



Exhibitor & Sponsor Invitation

Event Agenda: <https://gispro2026.sched.com/>

Registration/Travel: <https://thegpn.org/page/GIS-Pro>

No matter your organization's size, budget or marketing goals, there is an opportunity to maximize your visibility at GIS-Pro 2026. Consider exhibiting at and/or sponsoring the conference!

Join the GIS community in Milwaukee in October for an enriching experience filled with education, training, connections, and solutions. The **Geospatial Professional Network (GPN)** is excited to partner with the **Wisconsin Land Information Association (WLIA)** to deliver a not-to-be-missed event for GIS professionals across the Midwest and beyond. GIS-Pro 2026 brings together practitioners, managers, and decision-makers from government, academia, utilities, and the private sector to share knowledge, explore emerging technologies, and strengthen professional networks.

Conference Hosts



This will be the 64th Annual Conference of the Geospatial Professional Network (formerly URISA). GPN is a vibrant community uniting emerging and experienced GIS professionals through top-tier education, networking, and career development. GPN is committed to upholding ethical standards, empowering you to support your organization, advance your career, and shape the future of the geospatial profession. *The Urban and Regional Information Systems Association (URISA) was incorporated as a nonprofit 501(c)3 association in 1966.*



Founded in 1987, WLIA is a grassroots organization representing a collection of concerned professionals working to develop, maintain, and apply a network of statewide land information systems. We are united by an interest in land records modernization, GIS, and related technologies, and by the need for government policies and programs that support their efficient and effective application. WLIA is a registered 501(c)(6) non-profit organization and is open to individual, non-profit, and corporate members.



Why GIS-Pro 2026?

- Connect with **two vibrant communities at one event** – an efficient use of time, staff, and financial resources.
- Reinforce or introduce your organization’s presence to GIS professionals who drive the adoption of technology within their organizations
- Cultivate new and existing customer relationships face-to-face... still the most effective method for developing lasting business connections.
- Introduce new products and services to a broader audience.
- Cultivate a partner network with companies offering complementary products and services to expand your capabilities and reach.
- Participate in discussions that influence policy, technology trends, and the future of the GIS profession. Position your organization as a thought leader and champion for the geospatial community!

Why Milwaukee?

- Milwaukee offers a dynamic setting that combines Midwest accessibility, a strong geospatial community, and a vibrant downtown experience—making it an ideal host city for GIS-Pro 2026.
- Milwaukee is easily accessible from across the Midwest and beyond, with convenient air, rail, and highway connections. Its central location makes travel straightforward for attendees, exhibitors, and sponsors alike.
- Wisconsin has a long-standing reputation for leadership in GIS, land information, and geospatial innovation. Hosting GIS-Pro 2026 in partnership with the Wisconsin Land Information Association (WLIA) highlights the region’s deep expertise and engaged professional community.
- The conference venue is located in a compact, walkable downtown area with easy access to hotels, dining, and entertainment—encouraging networking beyond the conference sessions.
- Situated along Lake Michigan, Milwaukee offers a unique mix of culture, history, and modern amenities. From riverwalks and waterfront views to museums, breweries, and local cuisine, attendees can enjoy a memorable conference experience both inside and outside the venue.
- You won’t break the bank or the budget in Milwaukee.

Venue: Hilton Milwaukee



The conference will take place at the Hilton Milwaukee (509 W Wisconsin Ave, Milwaukee, WI 53203). Built in 1927, the newly renovated Art Deco hotel retains many of its original features while offering modern comforts, updated accommodations and amenities, as well as four distinct dining options. The Hilton is ideally located in downtown Milwaukee within a mile of the Pabst Theater, Milwaukee Art Museum, Harley Davidson Museum, Milwaukee Public Market, Fiserv Forum, and Deer District. The conference negotiated a **discounted group rate of \$209** at the Hilton. The group rate will be available until September 18, 2026 or until the block is fully reserved (whichever comes first).

Why Exhibit or Sponsor?

GIS-Pro 2026 offers exhibitors and sponsors direct access to a highly engaged and targeted GIS audience.

Benefits of participation include:

- Face-to-face interaction with GIS professionals and decision-makers
- Strong exhibit hall traffic driven by activities, breaks, and receptions
- Brand visibility before, during, and after the conference
- Opportunities to demonstrate products, services, and solutions in a focused environment
- Alignment with two respected GIS organizations: **GPN and WLIA**

Premium Sponsorship Opportunities – for maximum visibility

Take advantage of these ‘package’ deals which include exhibit booths.

