

APRIL 1-3

2020



WISCONSIN ACADEMY  
of  
PHYSICIAN ASSISTANTS

**WAPA**



**SPRING CONFERENCE**

ENGAGE, ENRICH, EXPLORE

**MADISON • WISCONSIN**

CONCOURSE HOTEL & GOVERNOR'S CLUB

**SPONSOR & EXHIBITOR  
PROSPECTUS**





## CONFERENCE OVERVIEW

WAPA is pleased to invite all pharmaceutical, medical supply companies, nonprofits and recruiters to exhibit and/or sponsor WAPA's Spring CME Conference, to be held April 1-3 at the Madison Concourse Hotel & Governor's Club. This three-day exhibit opportunity with dedicated Exhibit Hall time and networking activities is a great opportunity to place your product and services in front of PA professionals – your future clients.

Please feel free to contact Lori Conaway, WAPA Executive Director 414-253-8188, ext. 1104, with any questions or to customize your conference experience.

## CONTENT

This year's conference theme is Engage, Enrich, Explore - join general medical and specialty practitioners from across the spectrum of team-based healthcare as they browse sessions ranging from primary to acute care topics. Attendees can choose from hands-on training opportunities from a menu of workshops covering topics on dental pain and infection control, women's health and EKG. The full program is available online now - check it out!

## VENUE & LODGING

The conference will be held at the:  
**Concourse Hotel & Governor's Club**  
**1 West Dayton Street**  
**Madison, WI 53073**

Rooms are available for \$175/night, excluding taxes and fees. Book your room on the WAPA website or call 800-356-8293 and reference the WAPA Spring CME Conference.

## EXHIBIT HOURS

**Exhibit hours** are preliminary and subject to change:

Wednesday, April 1, 9:00 am-6:00 pm

Thursday, April 2, 7:00 am-5:00 pm

Friday, April 3, 7:00 am-3:00 pm

## GENERAL INFORMATION

Booths are assigned on a first come, first served basis, with priority given to our sponsors. Space is reserved with a completed registration form and confirmation of payment.

WAPA retains the right to change exhibit locations for causes beyond the control of WAPA, or if it becomes advisable in the best judgment of WAPA's Executive Director. All such changes will be discussed with the exhibiting firm in advance, if possible.

## LIABILITY

WAPA does not guarantee the security of unattended booths. Offensive promotions by exhibit personnel will not be tolerated. WAPA reserves the right to deny booth space to any company whose products do not contribute directly to the meeting delegates' medical practice.

## CANCELLATION

In the event of a cancellation, notice must be received in writing by March 15, 2020 to receive a full refund, minus a \$50/booth administrative fee. Exhibit space canceled after March 15 are ineligible refund of the exhibit fees.



# EXHIBIT BOOTHS & SPONSORSHIP OPPORTUNITIES

## EXHIBIT BOOTH: \$1,500

Displays are tabletop spaces and two full-access registrations are included in the fees. Additional exhibit-hall only passes may be purchased for \$75/person. Exhibit personnel are welcome to participate in meals and receptions/networking events throughout the conference.

## MEAL SPONSORSHIP: \$7,500

### EXHIBIT BOOTH INCLUDED

Price includes food and beverage for attendees, audio-visual requirements for the sponsor presenter(s) and an exhibit booth. Sponsors are recognized in the printed conference program, on the mobile app, onsite signage, and on the WAPA website and one edition of *The Pulse* newsletter (circulation ~1,500).

## MOBILE APP SPONSORSHIP: \$3,500

Sponsor will have an exclusive banner ad on the mobile app home screen and receives 2 instant notification alerts sent to all delegates via the app (no more than 1 alert per day, content is subject to WAPA approval). The app is the home for detailed meeting information, including the program schedule, faculty profiles and contact details, handouts and more. This package also includes an exhibit booth – providing one of the best opportunities for consistent and multifaceted exposure.

## CONFERENCE WIFI: \$4,000

Sponsor will be listed in the printed program, in the mobile app and in onsite signage. Sponsor will also be acknowledged during conference opening remarks. Sponsor may select the password for delegate wifi access.

