

# BECOME A SPONSOR OR EXHIBITOR

February 21-23, 2023

Holiday Inn Hotel and Convention Center

Stevens Point, WI



- ▶ **Create awareness of and build visibility for your products, services, or brand**
- ▶ **Network with wetland professionals from around the state and region**
- ▶ **Demonstrate your support for wetland conservation**
- ▶ **Showcase your products and services**

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## Support the 2023 Wetland Science Conference as a sponsor and/or exhibitor to realize all these benefits and more.

Since 1995, Wisconsin Wetlands Association's annual Wetland Science Conference has been providing a one-of-a-kind opportunity to share and promote the best wetland science, restoration, and management practices with the wetland and water community of Wisconsin and the Upper Midwest. More than 350 wetland professionals attend each year.

**The 2023 conference will be held in person February 21-23 at the Holiday Inn Hotel and Convention Center in Stevens Point, Wisconsin.** We are monitoring public health conditions carefully and laying the groundwork to offer the conference virtually if needed.

You know the importance of wetland resources as well as the importance of an informed wetland community to protect and care for those resources. **Your conference support demonstrates this leadership and makes this one-of-a-kind event possible.**

**We have made some changes to our Sponsor & Exhibitor program this year: more information about these changes is enclosed.**

## More About our Audience

More than 350 wetland professionals from around Wisconsin and the region attend this conference every year. Demographics for our 2022 audience:

### Profession:

**Biologist/researcher/ecologist:** 37%  
**Consultant:** 10%  
**Program manager:** 9%  
**Resource manager/technician:** 7%  
**Practitioner:** 5%  
**Educator/trainer:** 5%

**Student:** 12%  
**Retired:** 4%  
**GIS professional:** 4%  
**Other:** 6%

### Employer:

**Private sector:** 31%  
**Government:** 25%  
**Non-profit:** 13%  
**University/education:** 20%  
**Retired:** 6%  
**Self-employed:** 2%  
**Utility:** 3%

## How to Support the Conference

Select among the levels and benefits detailed on the enclosed materials.

### SPONSOR

- Best visibility to our conference audience
- Range of sponsor levels and benefits
- Complimentary full registrations
- Option to add an exhibit

OR

### EXHIBITOR

- Space in our exhibit hall
- One basic conference registration
- Discount for non-profit exhibitors

## Two easy ways to sign up:

1. Use our convenient online form to sign up: [eventleaf.com/e/support2023wetlands](https://eventleaf.com/e/support2023wetlands).
2. Email [programs@wisconsinwetlands.org](mailto:programs@wisconsinwetlands.org) to request a fillable pdf form and return it to Wisconsin Wetlands Association via mail or email along with your payment.

**We need to receive your sign up and payment by January 20, 2023.** *Note that several benefits are available on a first-come, first-served basis (including exhibit space, which is very limited this year), so confirm your support early to lock in your benefits.*

After we receive your sign-up and payment, we will follow up with you with information about how to access your complimentary registration(s) and claim the other benefits that come with your support.

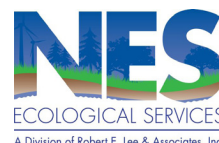
## Who We Are

Wisconsin Wetlands Association is the nation's first and oldest statewide organization focused exclusively on wetland conservation. For more than 50 years, WWA has been working to protect our state's wetland resources through education, training, advocacy, and research on key issues that affect wetlands. Our award-winning programs effectively reach key target audiences, including local government staff, private landowners, land trusts, community decision-makers, and more. We are a 501(c)3 non-profit organization.

**Please consider supporting Wisconsin Wetlands Association's 2023 Wetland Science Conference.** Find more information about the conference: [conference.wisconsinwetlands.org](https://conference.wisconsinwetlands.org). Contact Katie Beilfuss at 608-250-9971x3 or [programs@wisconsinwetlands.org](mailto:programs@wisconsinwetlands.org) if you have any questions or need more information.

*“ This is a regional conference that has the quality of a national conference. It is a great opportunity to interact with wetland professionals. ”*

Wisconsin Wetlands Association thanks the sponsors of our recent Wetland Science Conferences, including:



# SPONSOR AND EXHIBITOR PROGRAM FEATURES IN 2023

February 21-23, 2023

Holiday Inn Hotel and Convention Center, Stevens Point, WI



## Choose to Sponsor OR Exhibit

To highlight the support of our sponsors and better manage the exhibit hall at our conference, we are offering sponsorship and exhibiting as separate opportunities.

- Sponsor for the greatest visibility and recognition and to show your support for wetlands.
- Exhibit if your primary interest is tabling in our exhibit hall.

SPONSOR BENEFITS	EXHIBITOR BENEFITS
Logo displayed on conference website and app	Name listed on conference website and app
Logo displayed in conference printed program	Name listed in conference printed program
2-10 complimentary conference full registrations <i>depending on sponsor level (banquet tickets, field trips, and workshops included)</i>	One complimentary basic conference registration <i>(banquet tickets, field trips, workshops not included)</i>
Table in exhibit hall <i>(optional discounted add on)</i>	Table in exhibit hall
Exclusive session sponsorship recognition	<b><i>Exhibit space is very limited this year, so reserve your spot early!</i></b>
Logo on screen at conference welcome	
Recognition on sponsor board at conference	
At higher sponsor levels <i>(see sponsor benefits table for details)</i> : <ul style="list-style-type: none"><li>• Social media shout-outs</li><li>• Logo in event publicity emails</li><li>• Mention in event press releases</li><li>• Brochure in registration packets</li></ul>	

## SPONSORS: Exhibit tables are an optional add-on offered at a special discounted rate

- It's easy to add an exhibit table to your sponsorship for 50% off the exhibitor price.
- Receive an additional complimentary registration with your purchase of exhibit space (in addition to the registrations that come with sponsorship).