	Diamond (\$20,000) one opportunity	Gold (\$12,000)	Silver (\$7,500)	Bronze (\$5,000)
Premium Conference Sponsor Benefits				
Number of Registrations Included	4	3	2	2
Exhibit Booths Included	8x20	8x20	8x10	8x10
Opportunity to Host Lunch & Learn Session on Wednesday*	X	X	X	X
Logo on Event Website	X	X	X	X
Company Logo on Event Signage and Program Brochure	X	X	X	X
Pre-and Post-Show Attendee Mailing List (INCLUDING Opt-In Emails)	X	X	X	X
Company Logo on Registrant Bags	X			
Sponsor-Provided Lanyards at Registration	X			
Opportunity to Address Delegates during Opening Session	X			
Opportunity to Occupy a Meeting Room (for a User Group Meeting, Lab, etc.)	X			
One dedicated email will be sent to all registered attendees approximately four weeks before the event on behalf of the sponsor.	X	X		
The Gold Sponsor is the sponsor of the Conference Hosted Luncheon including the opportunity to address conference delegates during the luncheon.		X		
The Silver Sponsor is the sponsor of the Awards Breakfast including the opportunity to address delegates during breakfast.			X	
The Bronze Sponsor is the sponsor of the Event Wifi and Mobile App				X
Opportunity to include a sponsored company literature or materials in attendee registration packets or tote bags not to exceed 8.5” x 11”	X	X	X	X
Opportunity to submit a commercial/video to be shown during the Opening Keynote Session. Available to all sponsorship levels.	X	X	X	X
Recognition in Pre-Show Email Blasts	X	X	X	X
"Sponsor" Ribbon for All Company Representatives	X	X	X	X
Opportunity to Present in the Demo Theater	X	X	X	X

* Successfully done at the GIS/Valuation Technologies conference for years, we supply the room and connect you with an Event Manager to arrange lunch, audiovisual needs, etc. Invite current and potential customers to your Lunch & Learn Session. They’ll appreciate the attention, education and lunch!



Exhibit at GIS-Pro 2026

The GIS-Pro 2026 exhibit hall is located in the uniquely beautiful **Empire Ballroom on the lobby level of the Hilton Milwaukee**. Peak traffic in the exhibit hall will occur during the many scheduled breaks and dedicated exhibit times. To support consistent engagement, key attendee activities will take place in the exhibit hall, including **coffee breaks, a networking reception, and activities** designed to encourage booth visits.

These planned touchpoints create meaningful opportunities to connect with attendees, demonstrate your solutions, and have focused, one-on-one conversations. Of course, exhibitors and sponsors are encouraged to take full advantage of the conference experience—attend sessions, participate in workshops, and join networking and social events throughout the event.

Note that nonprofit and educational organizations may take advantage of a separate showcase opportunity.

Comprehensive Booth Package - Everything you need to show up, connect, and be seen.

- **Two Full Conference Registrations Included** (a \$1,600 value)
Each booth comes with two full-access passes covering all sessions, meals, and events.
- Exhibiting companies may register additional booth staff at a **discounted rate of \$400 per representative**, which includes exhibit hall access, meals, and social events.
- **8' x 10' Booth Space** - Your booth setup includes pipe and drape, ID sign, one skirted table, two chairs, and a wastebasket.
- **Post-Show Attendee List** - Follow up and extend your reach after the event (note that premium sponsors receive opt-in email addresses).
- **30-Second Pre-Conference Commercial** - Put your brand in front of the full audience with a short video played before the opening session (Due by: **September 11, 2026**)
- **Exhibitor Spotlight on Main Stage** - Participate during the hosted all-conference lunch with a brief opportunity to deliver your **elevator pitch** in front of attendees.
- **Mobile App Visibility** - Be listed in the event app so attendees can easily find and connect with you.



Exhibit Fee - Fees shown in U.S. Dollars

Early Bird (by August 1)

- GPN & WLIA Partners \$2,000 or Booth and General Sponsorship* \$2,500
- Nonmembers \$2,300 or Booth and General Sponsorship \$2,800

After August 1

- GPN & WLIA Partners \$2,200 or Booth and General Sponsorship* \$2,700
- Nonmembers \$2,500 or Booth and General Sponsorship \$3,000

(* A general sponsorship will be a decision of the GPN on including signage recognition at an event of our choosing)

*GPN partners take advantage of significant discounts. For information on GPN partnership, visit [GPN Membership](#).

Exhibit Schedule

Focused Hours - Efficient Use of Your Staff's Time

The exhibit hall schedule is designed to help exhibitors minimize time away from the office while maximizing meaningful engagement with attendees.

