



*The Wisconsin School Safety Coordinators Association  
invites you to participate in . . .*



## *The 42<sup>nd</sup> Annual School Safety and Health Conference/Expo*

March 8-9, 2010  
Kalahari Resort  
1305 Kalahari Drive  
Wisconsin Dells, WI 53965

**\*\* Expo is Monday, March 8 Only \*\***

# EXHIBITOR PROSPECTUS



*Affiliated with  
the Wisconsin  
Safety Council*

# The 42<sup>nd</sup> Annual School Safety and Health Conference/Expo

## Dates & Location

**March 8-9, 2010**

Kalahari Resort

1305 Kalahari Drive, Wisconsin Dells, WI 53965

Phone: 1-877-254-5466 for lodging

## Exhibits

Your table top display includes one 8' unskirted table and two chairs in the carpeted expo hall; two lunch tickets; two representatives to staff display; and electricity. An identification sign and table skirt are not included in the display cost.

Installation of display materials will be from 6:00 - 7:30 a.m. on Monday, March 8. Displays must be ready for viewing by 7:30, although the conference attendees may arrive before then.

Dismantling of displays may begin on Monday after 4:30 p.m.

## Schedule

### Monday, March 8

Conference Exhibit Hours: 7:30 a.m. - 4:30 p.m.

Registration and Continental Breakfast: 7:30 - 8:00 a.m.

Conference Educational Sessions: 8:00 a.m. - 4:30 p.m.

Conference Opening & Award Ceremony: 8:00 - 8:30 a.m.

Business Meeting/Lunch with Exhibitors: 11:45 a.m. - 12:45 p.m.

### Tuesday, March 9

Half-day PDC Course: 8:00 a.m. - 12:00 p.m.

## Who Attends?

Anyone interested in school safety and health issues including: Superintendents, Building Principals, Business Managers, Driver Educators, Safety Coordinators, Buildings and Grounds, Pupil Services/Special Ed Directors, School Nurses, and School Psych/Social Workers.

## Membership

For Wisconsin School Safety Coordinators Association membership information, please contact Marilyn Kocis at WSSCA, 800/236-3400.

## Exhibitor Registration Fee

Registration includes breakfast and lunch on Tuesday.

WSSCA Member	\$250
Non-Member	\$375
*New Member Price	\$370
(*Includes Conference and WSSCA Membership)	

## Registration

Pre-registration to the 42nd Annual School Safety and Health Conference and Exposition is required. Register by completing the attached registration form and mailing/faxing it, with payment to:

WSSCA  
PO Box 210290, Milwaukee, Wisconsin 53221-5008  
Fax: 877-282-4860

**NOTE: Registration confirmations, along with area maps, will be mailed.**

For conference registration information and program details, contact Peter Pochowski, 414-559-7487.

## Lodging

A block of rooms has been held at the Kalahari Resort and Water Park. Hotel reservations should be made directly with the Kalahari by calling 1-877-254-5466. Room rate is \$62 single (state rate)/\$119 (regular rate). Reservations must be received prior to **February 2, 2010**. Please reference "WSSCA" when making your reservation. Unreserved rooms will be released to the general public at that time. Room availability cannot be guaranteed after February 2, 2010.



# Sponsorship Opportunities

## All Sponsorships Include the Following Benefits

- First choice of available booth space at 2010 event
- First right to same sponsorship at 2011 event
- Signage on item or event sponsored
- Highlighted/Enhanced listing in final program
- Pre- and post-conference attendee lists
- Logo included in full conference promotional brochure
- Listing on the WSSCA website with hyperlink to your organization's site through November, 2010
- Slide presentation during General Session showcasing your organization's logo to conference attendees
- Sponsorship badge ribbons for your staff
- Enhanced listing in WSSCA's Buyer's Guide
- Display of your company banner, located near the event sponsored (we will return your banner after the conference)