## Convenient online sign-up

- Skip the paperwork! Use our new, easy, online system to pledge your conference support: [eventleaf.com/e/support2023wetlands](https://eventleaf.com/e/support2023wetlands)
- Online payment options:
  - o Pay by credit card; receive an automatic receipt
  - o Select "Pay by Check" and receive an invoice
- Prefer to use our familiar pdf sign-up form? Contact [programs@wisconsinwetlands.org](mailto:programs@wisconsinwetlands.org).

## Add-on visibility and support opportunities suggested by our sponsors

- Support student engagement at the conference (banquet tickets, workshops, competition prizes).
- Support our scholarship fund for (non-student) people with financial need.
- Increase your visibility by underwriting beverage tickets at the socials.

# SPONSOR LEVELS & BENEFITS

February 21-23, 2023

Holiday Inn Hotel and Convention Center

Stevens Point, WI



	Premier: \$7,500	Platinum: \$5,000	Gold: \$3,000	Silver: \$1,500	Bronze: \$1,000
Logo on conference website sponsor page	✓	✓	✓	✓	✓
Logo in conference app	✓	✓	✓	✓	✓
Complimentary registration*	10	8	5	3	2
Exclusive session sponsorship	Choose from List 1	Choose from List 1	Choose from List 2	Choose from List 3	Choose from List 4
Logo in conference program	✓	✓	✓	✓	✓
Logo on screen at conference welcome	✓	✓	✓	✓	✓
Recognition on sponsor board	✓	✓	✓	✓	✓
Social media shout outs	✓	✓	✓	✓	
Logo in our event publicity emails to prospective attendees	✓	✓	✓		
Mention in event press releases	Logo	Name			
Brochure included in registration packets	✓				

\* Includes banquet tickets, field trips, and workshops

## Exclusive session sponsorship opportunities

Only a limited number of sessions are available for sponsorship. Session exclusivity will be determined on a first-come, first-served basis. Sponsors who sign up before the full program is available will be contacted in the order they signed up to select sessions.

- |  |  |   |  |
|--|--|---|--|
| <b>List 1</b> <ul style="list-style-type: none"> <li>• Conference banquet</li> <li>• Tuesday welcome social</li> </ul> | <b>List 2</b> <ul style="list-style-type: none"> <li>• Plenary session (Wednesday or Thursday)</li> <li>• Lunch</li> </ul> | <b>List 3</b> <ul style="list-style-type: none"> <li>• Student scholarship (limit 2)</li> <li>• Concurrent session</li> <li>• Poster Session</li> </ul> | <b>List 4</b> <ul style="list-style-type: none"> <li>• Field trip</li> <li>• Morning or afternoon break</li> <li>• Workshop</li> </ul> |
|--|--|---|--|

## Optional Add-ons for Sponsors:

**Exhibit hall table** – *space in the exhibit hall is very limited this year, so sign up early to reserve yours!*

Exhibit table (includes one additional complimentary registration) – special discount rate for sponsors.....	\$250
Electricity for exhibit table.....	\$45
Hardwired internet connection.....	\$30

## Additional visibility opportunities

First drink's on you! Underwrite beverage tickets for the <b>opening social</b> (Limit one).....	\$500
First drink's on you! Underwrite beverage tickets for the <b>poster session social</b> (Limit one).....	\$500
Push notification via conference event app: Promote your support of the Wetland Science Conference and invite attendees to engage with your business/organization.....	\$100

## Support engagement in the conference

Provide prize money for winners of the student presentation competition.....	\$150
Enable a student to attend the conference banquet & presentation.....	\$50
Enable a student to attend a fee-based workshop.....	\$20
Contribute to a scholarship fund for (non-student) people with financial need.....	\$20-195

# EXHIBITOR BENEFITS

February 21-23, 2023

Back in person!

Holiday Inn Hotel and Convention Center, Stevens Point, WI



**Exhibitor: \$550**

**Non-profit exhibitor: \$250**

## Exhibitor Benefits:

- Table in exhibit hall
- Name listed on conference website and app
- Name listed in conference printed program
- One complimentary registration (field trip and workshop fees and banquet tickets not included)

## Optional Add-ons for Exhibitors:

### Exhibit Hall Table

- Electricity for exhibit table.....\$45
- Hardwired internet connections.....\$30

### Visibility Opportunities

- First drink's on you! Underwrite beverage tickets for the **opening social**.  
(Limit one, first-come, first-served).....\$500
- First drink's on you! Underwrite beverage tickets for the **poster session social**.  
(Limit one, first-come, first-served).....\$500
- Push notification via conference event app: Promote your support of the Wetland Science Conference and invite attendees to visit your booth, attend a particular session, or otherwise engage with your business/organization.....\$100
- Support engagement in the conference:
  - Provide prize money for winners of the student presentation competition.....\$150
  - Enable a student to attend the conference banquet & presentation.....\$50
  - Enable a student to attend a fee-based workshop.....\$20
- Contribute to a scholarship fund to support attendance by people with financial need.....\$20-195

*If conditions prevent us from hosting an in-person conference, we will revise Exhibitor benefits and communicate these with you as early as we can.*