



WLiA 2025
COLLABORATION
A NEW WAY OF SEEING THINGS

EXHIBITOR PROSPECTUS



WISCONSIN
LAND INFORMATION
ASSOCIATION

38TH ANNUAL CONFERENCE
FEBRUARY 26 - 28, 2025
HILTON PAPER VALLEY HOTEL
APPLETON



2025 WLIA EXHIBITOR PROSPECTUS

YOU ARE INVITED TO EXHIBIT

AT THE WLIA 2025 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, 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/2025-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; MUG; 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
- Poster competition.
- Exhibitors Showcase, featuring the latest in GIS technology
- WLIA town hall forum, awards, business and board meetings
- Job Board

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 Regional 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

2025 WLIA EXHIBITOR PROSPECTUS

SCHEDULE

Wednesday, Noon – 5 p.m.	Set-up	Friday, 8 a.m. – 10:30 a.m.	Exhibits Open
Thursday, 8 a.m. – 7 p.m.	Exhibits Open	8 a.m. – 8:30 a.m.	Breakfast with the Exhibitors
8 – 8:30 a.m.	Breakfast with the Exhibitors	10:30 a.m.-3 p.m.	Tear Down
TBD	Lunch		
5 p.m. – 7 p.m.	Exhibitors Reception		

COSTS

\$1000 for **For-Profit Organizations** includes:

- 8'W x 8'D Booth Space
- 6 ft table, 2 chairs, ID sign and wastebasket
- An Organization Level One Membership in WLIA (**\$250** value)
- One free Annual Conference Registration (**\$290** value)

Conference Registration includes all meals and sessions. (Wednesday workshop registration is extra and you are welcome to sign up for them.)

Additional Options include:

An Organization Level One membership includes up to 15 employees. Upgrade to unlimited employees with a Level Two membership for **\$250**.

- ALL employees in your organization will receive WLIA member privileges.

Unlimited full conference registrations at **\$250** each. (\$290 value.)

- Additional registrations must belong to the exhibiting organization as an employee or contractor.

ADDITIONAL BOOTHS

Additional booths are available on a first-come basis for \$300 each.

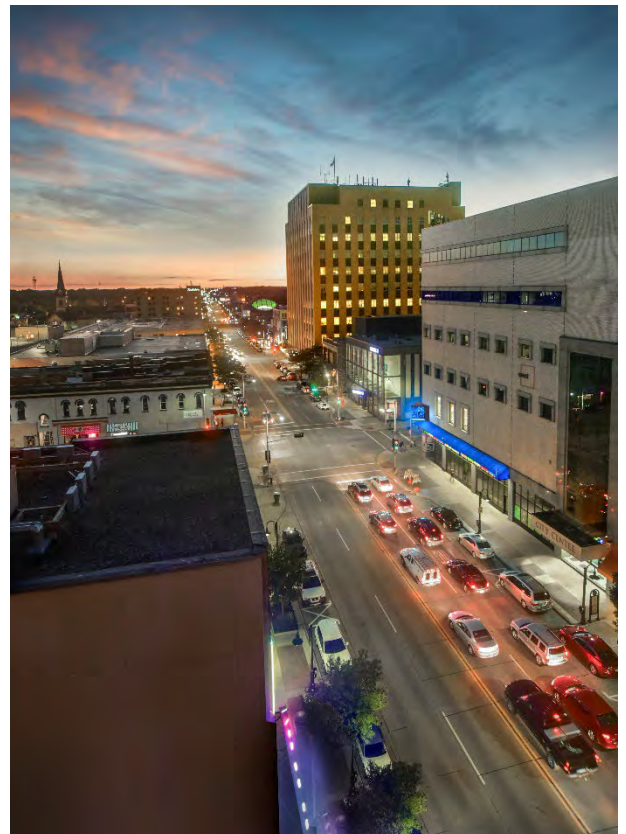
EXTRA EQUIPMENT

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>

\$400 for **Non-Profit Organizations** includes:

- 8'W x 8'D Booth Space
- 6 ft table, 2 chairs, ID sign and wastebasket
- An Organization Level One Membership in WLIA (**\$250** value)
- One free Annual Conference Registration (**\$290** value)



FACILITY INFORMATION

Hilton Paper Valley

333 W College Ave
Appleton, WI 54911
920-733-8000

WLIA has a block of rooms at the Hyatt Regency and our group rates are below. All reservations must be guaranteed with a major credit card and accompanied by a first night room deposit. **Please make your room reservation by February 2, 2025** for best availability.