CO-HOST \$10,000	DIAMOND \$5,000	PLATINUM \$2,500	GOLD \$1,000	SILVER \$500	BRONZE \$250
Includes all sponsorship benefits, plus: • Four free attendee registrations • One free exhibit booth <input type="checkbox"/> Conference Co-Host Sponsor - \$10,000	Includes all sponsorship benefits, plus: • Two free attendee registrations • 50% discount on one exhibit booth <input type="checkbox"/> Conference Diamond Sponsor - \$5,000	Includes all sponsorship benefits, plus: • \$150 discount on booth space <input type="checkbox"/> Conference Platinum Sponsor - \$2,500 <input type="checkbox"/> Opening General Session - Monday \$2,500	Includes all sponsorship benefits, plus: • \$150 discount on booth space <input type="checkbox"/> Conference Gold Sponsor - \$1,000 <input type="checkbox"/> Workshop Handouts - \$1,000 <input type="checkbox"/> Conference Scholarships - \$1,000 <input type="checkbox"/> Advance Program - \$1,000 <input type="checkbox"/> Evening Social Event - Monday \$1,000 <input type="checkbox"/> Grand Prize Drawing - \$1,000 <input type="checkbox"/> Conference Gift - \$1,000 <input type="checkbox"/> Lunch - \$1,000 <i>Choose one:</i> <input type="checkbox"/> Monday <input type="checkbox"/> Tuesday	Includes all sponsorship benefits <input type="checkbox"/> Conference Silver Sponsor - \$500 <input type="checkbox"/> Badges and Lanyards - \$500 (sponsor supplies all materials) <input type="checkbox"/> Registration/Info Area - \$500 <input type="checkbox"/> Conference Bags - \$500 (sponsor supplies all materials) <input type="checkbox"/> Printing Sponsor - \$500 <input type="checkbox"/> Dessert After Lunch in the Expo Hall - \$500	Includes all sponsorship benefits <input type="checkbox"/> Conference Bronze Sponsor - \$250 <input type="checkbox"/> Door Prizes - \$250 <input type="checkbox"/> Networking Break - \$250 <i>Choose one:</i> <input type="checkbox"/> Monday Morning <input type="checkbox"/> Monday Afternoon <input type="checkbox"/> Tuesday Morning

**Have A Sponsorship Idea?**  
**Share it with Amanda Rogers!**  
 (800) 236-3400 or arogers@wisafetycouncil.org

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To sign up for any of these opportunities, complete the Exhibitor Registration Form/Sponsorship Contract at [www.wssca.org](http://www.wssca.org), or contact Pam Kelly at 800/236-3400 or [pkelly@wisafetycouncil.org](mailto:pkelly@wisafetycouncil.org)

## Additional Visibility

### Enormous Opportunities — Endless Possibilities

Maximize your exposure to the industry. WSSCA offers a variety of opportunities for you and your organization to complement your exhibit. Use the following to reinforce your position in the marketplace.

**Conference Bag Insert — \$500 per insert:** Put your corporate message into the hands of each conference attendee by inserting your promotional materials in the on-site conference bags.

*Each insert must be 8.5" x 11" maximum. Binders or folders are not accepted. Sample inserts must be provided 30 days prior to show dates. WSSCA reserves the right to review or reject any insert. The number of bag inserts sold is limited to 15. Inserts are acceptable on a first-come, first-served basis. One insert per company.*

Conference Program Guide Four-color ad - \$175 to \$1,000	
Complement your presence by placing a color or b/w ad in the popular Conference Program Guide distributed to each registrant at the conference.	
Covers / Location	
Inside Front Cover	
Inside Back Cover	
Back Cover	
Size	
Full Page Ad	\$1,000
1/2 Page Ad	\$ 500
1/4 Page Ad	\$ 250
Tab Sections / Location	
General Info	
Program and Maps	
Special Events	
Exhibitor Directory	
Size	
Full Page Ad	\$ 500
1/2 Page Ad	\$ 250
1/4 Page Ad	\$ 175

**Door Prize Donations:** Per your feedback - WSSCA will manage the logistics of the conference door prize drawings. Your product donation will help us build traffic to your booth and provide you with additional attention during and after the conference. Two options are available ...

