

Sponsored Workshop: Pilot Year

2024 Wetland Science Conference

Feb 20-22, 2024

Green Bay, WI



Wisconsin Wetlands Association (WWA) invites companies interested in providing more detailed information about their product(s) and/or service(s) an opportunity to offer a **Sponsored Workshop** at the 2024 Wetland Science Conference. This opportunity is only available to companies who sponsor the conference (Bronze level or above).

We are piloting this opportunity at the 2024 conference to explore interest among our conference audience and workable logistics between the company and WWA. We will only offer one sponsored workshop in 2024. In future years, we will determine the number we can accept. We will offer the opportunity for sponsored workshops on a first-come, first-served basis.

WWA will:

- Schedule the workshop at a day/time that works for the company *and* that works with other conference content and space needs at the venue.
- List the sponsored workshop in the program on our conference website and other outreach materials as we would other conference workshops and special content. WWA will be transparent in these communications that the workshop is a sponsored opportunity designed to provide information about the sponsor's product(s) and/or service(s).
- Provide a link from the conference registration website to the registration page where interested people can register for the sponsored workshop (as provided to WWA by the sponsoring company).
  - WWA will be transparent that the company has sole oversight of managing registration for the workshop.
- Provide a meeting room with a laptop, LCD projector, screen, podium, and microphone. If the company has additional audio-visual needs for the workshop, this equipment may be available for an additional fee. *Pricing and availability of special equipment are to be determined by the venue. Special equipment will be booked by WWA as requested by the sponsoring company, which will reimburse WWA for the cost of such equipment.*
- Provide information about the room-set options for the room to be provided and the corresponding attendee capacities to determine the maximum number of possible attendees at the workshop.

The company will:

- Provide a description and other details about the sponsored workshop to WWA by September 29 to support the workshop's listing in conference materials. WWA reserves the right to edit this information in collaboration with the company for consistency with the conference brand and tone.
- Promote the Wetland Science Conference (provide dates, location, and URL) any time it promotes its sponsored workshop.

- Provide a URL to WWA by December 1 for the website to be used for registration for the sponsored workshop.
- Manage registration for the workshop (separate from WWA conference registration), including:
  - Access to the sponsored workshop registration must be only available through the Wetland Science Conference registration portal (all sponsored workshop registrants must be registered for the Wetland Science Conference.)
  - Prominently communicate to registrants before they sign up for the sponsored workshop that, by signing up, they agree to be contacted by the company following the workshop.
  - Ensure participant registration does not exceed the maximum room capacity determined by WWA for the assigned room.
  - Provide WWA with the list of registrants for the sponsored workshop for our recordkeeping following the workshop.
- Ensure that all sponsored workshop instructors/speakers register for the Wetland Science Conference using the WWA conference registration website. (Note: These individuals may use the complimentary registrations associated with the company's sponsorship.)
- Provide WWA with room set needs by the end of January prior to the conference. Note that different room sets can accommodate different numbers of participants, which will ultimately determine the maximum number of workshop participants.
- Provide any presentations, handouts, or other content and materials needed for the sponsored workshop.

#### Sponsored workshop fee structure

- \$500 for a one-hour workshop
- \$250 per additional workshop hour

Sponsored workshop fees will be paid to WWA at the time the workshop is confirmed so that it can be added to the program schedule.

If you are interested in hosting a sponsored workshop at the 2024 Wetland Science Conference, please contact Katie Beilfuss at [programs@wisconsinwetlands.org](mailto:programs@wisconsinwetlands.org) or 608-250-9971 x3.