Installation

- Monday, October 12: 12:00 PM – 5:00 PM
- Tuesday, October 13: 8:00 AM – 10:00 AM

Exhibit Hall Hours

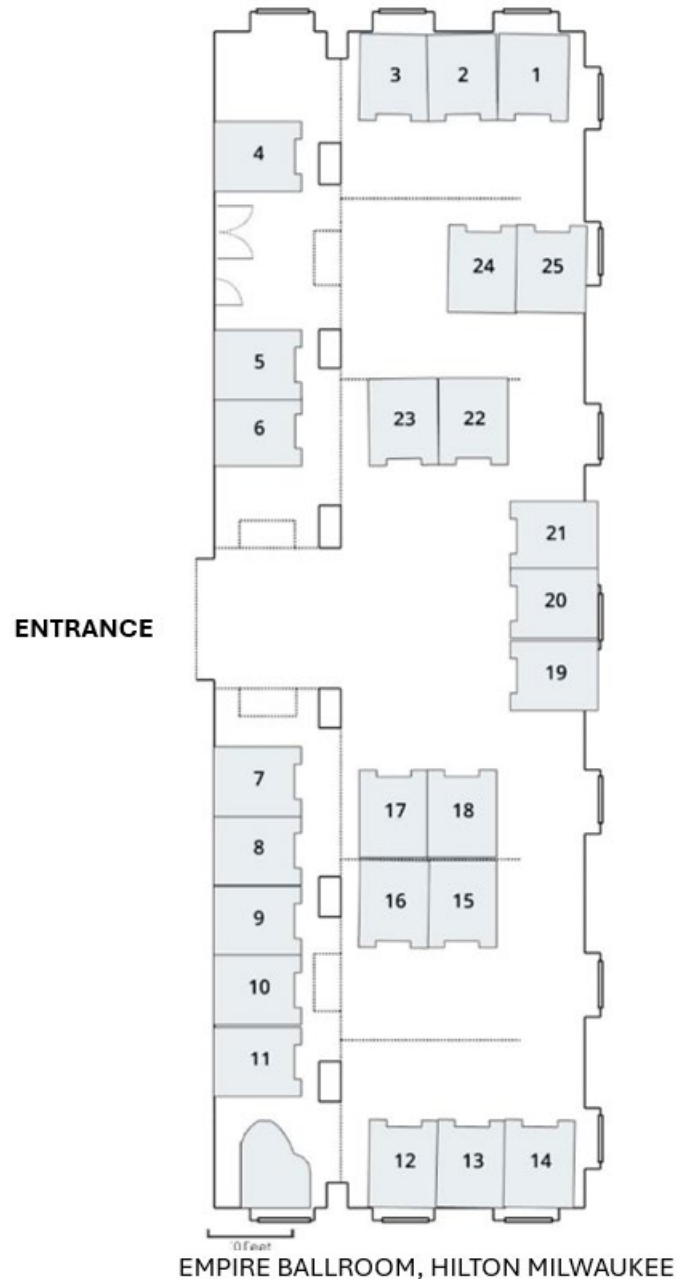
Tuesday, October 13 | 1:00 PM – 6:30 PM

- 1:00 – 2:00 PM: Grand Opening & Dessert Break
- 3:30 – 4:00 PM: Refreshment Break
- 5:00 – 6:30 PM: Networking Reception

Wednesday, October 14 | 10:00 AM – 3:30 PM

- 10:00 – 10:30 AM: Coffee Break
- 2:30 – 3:30 PM: Coffee Break & Raffle Drawings
- 3:30 PM: Exhibits Dismantle

PRELIMINARY FLOORPLAN



Booth spaces are limited. Note that the floorplan may be redrawn prior to the conference. The exhibit hall is fully carpeted.

SHOW DECORATOR: Furniture upgrades, booth cleaning, material handling/shipping, electricity, and dedicated internet will be available through the exhibitor kit distributed by **Wisconsin Expo Inc.**, the official show decorator for GIS-Pro 2026.

Presentation Opportunity: Demo Theater Showcase Presentation – \$250 each

The conference program includes workshops, keynotes, and concurrent breakout sessions and is detailed online: <https://gispro2026.sched.com/>

In addition to our traditional program tracks, GIS-Pro is offering Demo Theater presentation slots exclusively for participating exhibitors and sponsors. Showcase products, services, workflows, case studies, and innovative solutions within the conference schedule. Each Demo Theater presentation will be 20 minutes in duration, allowing organizations to engage attendees, demonstrate capabilities, and provide a more in-depth overview of their solutions. The earlier you sign up, the more time attendees have to plan to attend our presentation. Early commitment is encouraged to secure preferred time slots.

This opportunity is included in premium conference packages.

Additional Sponsorship Opportunities

We welcome creative ideas and collaboration. Consider co-sponsoring an existing event with partners, or share sponsorship concepts that have worked well at other conferences. We are happy to explore custom opportunities that align with your goals and maximize your visibility at GIS-Pro 2026.

