

# 2027 WLIA EXHIBITOR PROSPECTUS

40<sup>th</sup> WLIA Annual Conference



*2027 WLIA Annual Conference • Madison, WI*

**February 17-19, 2027**

**Monona Terrace**

**Madison, Wisconsin**

# 2027 WLIA EXHIBITOR PROSPECTUS

## YOU ARE INVITED TO EXHIBIT

### AT THE WLIA 2027 ANNUAL CONFERENCE

## WHO ATTENDS

WLIA is a grassroots organization representing a collection of concerned professionals working to develop, maintain, and apply a network of statewide land information systems. WLIA members include staff and elected officials from all levels of government, academics, consultants, and other private sector users of geographic information systems. Members are united by an interest in land records modernization, Geographic Information Systems (GIS) and related technologies, and by the need for government policies and programs that support their efficient and effective application. We expect more than 400 land information professionals at the conference.

## ABOUT THE CONFERENCE

The WLIA Conference (<https://www.wlia.org/events/2027-annual-conference>) is the premier GIS conference in Wisconsin, with emphasis on local, regional, state, and federal trends, issues, and applications. This three-day conference is packed with hands-on workshops, demonstrations, and technical presentations.

### There will be...

- Special Interest Groups such as Diversity, Equity, and Inclusion; Elevation/LiDAR; Municipal and Utilities; NextGen 911; Open Source; Cartography; UAS; and Tribal GIS
- Specialized workshops for managers to analysts
- Educational sessions from general to technical – learn about all aspects of GIS use in the state
- Information on new data and applications
- Networking and fun-filled activities
- A Land Information Officers Network (LION) meeting
- Map contest
- Exhibitors showcase, featuring the latest in GIS technology
- WLIA town hall forum, awards, business, and board meetings
- Job Board
- Career Connections

# BENEFITS OF WLIA MEMBERSHIP

## ADVANCE LAND INFORMATION IN WISCONSIN

- Influence land records policy, laws, statutes, and administrative code through a common voice
- Share land records modernization experiences
- Guide the development and implementation of standards

## ATTEND CONFERENCES, SEMINARS, AND TRAINING

- Reduced rates at the WLIA annual and seasonal conferences
- Learn about spatial information technologies through regular conferences, meetings, and special seminars
- Browse land records modernization equipment, software, and professional services at the annual conference
- Stay abreast of emerging spatial information technologies, land use and land records issues, and land information policies

## NETWORK

- Share experiences with others through developing relationships
- Be involved in technical groups or committees
- Enjoy and socialize with others who share your interest in land information in Wisconsin
- Mentoring and sharing between WLIA members

# 2027 WLIA EXHIBITOR PROSPECTUS

## SCHEDULE

Wednesday, February 17<sup>th</sup>

12:00 PM - 5:00 PM | Set Up

Thursday, February 18<sup>th</sup>

8:00 AM - 7:00 PM | Exhibits Open  
 8:00 AM - 8:30 AM | Breakfast with Exhibitors  
 12:00 PM - 1:00 PM | Lunch  
 5:00 PM - 7:00 PM | Exhibitors Reception

Friday, February 19<sup>th</sup>

8:00 AM - 10:30 AM | Exhibits Open  
 8:00 AM - 8:30 AM | Breakfast with Exhibitors  
 10:30 AM - 3:00 PM | Tear Down

## EXHIBITOR FEES

### Exhibitor fees Include:

For Profit Organization: \$1,000

- 8'W x 8'D booth space
- 6' table, 2 chairs, ID sign and wastebasket
- An Organization Level One Membership (1 - 15 members) in WLIA - (\$300 value)
- One free Annual Conference Registration (\$325 value)  
 Conference Registration includes all meals and sessions.  
 (Wednesday workshop registration is extra and you are welcome to sign up for them.)