WLIA Governmental Room Block*

Use the booking link below or by phone through Central Reservations at 800-774-1500, the code is **WLIASR**.

\$98 single/\$119 double (2 Queen or 1 King)

Reserve State Per Diem Conference Rate: <https://bit.ly/4f8RkE>

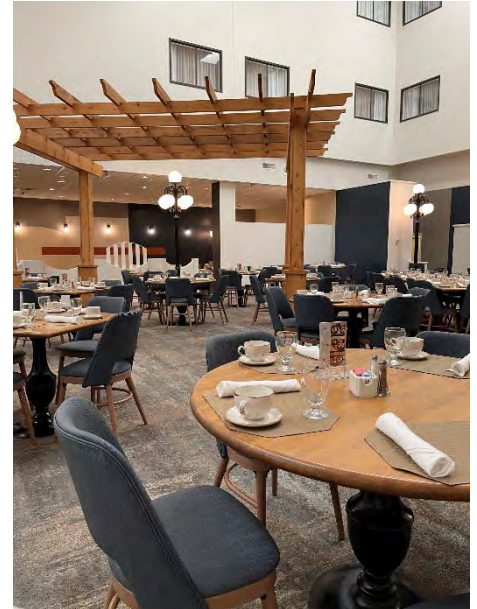
*For any guests booking in the per diem block at the State Rate, you will be asked to provide your tax-exempt paperwork or tax-exempt ID at check in.

WLIA Non-Government Room Block

Use the booking link below or by phone through our Central Reservations at 800-774-1500, the code is **WLIA**.

\$149 single or double (2 Queen or 1 King)

Non-Government Conference Rate: <https://bit.ly/3A5bz43>



Parking

City-owned, covered parking

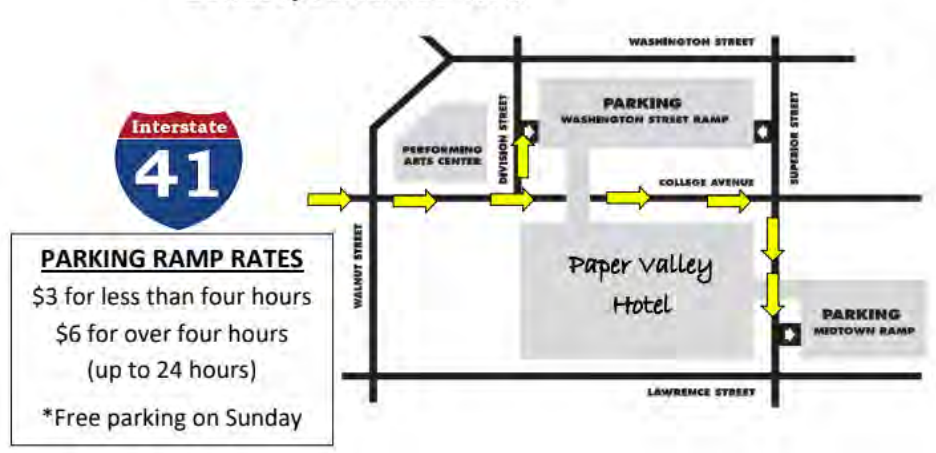
Height clearance: Midtown Ramp: 6'10", Washington Street Ramp: 7'4"

- Option 1) Recommended for extended stay. \$6 per 24 hours. Pay on each exit.
- Option 2) Paid validation for in/out privileges at the midtown ramp. \$10/night.