## CONFERENCE BAGS: \$5,000

Showcase your company's logo by providing conference bags for delegate materials. Also includes a list of delegates and online advertising opportunities.

## LANYARDS: \$3,000

Lanyards are branded with company's logo and provided to every delegate. Also includes a list of delegates and online advertising opportunities.

## PRIME SPACE EXHIBIT BOOTH: \$3,000

Host your booth in the most highly trafficked areas at conference. An extra two exhibitor badges are included in this opportunity.

**NEW!**

## PROFESSIONAL HEADSHOT STUDIO: \$10,000

Partner with WAPA to offer complimentary head shots to spring conference attendees! The opportunity includes sign-up slots for individual attendees to have their photo taken and engage with sponsor personnel all throughout the conference! WAPA will provide a photographer, professional makeup artist for touch-ups and white coats in various sizes. This is an opportunity for maximum exposure that you won't want to miss!

## ADD-ONS **Maximize your exposure with the following opportunities, featuring prices available exclusively to WAPA sponsors and exhibitors:**

### EXHIBITOR HALL PRIZE SPONSOR: \$500

Vendors will distribute tickets to booth visitors, and delegates may turn in their tickets for prize drawings daily. Sponsor will host the ticket collection basket, and prizes will be drawn and announced by WAPA staff or leaders daily in the exhibit hall at the sponsor booth.

### ADVERTISEMENT IN THE CONFERENCE HANDOUT: \$350 1/4 PAGE AD, \$500 1/2 PAGE AD

Showcase your company and drive traffic to your booth by featuring your products and services within the printed program provided to all delegates.

### PROMOTIONAL EMAIL TO CONFERENCE ATTENDEES PRE OR POST-EVENT: \$500

Drive traffic to your booth proactively by enticing delegates just before the event – or, ensure that they do not forget you by sending a follow-up email s after the conference's conclusion. (content and timing of email send are subject to WAPA approval)

### PUSH NOTIFICATION VIA THE MOBILE APP: \$200/NOTIFICATION

Drive traffic to your booth during the conference with a mobile app push notification. Alerts will be scheduled at the sponsor's time preference (subject to availability; content must be approved by WAPA in advance).



Complete this page and return it to Lori Conaway, WAPA Executive Director, at the registration desk or you can email it to her at [Iconaway@wapa.org](mailto:Iconaway@wapa.org).

Organization name:

Contact name:

Street address:

City, State, Zip:

Phone:

Email:

Company  
description:

## ITEMS FOR PURCHASE:

Exhibit booth	\$1,500
Meal sponsorship	\$7,500*
Mobile app sponsorship	\$3,500
Conference Wifi	\$4,000
Conference Bags	\$5,000
Lanyards	\$3,000
Prime Space Exhibit Booth	\$3,000
Professional Headshot Studio	\$10,000

## ADD-ONS:

Exhibitor hall prize sponsor:	\$500	
Conference handout advertisement:	\$350 (1/4 page)	\$500 (1/2 page)
Promotional email to attendees:	\$500	
Push notification on mobile app:	\$200	
Total:		

*\*Exhibit Booth Included with sponsorship.*

## PAYMENT INFO:

Payment may be remitted with completed form:

Credit card type:



Credit card number:

CVV Code:

Billing contact name:

Exp. Date:

Billing address:

Checks should be made payable to "WAPA" and sent to: N83 W13410 Leon Road , Menomonee Falls, WI 53051

You may also request an invoice by contacting Lori Conaway, WAPA Executive Director, at [Iconaway@wapa.org](mailto:Iconaway@wapa.org) or by phone at 414-253-8188 ext. 1104. Please note that booth space and sponsor opportunities are assigned/awarded on a first come, first serve basis once full payment has been received.

### Cancellation Policy

In the event of a cancellation, notice must be received in writing two (2) weeks prior to the event (or before March 15th) to receive a full refund minus a \$100 per booth administrative fee. Cancellations made after that date will be ineligible for a refund.