

**WHCA/WiCAL**

**Spring Conference & Expo  
April 2-4, 2025**


**KI Convention Center  
Green Bay**

# **Exhibitor and Sponsor Information**





# Prospectus



The WHCA/WiCAL Spring Conference & Expo is the premier spring event for professionals working in and supporting Wisconsin's skilled nursing and assisted living communities.

This annual conference brings together industry leaders, innovators, and decision-makers for three days of education, networking, and business development opportunities.

Over 95% of WHCA/WiCAL Spring Conference attendees are long term care facility owners, operators, executives, C-Suites, facility management staff, clinical leadership, and other important decision makers and influencers.

## *Why Exhibit?*

**Connect with over 450 long term care professionals.** We welcome for profit and non-profit providers, from independent and multifacility owners. Provider attendees come from skilled nursing, CBRFs, RCACs, AFHs, memory care, IDD, and behavioral health communities.

**Showcase** your products and services to a captive audience during our **engaging and well-attended** Expo.

**Networking!** Build relationships with key decision-makers and industry leaders.

**Increase** your brand's **visibility** and recognition within the long term care industry.



# Exhibitor Info

Exhibitor registrations are all inclusive. This means all exhibitors are invited & encouraged to attend *all* networking events, education sessions, and other programming or social events hosted by WHCA/WiCAL. Exhibitors should plan to attend the Conference Kick-Off Party and Dueling Pianos!

## *The Details*

**Expo Date/Time:** Thursday, April 3 from 11:15 AM - 1:45 PM

**Location:** Grand ABCDE, KI Convention Center

**Set-up:** Wednesday, April 2, between 2 PM - 5 PM & Thursday, April 3, between 7:30 AM - 10:45 AM

**Tear-down:** Thursday, April 3 between 1:45 - 3:00 PM

Registration includes two company representatives; additional reps can be added for a fee. Booths are 8 ft deep x 10 ft wide, and include an 8ft table and two chairs. Booths are piped and draped with black tapestry and the expo is hosted in a carpeted ballroom. Wi-Fi is included. Electricity, booth customizations, and shipping available for a fee through Valley Expo, our expo vendor. Valley Expo will begin emailing the prospectus and information to exhibitors starting January 12.

Exhibitors have access to our app: Expo Pass. All exhibitors are able to set up company profiles, use lead retrieval, and market their products/services to attendees through Expo Pass. Partners receive the pre-attendee listing, two weeks prior to the expo. All exhibitors receive the post-attendee listing following conference.

## *The Extras*

**Register Additional Reps:** \$399/person

**Company Name on the Golden Ticket:** \$250

**Lead Retrieval:** \$300 when purchased at time of registration or \$350 when purchased through the app

**Drive traffic to your booth via the Golden Ticket!** All attendees receive a Golden Ticket, listing the names of participating exhibitors. Attendees must bring the ticket to your booth during the Expo. Once the Golden Ticket is completed, attendees use the Golden Ticket to enter to cash prize drawings, awarded during the Expo.

# Packages & Pricing

## **ALL - IN: \$3,500**

The package includes annual partnership dues, one booth & registration for two company representative at the annual Spring Conference AND Fall Convention, your company name on the Golden Ticket at Spring Conference & Fall Convention, and all standard partnership inclusions and benefits. This also includes the pre- and post-attendee listing at Spring Conference & Fall Convention.

## **PARTNER Exhibitor Registration**

\$999 through January 3, 2025

\$1199 from January 4 - March 12, 2025

\$1399 between March 13 - March 26, 2025

## **NON- PARTNER Exhibitor Registration**

\$1399 through March 12, 2025

\$1599 between March 13-26, 2025



## **Wish to Attend Conference Without a Booth or Sponsorship?**

We offer a very limited number of non-booth registrations. Non-Booth registrations are all inclusive and provide access to all conference programming & events.

Registration is \$1,000/company and includes registration for 1 company representative. Up to three additional company representatives can be added for \$399/person.

# Sponsorship Info

Are you looking for enhanced brand recognition and additional networking opportunities?

We offer an array of sponsorships, starting at just \$1,500. Our sponsorships provide your company prime marketing and high visibility at Spring Conference!

All sponsors receive an all-inclusive pass to Spring Conference, including access to all educational programs and social events. Sponsors are welcomed & encouraged to attend the Conference Kick-Off Party and Dueling Pianos.



**Click Below to View  
Available Sponsorships & Details!**



Email Vice President of Business Development, Jena Jackson, with any questions!