### Upgrade to Level Two Organization for only an additional \$300!

- UNLIMITED number of employees in your organization will receive WLIA member privileges.
- Unlimited full conference registrations\* for a reduced rate of \$275 each. (\$325 value.)  
*\*Additional registrations must belong to the exhibiting organization as an employee or contractor.*

### Additional Booths and Equipment

Additional booths are available on a first-come basis for \$400 each. Wisconsin Expo will send a service kit to provide extra equipment and electrical. Purchase your Booths, Sponsorships and Add-ons [at https://www.wlia.org/exhibitor-and-sponsorship-opportunities](https://www.wlia.org/exhibitor-and-sponsorship-opportunities)



# FACILITY INFORMATION

## Monona Terrace

1 John Nolen Drive  
Madison, WI 53703  
608-261-4000

<https://www.mononaterrace.com/>

WLIA has a block of rooms at the Hilton Madison Monona Terrace, Embassy Suites Downtown, & the Park Hotel. All reservations must be guaranteed with a major credit card and accompanied by a first night room deposit. Please make your room reservation by January 15, 2027 for best availability.

## WLIA Room Block

[Hilton Madison Monona Terrace](#)

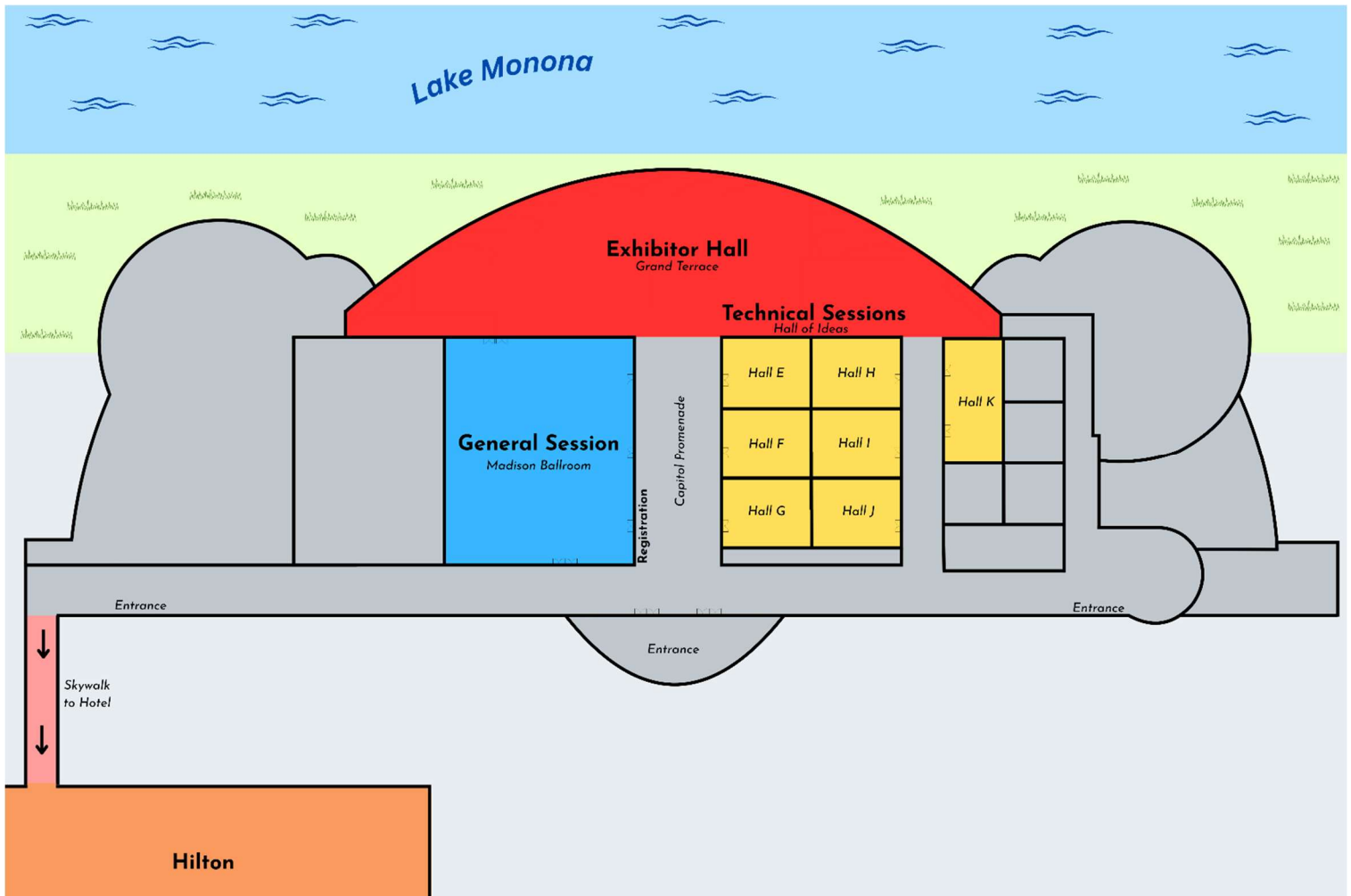
[Embassy Suites](#)

