



2026 SPRING CONVENTION



EXHIBITOR GUIDE

RECLAIM YOUR ENERGY, PASSION AND PURPOSE

April 16-19, 2026

Osthoff Resort and Spa • Elkhart Lake



POWER UP YOUR BUSINESS at the 2026 WCA Spring Convention

The Wisconsin Chiropractic Association Spring Convention is the premier opportunity for businesses to connect with chiropractors and their staff.

As an exhibitor, you'll be part of an experience designed to help attendees reclaim their energy, passion, and purpose in practice. And your presence, messaging, education and branding will be part of that re-energizing journey.

WHY EXHIBIT?

With 300-400 attendees expected at Spring Convention, chiropractors and their staff attend this event with intention and they come ready to:

- Discover new products and technologies
- Evaluate services that improve workflow and profitability
- Explore solutions that support clinician well-being and sustainability
- Reinvest in their teams and practices

Exhibiting places your business at the center of those conversations.

EXHIBIT BOOTHS

BOOTH SIZE: 8'X10'

- **Table size (6" x 30")** with tablecloth and two chairs. No pipe or drape.
- **Exhibitors may not exceed the 8'x10'** booth footprint, including exhibitor signage and equipment. If you need additional space, please purchase a second booth.
- **Booths will be assigned** by WCA based on partnership level. Booth locations will be announced one week prior to convention.



EXHIBITOR SCHEDULE SNAPSHOT

Two days of exhibitor and networking, designed to maximize exhibitor engagement

THURSDAY, APRIL 16

3 -7 PM
Exhibitor Setup

1-5 PM
Education Seminars

FRIDAY, APRIL 17

7-8 AM
Registration & Exhibits

8 AM - 12 PM
Education Seminars with a Morning Break

12-1 PM
Attendee Lunch with Exhibitors

1-5 PM
Education Seminars with an Afternoon Break

SATURDAY, APRIL 18

7-8 AM
Registration & Exhibits

8 AM - 12 PM
Education Seminars with a Morning Break

12-1 PM
Attendee Lunch with Exhibitors

1-5 PM
Education Seminars with an Afternoon Break

5 PM
Exhibitor Tear Down



Recharge at The Osthoff Resort

The Osthoff Resort & Spa in Elkhart Lake is the perfect venue to “recharge” your passion, energy and purpose.



The Osthoff Resort & Spa

101 Osthoff Avenue
Elkhart Lake, WI 53020
800-876-3299
osthoff.com

ROOM BLOCK INFORMATION

A block of discounted rooms is set aside until **Wednesday, March 18, 2026** for WCA Convention attendees, speakers and exhibitors.

Wednesday, April 15 - Saturday, April 18

- 1 Bedroom Suites \$169
- 2 Bedroom Suites \$219
- 2 Bedroom “Premier” Suites offered at an additional \$50 premium, if requested (based on availability).

The resort fee of \$30 is waived for Spring Convention attendees and parking is complimentary.

HOW TO BOOK YOUR ROOM

Phone: 800-876-3399

Room reservations can be booked with an Osthoff on-site agent by calling 800-876-3399. To receive the group discount, mention WI Chiropractic Association.

Book Online: osthoff.com

- Select "reserve" in the top right corner.
- After selecting dates, at the bottom of the rooms selection page, there is a "Change Request" button that will offer the option to enter the group code.
- Group code is 182480.



Corporate Partner Giveaway

Enhance the Attendee Experience at Your Booth!

The Celebration Giveaway is about grabbing the attention of convention attendees by having them visit your booth to sign up for your giveaway. While the attendees are signing up, be sure to take the time to transfer your company's product/service knowledge to them!

WHO CAN PARTICIPATE?

WCA Corporate Partners are invited to provide an attendee gift valued at \$100 or more, promoted by WCA, showcased at your booth and available after the drawing on Saturday for attendee pickup.

Gifts in the past have included themed gift baskets, electronics, and games. Creativity is encouraged! *Free trial and/or discount offers are not eligible.*

WCA WILL PROMOTE YOUR GIVEAWAY TO ATTENDEES

WCA promotes the Corporate Partner giveaway on our website. Your company logo and giveaway item will also be listed in our convention materials. Description and photo of your giveaway **due by March 15!**

HOW DOES IT WORK?