#### Option 1 - Managed by WSSCA

- Each item must have a minimum value of \$25
- Winners announced & posted by WSSCA
- Prizes delivered to winners by WSSCA
- WSSCA provides each exhibitor w/ prize drawing box
- WSSCA provides each attendee w/ drawing ticket (recognition of your company, booth # and prize item)
- WSSCA does not provide a list of contestants

#### Option 2 - Managed by VENDOR

- No minimum value required
- Drawings held at your discretion
- Vendor responsible for notifying winners/delivering prizes
- Vendor responsible for providing own prize box
- Company name listing not included on WSSCA ticket

**Silent Auction Donations:** Help build traffic to your booth and the Expo Hall by donating an item of choice for the auction. Your donation must have a minimum value of \$50 to qualify. Products must be received at WSSCA before February 25, 2010.

*If you participate in either of the above events, you'll be recognized on signage, door prize tickets, silent auction bid sheets, final conference program and during the award ceremony (a final list will be published in the newsletter after the conference).*

# Exhibitor Registration/Sponsorship Form

42<sup>nd</sup> Annual WSSCA School Safety and Health Conference/Expo • March 8-9, 2010

Kalahari Resort & Waterpark, Wisconsin Dells

## MAIL OR FAX REGISTRATION TO:

WSSCA, PO Box 210290, Milwaukee, Wisconsin 53221-5008 • Phone: 414-559-7487 • FAX: 877-282-4860

**1) EXHIBITING COMPANY INFORMATION** List your company name/contact information as you would like it to appear in any promotions/Final Program. This is how attendees will locate you after the Conference.

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_ City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Website \_\_\_\_\_

**Booth Representatives — 2 representatives included in your booth price. Please list names below:**

A. \_\_\_\_\_ Email \_\_\_\_\_

B. \_\_\_\_\_ Email \_\_\_\_\_

**2) DESCRIPTION OF PRODUCTS OR SERVICES PROVIDED BY YOUR COMPANY** (for Final Program)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**3) EXHIBIT RENTAL SPACE COSTS** (Exhibit Fee includes two registrations to the Conference, Booth Space, and Conference meals.)  
**Please check all that apply (10WSSCA):**

- Member Exhibit Fee: \$250.00  
 Nonmember Exhibit Fee: \$375.00  
 Special offer that includes a one-year WSSCA membership: \$370.00  
 Additional Attendees for \$ \_\_\_\_\_  
(\$125 Member; \$145 Nonmember)  
 Electricity for \$35

**4) SPONSORSHIP**

Sponsorship Level (see sponsorship plan details on page 3)

- Co-Host \$10,000  
 Diamond \$ 5,000  
 Platinum \$ 2,500  
 Gold \$ 1,000  
 Silver \$ 500  
 Bronze \$ 250

Events and/or Items:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Sponsorship Total \$

**6) PAYMENT INFORMATION**

- Full Payment Enclosed  
 Purchase Order # \_\_\_\_\_  
 Check (payable to WSSCA, Fed ID #39-1671507)

GRAND TOTAL \$

**5) ADDITIONAL VISIBILITY**

(See advertising plan details on page 3)

### COVERS/LOCATION (check one)

- Inside Front Cover  
 Inside Back Cover  
 Back Cover

### Size (check one)

- Full Page Ad \$1,000  
 1/2 Page Ad \$ 500  
 1/4 Page Ad \$ 250

### TAB SECTIONS (check one)

- General Info  
 Program and Maps  
 Special Events  
 Exhibitor Directory

### Size (check one)

- Full Page Ad \$ 500  
 1/2 Page Ad \$ 250  
 1/4 Page Ad \$ 175

### Additional Opportunities

- Conference Bag Insert — \$500

- Exhibitor Door Prizes/Silent Auction Items (see below)

We wish to be included in the following events managed by WSSCA. Provide a brief description of item(s) donated:

- Door prize \_\_\_\_\_ (value \$ \_\_\_\_\_)  
 Silent Auction \_\_\_\_\_ (value \$ \_\_\_\_\_)

- I will ship -OR-  I will contact WSSCA on delivery options

Advertising Total \$

**7) ACCEPTANCE**

Sponsor agrees to comply with all applicable federal, state and local laws; and with WSSCA's Terms and Conditions.

Name of Authorized Representative (print) \_\_\_\_\_ Signature \_\_\_\_\_

**RETURN CONTRACT TO:**

Wisconsin School Safety Coordinators Association, PO Box 210290, Milwaukee, Wisconsin 53221-5008 • FAX: 877-282-4860