[Park Hotel](#)

If you are tax exempt, please provide documentation prior to arrival if possible.

## Parking

Parking varies by hotel, but public parking is available nearby at the Wilson Street Parking Ramp for \$14 per day.



# EXHIBITOR GUIDELINES

For more information contact Ann Barrett, WLIA Executive Services Manager at 800-344-0421 or [admin@wlia.org](mailto:admin@wlia.org)

## Assignment of Space

Space will be assigned by the Executive Services Manager for the Wisconsin Land Information Association (WLIA) in accordance with the policy announced at the time display space is offered for reservation. The Executive Services Manager reserves the right to relocate displays for the benefit of the exhibitor or for the betterment of the exhibition.

## Payment for Booth Space

Payment is due before booth space is assigned.  
Payment can be made on the WLIA Storefront.  
(<https://www.wlia.org/exhibitor-and-sponsorship-opportunities>)

## Physical Arrangement of Exhibits

Exhibits shall be arranged to not interfere with access to other exhibits and to provide clear and sufficient use of all aisles.

Exhibitors are to maintain their exhibits in a clean, orderly, and safe manner.

## Cancellation of Booth Space

Space may be canceled or reduced by Exhibitor. Cancellation fees apply as listed below.

- a) Before Jan. 15, 2027, a cancellation fee of \$300 will be retained by WLIA.
- b) Between Jan. 15 and Feb 8, one-half of the total price will be retained by WLIA.
- c) After Feb. 8, 2027, the total price will be retained by WLIA.

## Product Sales

The Exhibitor assumes responsibility for securing all appropriate licenses for the sale of merchandise and is solely responsible for the collection of all applicable state and local taxes.

## Security

The Exhibition Area will be secured during non-exhibit hours. Exhibition Area hours are:

Thursday, 8 a.m. - 7 p.m.

Friday 8 a.m. - 10:30 a.m.

Exhibitors are encouraged to attend any and all sessions and special interest groups.

## Booth Sharing

A booth cannot be shared by two separate companies or organizations.

## Liability

Neither the Wisconsin Land Information Association nor the officers, employees, or agents thereof will be responsible for any injury, loss, or damage that may occur to or on account of the Exhibitor or the Exhibitor's employees or property prior, during, or after the period covered by the exhibit contract. The Exhibitor assumes all responsibility and agrees to indemnify, defend, and hold blameless the WLIA, its officers, directors, employees, servants, and agents against any claims, demands, costs, loss, or expense, including attorney fees, litigation expenses, or court costs arising out of the use of the exhibition premises.

## Electrical

Electrical wiring must conform with all federal, state, and local government requirements, including the National Electric Code Safety Rules.

## Fire, Health, and Safety

Exhibitors assume all responsibility for compliance with all federal, state, and local regulations and ordinances, including but not limited to those covering fire, safety, and health. Only fireproof materials may be used in displays and necessary fire precautions shall be taken by the Exhibitor. Literature on display shall be limited to reasonable quantities. No flammable liquids are allowed in the building, and smoking is prohibited in all areas except those designated by the Fire Department.