Metered

- \$1.00 per hour with a 2-hour limit 9am-6pm Mon-Sat.
- Free parking at most meters Mon-Sat after 6pm - 2am AND between 5am and 9am. (NO STREET PARKING 2:00 AM-5:00 AM)
- Meter bags can be arranged through the hotel's front desk (920-733-8000) for \$15 each
- per day (for tall or longer vehicles that do not fit in the ramp and for motorcycles).

STREET/PARKING MAP



EXHIBITOR GUIDELINES

For more information call Ann Barrett, WLIA Executive Services Manager at 800-344-0421

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 Feb. 5, 2025. A cancellation fee of \$200 will be retained by WLIA.
- b) Between and Feb. 5th and Feb 19th, one-half of the total price will be retained by WLIA.
- c) After Feb. 19th, 2025, 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.

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.

Security

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

Electrical

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

Fire, Health, and Safety

Exhibitor assumes 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.

Booth Sharing

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

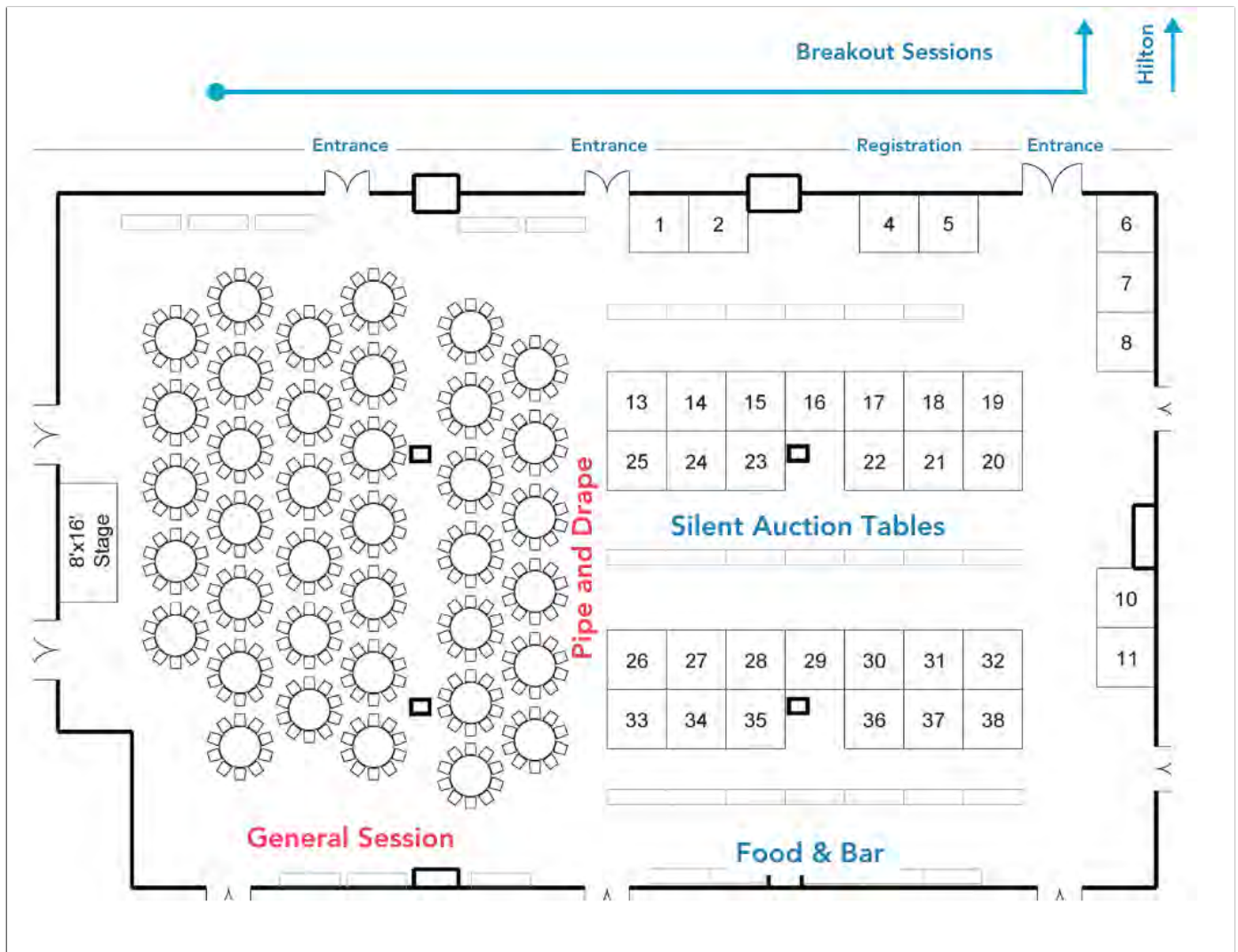
Program

Please send all company descriptions, logos and videos as early as possible but no later than January 24, 2025 to make printing deadlines. (<https://bit.ly/4h82sjF>)

EXHIBIT HALL / GENERAL SESSION LAYOUT

BREAKFAST WITH THE EXHIBITORS

We will be offering breakfast with the exhibitors with the food served in the exhibit hall beginning a half hour before general sessions begin on both Thursday and Friday morning. There will be a pass through between the exhibit hall and general session area to allow access between both areas. Curtains will separate the area and lights will be dimmed in the exhibit hall during general sessions and lunch. 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 will provide your business a choice of exposure related to your financial commitment. Purchase your Booths, Sponsorships and add-ons at <https://www.wlia.org/exhibitor-and-sponsorship-opportunities>

MAIN SPONSORSHIPS

Platinum Sponsors: \$3,500

- An Organization Level Two Membership in WLIA (\$500 value)
- Priority booth location selection (based on receipt of payment)
- Two Exhibit booths
- Four complimentary conference registrations
- *One full-page company advertisement in the conference program or on the back cover.