- Complete the Exhibitor registration form.
- Send WCA a description and photo of your giveaway by **March 15**. Note: WCA provides the attendees' entry cards and a collection container for your table.
- Attract attendees to your booth and have them sign up for your giveaway drawing.
- Choose an entry winner by Saturday at 3 PM.
- Write the entry card winner's name on the front of your collection container and text the winner.
- Be available at your booth for the giveaway pick up. Please take pictures and share with WCA for future marketing purposes!
- Save the entry cards for your convention follow-up messaging.



Not a Corporate Partner?

Recharge Your Investment with a WCA Corporate Partnership

Contact Leah Knope at lknope@wichiro.org today!

Before you purchase an Exhibitor Booth... see if a WCA Corporate Partnership is right for you!

- ✓ Free exhibitor booth.
- ✓ Post convention attendee list (300-400 emails) for your professional follow up.
- ✓ Corporate Partner recognition at your booth and in the on-site convention brochure.
- ✓ Speaker sponsorship opportunities and much more!





Meeting and Conference Shipping and Receiving Information

All deliveries related to the event should be coordinated through the group's Conference Services Manager. To ensure prompt and secure delivery to the resort and correct meeting location, please read and follow the instructions below.

INCOMING PACKAGES

- Please be sure to properly label the package in the following format:

Contact Name: Leah Knope
Group Name: WCA
Conference Services Manager: Molly Hengst
Arrival & Departure Date: _____ c/o The Osthoff Resort
101 Osthoff Avenue
Elkhart Lake, WI 53020
Box ___ of ___

STORAGE

Storage needs for packages or booths must be arranged during event detailing with the Conference Services Manager. Packages received more than two business days prior to event date will incur a \$5 storage fee, per package, per day.

OUTGOING PACKAGES

Outgoing packages will be charged the same rate as incoming, plus shipping cost. Group is responsible for packaging, labeling, sealing and shipping. The Osthoff Resort assumes no responsibility for damages or loss of merchandise/articles while on premises, before or after event. Resort staff will place items in shipping/receiving when ready. Client must provide own labels for all outgoing shipments. The Osthoff Resort utilizes UPS for all outgoing guest packages. For any FedEx shipments, pick-up must be prearranged.

PORTAGE FEE

A portage fee of \$50/hour will be assessed to move large shipments from the receiving area to the event area. The same fee (or a prorated one) will apply to move the large shipment from the event area back to the receiving area. Fees will be charged at the conclusion of the event.

BILLING

Prior to scheduling shipments, group billing or credit card authorizations must be completed through the Conference Services Manager.

QUESTIONS

Please contact your Conference Services Manager with any questions.



EXHIBITOR REGISTRATION

2026 Spring Convention | April 16-18

The Osthoff Resort, Elkhart Lake, Wisconsin

Company Name (as it should appear on booth signage) _____

Contact Name _____

Address _____

City/State/Zip _____

Contact Phone _____

Contact / Payment Email _____ Website _____

Event Staff (Names as they should appear on name tags)

Email / Cell Phone

Product Description _____

8X10' BOOTH SELECTION

Booth Agreement: Do not exceed the boundaries of your 8x10 booth (six-foot table) which includes exhibitor signage and additional tables. **Attendee Lists** are provided to Corporate Partner exhibitors only.

- ☐ **CORPORATE PARTNER BOOTH** (One complimentary booth; \$500 for each additional booth)
- ☐ **WCA MEMBER BOOTH** (\$500 per booth)
- ☐ **NON-CORPORATE PARTNER BOOTH** (\$825 per booth)
- ☐ **BOOTH ELECTRICITY** (\$100 per booth)

CUSTOM SPONSORSHIP PACKAGES AVAILABLE

Enhance the attendee experience and increase your visibility throughout the convention!

WCA is pleased to create a custom sponsorship package for exhibitors. Contact Leah at Lknope@wichiro.org

PAYMENT

Booth Cost \$ _____ Electricity Fee \$ _____ Sponsor Package \$ _____ = TOTAL \$ _____

WCA staff will email an electronic invoice for payment by credit card or echeck. Payment due no later than March 16, 2026.

Signature _____

Date _____

CANCELLATION POLICY: Full refund minus \$100 admin fee through March 15, 2026. No refunds after March 16, 2026.

PLEASE RETURN TO: Leah Knope | Lknope@wichiro.org