## Compliance with Schedule

An attendant must oversee each booth during the hours when the exhibit area is open. Furthermore, each Exhibitor agrees to maintain installed display space throughout all exhibit days and hours. In the event the Exhibitor fails to install or have installed their display within the time limit set for opening the Exhibit Program or fails to comply with any provisions concerning the use of display space, WLIA reserves the right to take possession of said space and resell same or any part thereof.

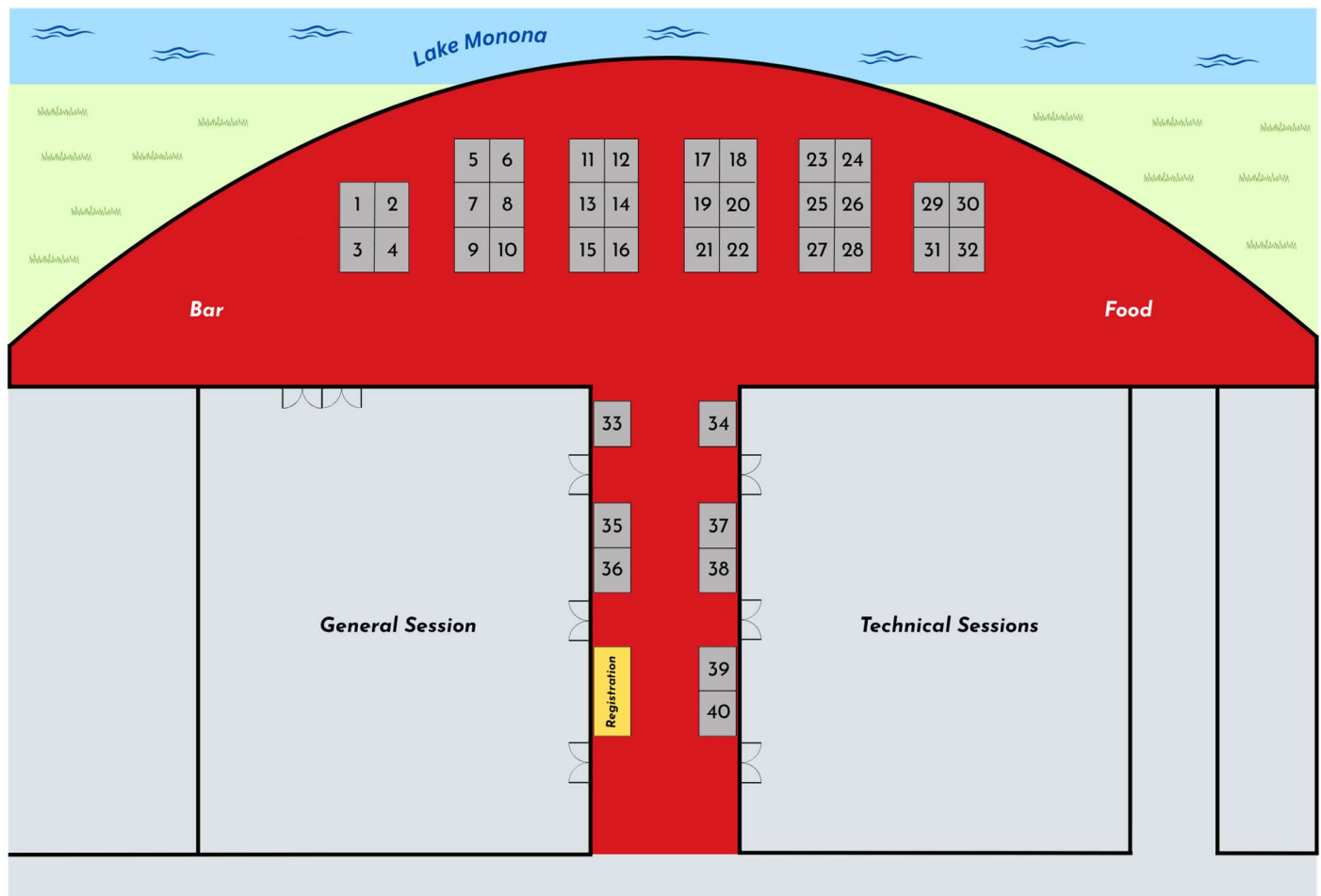
## Program

Please send all company descriptions, logos and videos as early as possible but no later than **January 15, 2027** to make printing!