- *Logo in Annual Conference Program
- *Company logo on Mobile Conference Program Schedule
- Custom promotional item with company logo for all attendees — please submit 1 or 2 ideas for committee approval
- Company flier of choice in all participant packets
- Signage at registration desk
- Opportunity to display promotional material near registration desk
- Acknowledgment as a conference sponsor during general sessions with on screen logos
- Five-minute presentation/interview at the Thursday breakfast
- Full conference attendee registration list, with name, organization, and email
- General Regional Meeting Sponsorship at Fall and Spring Meetings with signage, announcements and logos on screen.
- *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 24, 2025 to make printing deadlines.** (<https://bit.ly/4h82sjF>)

Gold Sponsors: \$2,500

- An Organization Level One Membership in WLIA (\$250 Value)
- One Exhibit booth
- Two complimentary conference registrations
- *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 at the Friday breakfast
- Full conference attendee registration list, with name, organization, and email
- Priority selection of special sponsorships at WLIA events
- *Company logo and description on WLIA website with link to company website

Silver Sponsors: \$1,500

- An Organization Level One Membership in WLIA (\$250 Value)
- One exhibit booth
- One complimentary conference registration
- *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

Bronze Sponsors: \$500

- *One quarter-page company advertisement in the 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

Lanyard Sponsor: \$2,000 for exclusive sponsorship

- Name and logo displayed on lanyard
- Acknowledgement during general sessions
- Lanyards are used year-round at annual conference as well as spring and fall regional meetings

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
- Name displayed in Annual Conference Program next to break time slot
- Acknowledgement during general sessions

Map Contest Sponsor: \$250

- *Logo shown in Annual Conference Program
- *Logo shown on virtual map contest gallery
- Acknowledgement during general sessions and during map contest updates and awards 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 general sessions



*Purchase your Booths, Sponsorships
and Add-ons at
<https://www.wlia.org/exhibitor-and-sponsorship-opportunities>*