Wi-Fi Sponsorship – \$2,000

Put your brand in front of every attendee with exclusive Wi-Fi sponsorship. Includes a custom network name (e.g., *GIS-Pro WiFi sponsored by [Company]*), branded login splash page, and recognition in the mobile app and on-site signage.

Workshop Notebook Sponsorship – \$500 each – five opportunities available

Most attendees kick off the conference with full- and half-day workshops covering a wide range of essential GIS topics on Monday, October 12. As a sponsor, your organization will receive visibility on participant notebooks (which they'll use during and after the conference) and coffee break signage, aligning your brand with hands-on learning and professional development at the start of the event. Don't sleep on this opportunity!

Bag Inserts: \$1,500

Place your organization directly in the hands of every attendee with a sponsored bag insert included in registration packets. Materials (brochures, flyers, or cards not to exceed 8.5" x 11") must be provided by the sponsor. A highly visible and practical touchpoint, your branding will travel with attendees throughout the conference. This opportunity is included in premium conference packages.

Coffee & Refreshment Break in the Exhibit Hall – \$2,500 each

Keep attendees energized and engaged right where the action is by sponsoring the popular morning and afternoon refreshment breaks located in the exhibit hall. Your organization will receive prominent signage at break stations, along with logo recognition in the on-site program acknowledging your support.

Networking Reception Sponsor – \$2,000 – three opportunities available

Kick off the conference by sponsoring the Exhibitor Networking Reception on Tuesday evening, a high-visibility event that brings attendees, exhibitors, and sponsors together for their first major networking opportunity. Your organization will receive prominent recognition through event signage and on-site acknowledgments, positioning your brand at the center of a key social gathering.

Conference Social Event Co-Sponsor – \$2,000 – *three opportunities available*

Join us for an unforgettable evening at New Fashioned on Wednesday, featuring hyperbowling, curling, dartball, and refreshments in a fun, interactive setting. As a co-sponsor, your organization will receive prominent logo placement throughout the venue, putting your brand front and center during one of the conference’s most anticipated social events.

Young Professional Meet-Up – \$500 each

A favorite pre-conference gathering for emerging GIS professionals, the Young Professional Meet-Up offers a relaxed setting to connect before the conference gets underway. Your sponsorship supports signage recognition and refreshments for attendees—helping foster the next generation of geospatial leaders. Some of them may end up being your company’s next superstars! *The more sponsors, the merrier!*

Sit By Me App - \$750 each

A former government worker at a County in Wisconsin developed an app designed to connect people during and after the conference and facilitate exploring your city or the one you’re visiting. In order to facilitate even more networking and connections, we’re introducing this live networking hub to attendees. Attendees see names, titles, and industries in-app — no awkward badge squinting or missed connections. Sponsors can designate Connectors, go-to people who welcome new attendees and make introductions from the moment they walk in. Pick your MVP extrovert!

GeoPoker & Milwaukee Landmark Crawl Sponsorship – \$500 each

A longtime attendee favorite, join your fellow attendees as downtown Milwaukee is turned into an interactive networking experience. Teams solve clues and explore local landmarks while participating in the GeoPoker Crawl—collecting playing cards at designated stops, each featuring sponsor logos. At the end, the team with the best hand wins. Sponsors are encouraged to provide branded swag for the winning team. Volunteer to be a team captain or be one of the designated stop leaders!

Any questions or wish to discuss other ideas? Contact [Pat Francis](#) (708-586-9213) or [Wendy Nelson](#).



GPN will coordinate staff registrations, payments, sponsorships and promotion opportunities with exhibitors. **Wisconsin Expo Inc.** is the official show decorator and will manage shipping and logistics. Prior to the conference, an Exhibitor Kit will be sent (via email) to the contact person listed on the sponsorship registration. The Exhibitor Kit includes instructions for shipping booth materials through our expo services company. (Please note GIS-Pro/GPN does not accept direct shipments of booths).

Cancellation & Refund Policy - Cancellations received in writing by GPN on or before September 4, 2026 will be refunded fifty percent (50%) of exhibit fees paid. Cancellations received by GPN after September 4, 2026 will not receive refunds.

Registration Instructions

GPN Partners must log in to their account to complete the exhibitor and/or sponsorship registration process. If you do not remember your login credentials, please contact Pat Francis at pfrancis@thegpn.org for assistance.

WLIA Corporate Partners and all other organizations may proceed by selecting **“Continue as a Guest”** during registration.

Purchase online here: (insert link here)

Make checks payable to URISA in US dollars and mail with a copy of the invoice to: URISA, PO Box 1247, Bedford Park IL 60499-1247 or pay online with ACH or credit card.

See you in Milwaukee!