# EXHIBIT HALL LAYOUT

## BREAKFAST WITH THE EXHIBITORS

We will be offering breakfast with the exhibitors with the food served in the exhibit hall beginning half an hour before general sessions begin on both Thursday and Friday morning. There is a hallway connecting the exhibit hall and general session area to allow access between both areas. We hope you will join us during the general session. Meals are included in conference registration.



# WLIA CONFERENCE SPONSOR LEVELS

Sponsoring WLIA is a great way to support the land information community. It provides your business a choice of exposure related to your financial commitment. Purchase Booths, Sponsorships, and Add-ons at <https://www.wlia.org/exhibitor-and-sponsorship-opportunities>

## MAIN SPONSORSHIPS

### Platinum Sponsors: \$3,750

- An Organization Level Two Membership in WLIA (\$600 value).
- Priority booth location selection (based on receipt of payment).
- Up to two exhibit booths (\$1,400 value).
- Four complimentary conference registrations (\$1,300 value).
- One full-page company advertisement in the conference program.
- Logo in Annual Conference program.
- Company logo on mobile conference program schedule.
- Custom promo item with logo for all attendees (\$250 value).
- Company flyer of choice in all participant packets.
- Signage at registration desk.
- Acknowledgment as a conference sponsor during general sessions with on screen logos.
- Five-minute presentation/interview after the Thursday breakfast.
- Full conference attendee registration list.
- A general sponsorship at Spring and Fall Conferences with signage, announcements, and logos on screen.
- A general sponsorship of the Summer Virtual Workshop with announcements and logos on screen.
- Priority selection of special sponsorship opportunities at additional WLIA events.
- WLIA website company profile page includes logo, video, description and link to company website.

**\*Please send all ads, logos and videos as early as possible but no later than January 15, 2027 to make printing deadlines.** (<http://bit.ly/3KdjX64>)

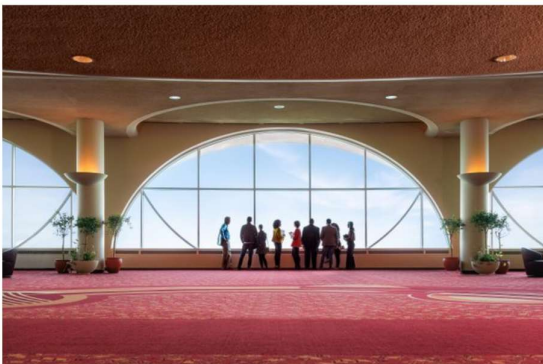
|                                                                        | Platinum<br>\$3,750                | Gold<br>\$2,750                | Silver<br>\$1,650              |
|------------------------------------------------------------------------|------------------------------------|--------------------------------|--------------------------------|
| WLIA Membership                                                        | Level Two<br>(\$600 value)         | Level One<br>(\$300 value)     | Level One<br>(\$300 value)     |
| Conference Registrations                                               | 4                                  | 2                              | 1                              |
| Exhibit Booths                                                         | 2                                  | 1                              | 1                              |
| Priority Booth Location Selection                                      | ✓                                  |                                |                                |
| Advertisement in Conference Program*                                   | One full-page ad                   | One ½ page ad                  | One ¼ page ad                  |
| Logo in Annual Conference Program*<br>(Print and Mobile)               | ✓                                  | ✓                              | ✓                              |
| Custom Promo Item with Logo for All Attendees                          | ✓                                  |                                |                                |
| Company Flier in Participant Packets                                   | ✓                                  |                                |                                |
| Signage at Registration Desk                                           | ✓                                  |                                |                                |
| Promotional Material Near Registration Desk<br>(Optional)              | ✓                                  |                                |                                |
| Acknowledgment During General Sessions<br>(On-Screen Logo)             | ✓                                  | ✓                              | ✓                              |
| 5-Minute Presentation or Interview during Breakfast                    | Thursday                           | Friday                         |                                |
| Full Conference Attendee Registration List<br>(Name, Org., and E-mail) | ✓                                  | ✓                              |                                |
| Sponsorship at Regional Meetings<br>(Signs, Announcements, and Logos)  | ✓                                  |                                |                                |
| Priority Selection of Special Sponsorships at WLIA Events              |                                    | ✓                              | ✓                              |
| WLIA Website Company Profile Page                                      | Logo, video, description, and link | Logo and description with link | Logo and description with link |

