponsors. These tables are located in the highest traffic areas of the exhibition space, near the silent auction room and bar.

REGISTRATION
Please submit this form by Friday, February 7, 2020. A late fee will be applied to any exhibitor registration submitted after that date, except for Gold and Silver Sponsors. Exhibitor information is transferrable at any time.

Exhibitors only have to submit this exhibition form; they do not have to submit an online registration as a conference attendee.

CANCELLATION POLICY
Cancellations received on or before Friday, February 14, 2020 will be assessed a $25 cancellation fee. No-shows or cancellations for exhibiting space after February 14, 2020 will be assessed a $300 fee for the cost of the exhibiting space. Due to covering prepaid costs, there are no exceptions to this policy.
**SPONSORSHIP & EXHIBITION FORM**

**GOLD SPONSOR**

Gold Sponsor Level
- Or custom sponsorship amount

Priority all-inclusive exhibition package
- Dedicated electrical hookup
- DSL hardline (wireless provided)
- Thursday dinner and awards banquet

No. of additional exhibitors @ $100 ea.

**SILVER SPONSOR**

Silver Sponsor Level
- All-inclusive exhibition package
- Dedicated electrical hookup
- DSL hardline (wireless provided)
- Thursday dinner and awards banquet

No. of additional exhibitors @ $100 ea.

**BRONZE SPONSOR**

Bronze Sponsor Level
- Basic exhibition package
- Dedicated electrical hookup
- DSL hardline (wireless provided)
- Thursday dinner and awards banquet

No. of additional exhibitors @ $100 ea.

**COST**

- $2500
- Included
- $1000
- Included
- $500
- Included
- $300
- Included
- $250
- Included
- $25
- Included
- $20
- Included
- $25
- Included
- $25
- Included
- $25
- Included
- $25
- Included

**EXHIBITION LOGISTICS**

Exhibit set up is Wednesday, March 4, from 9:30 am - 1:45 pm. Breakout sessions begin at 1:45 pm, following Wednesday’s lunch program.

Exhibiting ends Thursday, March 5 at 6:00 pm. Tables must be completely cleared at that time.

For more details regarding our conference schedule, sessions, and venue information, please see our conference registration packet found on our website:

www.wisconsinlandwater.org/events/annual-conference

**WHAT’S INCLUDED**

Basic exhibition package includes one participant, 8x10’ table, one chair, wireless internet access, Wednesday lunch, Thursday breakfast and lunch, and refreshments.

For Gold and Silver sponsors, “additional exhibitors” are only those who are not covered by the conference registration(s) that are included in the sponsorship level’s benefits.

**DIETARY RESTRICTIONS**

Please denote the number of participants with dietary restrictions below:

- No restrictions
- Gluten-free
- Vegan

**FOLLOW UP & CONTACT INFORMATION**

Please return the completed form by email or by mail:

WI Land+Water
Attn: Kim Warkentin
131 W. Wilson Street, #601
Madison, Wisconsin 53703

For questions regarding sponsoring, contact Matt Krueger at (608) 441-2677, ex. 4 or matt@wisconsinlandwater.org

For questions regarding exhibiting, contact Kim Warkentin at (608) 441-2677, ex. 3 or kim@wisconsinlandwater.org

**SIGNATURE REQUIRED:**

I have read and agree to the exhibition policies above and that I am responsible for the security of my display during the event.