

## Exhibitor Registration Form

### 2026 WALA Annual Conference at the Kalahari Resort in Wisconsin Dells, February 25-27, 2026

Contact Person \_\_\_\_\_  
 Company \_\_\_\_\_ Title \_\_\_\_\_  
 Company Description (3 – 5 words) \_\_\_\_\_  
 Billing Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 E-mail \_\_\_\_\_ Phone \_\_\_\_\_

### Exhibitor Registration

YES, I want to be an **EXHIBITOR** at the WALA Annual Conference Thursday, February 26, 2026 at the Kalahari Resort & Convention Center with over four hours of direct contact with attendees.

INCLUDED w/ BOOTH	Name (if different from above) _____ Title _____ E-mail _____	Location, Location, Location!
ADD. @ \$150	Name (if different from above) _____ Title _____ E-mail _____	1 <sup>st</sup> choice booth #: _____ 2 <sup>nd</sup> choice booth #: _____ 3 <sup>rd</sup> choice booth #: _____  <i>WALA cannot guarantee booth availability.          Booths are assigned on a first – come first – serve basis.</i>

### Exhibit Space Reservation

Standard Booth..... **\$1,200 member** / \$1,600 non-member  
 Prime Booth..... **\$1,600 member** / \$2,000 non-member  
 Lounge Area..... **\$2,200 member only** *limited availability*

*(Lounge area includes hallway banner for placement in lounge + 3 additional booth staff)*

Number of exhibit spaces (each includes one staff person) ..... Booth Space: \_\_\_\_\_ = \_\_\_\_\_

Wednesday, February 25th Opening Evening Reception *included!* ..... x \$0 = *included*

Number of additional booth staff (names may be added later) ..... x \$150 = \_\_\_\_\_

Add my logo to my company description in the advanced agenda ..... x \$125 = \_\_\_\_\_

**Total = \_\_\_\_\_**

### Method of Payment

☐ Check    ☐ MasterCard    ☐ Discover    ☐ American Express    ☐ Visa

Card Number \_\_\_\_\_ Expiration date \_\_\_\_\_

Cardholder's Name \_\_\_\_\_ CVV \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

**Please send form & payment to: WALA, 5325 Wall St Suite 2305 Madison, WI 53718 OR email [info@ewala.org](mailto:info@ewala.org)**

#### WALA Cancellation Policy:

Staff substitutions encouraged. Exhibitors canceling in writing before February 2, 2026 will receive a full refund, minus \$100 handling fee.  
 No refunds after February 6, 2026