### Gold Sponsors: \$2,750

- An Organization Level One Membership in WLIA (\$300 value).
- One exhibit booth (\$1,000 value).
- Two complimentary conference registrations (\$600 value).
- One half-page company advertisement in the conference program.
- Logo in Annual Conference program.
- Company logo on mobile conference program schedule.
- Acknowledgment as a conference sponsor during general sessions with on screen logos.
- Five-minute presentation after the Friday breakfast.
- Full conference attendee registration list.
- Priority selection of special sponsorships at WLIA events.
- Company logo and description on WLIA website with link to company website.

### Silver Sponsors: \$1,650

- An Organization Level One Membership in WLIA (\$300 value).
- One exhibit booth (\$1,000 value).
- One complimentary conference registration (\$325 value).
- One quarter-page company advertisement in the conference program.
- Logo in Annual Conference program.
- Company logo on mobile conference program schedule.
- Acknowledgment as a conference sponsor during general sessions with on screen logos
- Priority selection of special sponsorships at WLIA events
- Company logo and description on WLIA website with link to company website.



# OTHER SPONSORSHIPS & MEMBERSHIP

## Badge Sponsor: \$1,000 for exclusive sponsorship

- Name and logo displayed on an ecofriendly badge.
- Acknowledgement during general sessions and seasonal conferences.
- Logo in Annual Conference program.
- Badges are used year-round at all conferences.
- Right to first refusal following year.

## Map Contest Sponsor: \$300

- Logo shown in Annual Conference program.
- Logo shown on virtual map contest gallery.
- Acknowledgement during a general session Thursday, during map contest grand opening, and at the beginning of awards section of the general session on Friday.

## Opening Night Sponsors: \$250

- Logo in Annual Conference program.
- Sign display at opening night acknowledging sponsorship.
- Acknowledgement during opening night.

## Break Sponsors: \$250

- Logo in Annual Conference program.
- Sign display at break acknowledging sponsorship.
- Logo in Annual Conference program.
- Acknowledgement during a general session.

## WI-FI Sponsor: \$250

- Logo in Annual Conference program.
- Logo on signs with wi-fi connection information acknowledging sponsorship.
- Name displayed in Annual Conference Program next to wi-fi connection information.
- Acknowledgement during a general session.

## Level 1 Membership: \$300

- 1 - 15 members within your organization included.
- Includes reduced event registration rates, networking opportunities, access to the member directory, communications, and much more!

## Level 2 Membership: \$600

- UNLIMITED number of employees in your organization will receive WLIA member privileges.
- Includes reduced event registration rates, networking opportunities, access to the member directory, communications, and much more!



*Purchase your Booths, Sponsorships and Add-ons at*

<https://www.wlia.org/exhibitor-and-sponsorship-opportunities>

**WLIA may offer unique sponsorship opportunities at spring and fall seasonal conferences that are not included in this Exhibitor Prospectus. These opportunities will be offered to current annual sponsors first. Note - platinum sponsors are general sponsors of the WLIA events listed in this Exhibitors Prospectus.**