

EXHIBITOR INFORMATION

2026

ANNUAL CONFERENCE & TRADE SHOW



CONNECTION IS KEY

UNLOCK YOUR POTENTIAL

FEBRUARY 3 - 6, 2026 - WISCONSIN DELLS

JOIN US ON SOCIAL MEDIA



#WPRA2026



WEDNESDAY, FEBRUARY 4, 2026 • 1:00 - 5:00 PM
KALAHARI RESORT & CONVENTION CENTER • WISCONSIN DELLS, WI

YOU ARE INVITED TO EXHIBIT AT OUR PREMIERE MEMBERSHIP GATHERING.....

With our membership continuing to grow, we are anticipating another record-breaking attendance this year which should provide exhibitors with exposure to over 400 aquatic, park and recreation professionals in the State of Wisconsin. We encourage you to review this invitation and send in the "Exhibitor Agreement" as soon as possible to ensure a spot as we expect to sell out our exhibit space well in advance of the show.

REGISTRATION RATES

Special Promo Rate (April 1 - June 30, 2025): \$800, includes 2025 Commercial Membership & Booth

Regular Rate (July 1 - November 30, 2025): \$475 Member / \$675 Non-Member

Late Rate (December 1, 2025 - February 4, 2026): 500 Member / \$700 Non-Member

- All payments must be received with your registration.
- A trade show booth confirmation will be sent once payment is received and processed.
- Cancellation Policy: Due to discounted rates provided, NO REFUNDS are made available for exhibitor booths.
- No exceptions will be made for deadlines or registration rates.

ADDITIONAL TRADE SHOW INFORMATION

BOOTHES

Booths are 8' x 10' and include side and back draping, 8' draped table, 2 chairs and an ID sign with the company name as noted on the agreement. Information regarding extra materials through the selected expo service will be sent to you at a later date. Exhibitors may set up anytime between 7:30 am and noon (no later than 12:30 pm) on Wednesday, February 4th, 2026. The Exhibit Hall will be open Wednesday, February 4, 2026 from 1:00pm - 5:00pm. These are dedicated Exhibit Hall hours with nothing else scheduled!

All exhibitors are asked to refrain from recorded or live music at their booth during exhibit hours to avoid incurring music licensing obligation for WPRA.

ADVERTISING OPPORTUNITIES

Besides exhibiting, advertising is available in the 2026 WPRA Annual Conference Program.

Full Page: \$500 Member / \$600 Non-Member

Half Page: \$300 Member / \$400 Non-Member

Quarter Page: \$210 Member / \$310 Non-Member

EXHIBIT HALL HIGHLIGHTS!

There will be dedicated Exhibit Hall viewing time for delegates, door prizes, and over 100 companies showing products and services! ALL Member exhibitors will receive a printout of all attendee contact information.

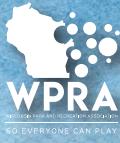
YOU'RE INVITED!

All exhibitors are invited and welcome to attend WPRA Annual Conference socials at no additional charge!

ASSOCIATION AND CONFERENCE SPONSORS RECEIVE PREFERRED BOOTH PLACEMENT.

All other booths are reserved first-come, first-serve at a later date.

Visit www.wpraweb.org for up-to-date booth listing.



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KALAHARI RESORT & CONVENTION CENTER • WISCONSIN DELLS, WI

2026 WPRA ANNUAL CONFERENCE SPONSORSHIPS

			Booth Space	Conference Brochure Ad	Trade Show Booklet Ad
Main Sessions Speaker Sponsors	2 Available	\$5,000	1	1/2 Page	1/2 Page
Educational Session Sponsor	Multiple Available	\$500			
Social Sponsors	9 Available (3 per social)	\$3,500	1	1/2 Page	1/2 Page
Annual Awards Reception Sponsor	1 Available	\$2,500	1		1/2 Page
Annual Awards Banquet Sponsor	1 Available	\$5,000	1	1/2 Page	1/2 Page
Trade Show Reception	1 Available	\$2,500	1		1/2 Page
Lunch Sponsor	2 Available	\$4,000	1	1/2 Page	1/2 Page
Break Sponsor	Multiple Available	\$500			
Conference Favor	1 Available	\$5,000	1	1/2 Page	1/2 Page
Name Badge Sponsor	1 Available	\$3,000	1	1/2 Page	1/2 Page
Tote Bag Sponsor	1 Available	\$2,500	1		1/2 Page
Ticket Sponsor	1 Available	\$1,500			1/4 Page
Mobile App Sponsor	1 Available	\$3,000	1		1/2 Page
Late Night Nourishment	3 Available	\$2,500	1		1/2 Page
Lounge Area	1 Available	\$2,000	1		1/4 Page
Photography Sponsor	1 Available	\$2,000	1		1/4 Page

ALL SPONSORS RECEIVE THEIR LOGO ON THE WEBSITE,
LOGO IN THE CONFERENCE BROCHURE, LOGO IN OUR PROMOTION
AND SIGN RECOGNITION AT CONFERENCE.

Questions? Contact the WPRA Office at
office@wpraweb.org or 414-423-1210



WEDNESDAY, FEBRUARY 4, 2026 • 1:00PM - 5:00PM
Kalahari Resort & Convention Center • Wisconsin Dells, WI

EXHIBITOR AGREEMENT FORM

Company Name: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ E-Mail: _____

Web Site: _____

Product/Service Description (will be printed in our Trade Show booklet):

Booth Attendant Names: _____

** Please note you must be a 2026 Commercial Member to receive the Member rate. Please complete a membership application online at www.wpraweb.org under the membership link

Do you plan to attend any of our socials?
Check all that may apply

Tuesday Wednesday

BOOTH INFORMATION

Booth Fees

(no exceptions will be made to the dates and fees below)

	Commercial Member	Non-Member	Amount
Special Promo Rate (April 1 - June 30, 2025)	\$800		
Regular Rate (July 1 - November 30, 2025)	\$475	\$675	
Late Rate (December 1, 2025 - February 4, 2026)	\$500	\$700	
Add-Ons			
Additional Booth(s): # _____ <small>Additional Booths are \$25 off the booth rate above.</small>			
Conference Sponsorships			
Trade Show Advertising:			
Full Page	\$500	\$600	
Half Page	\$300	\$400	
Quarter Page	\$210	\$310	
TOTAL DUE			

PAYMENT METHOD:

Check: Make check payable to: WPRA

Invoice Me: WPRA will send you an invoice

Send completed form and check to:

Wisconsin Park & Recreation Association
6737 W. Washington St. Suite 4210, Milwaukee, WI 53214
Questions? Contact the office: 414-423-1210 • office@wpraweb.org

As an exhibitor, I hereby indemnify and hold harmless the WPRA against all liability for personal injury and property damages or loss arising from the use of exhibit space or any activities in connection with the WPRA Conference.

Behavior Policy: To abide by our new anti-harassment policy in all venues at the WPRA Annual Conference, including ancillary events and official and unofficial social gatherings:

- Exercise consideration and respect in your speech and actions.
- Refrain from demeaning, discriminatory, or harassing behavior and speech.
- Be mindful of your surroundings and of your fellow participants.



WPRA

WISCONSIN PARK AND RECREATION ASSOCIATION

SO EVERYONE CAN PLAY

**WE LOOK FORWARD TO SEEING
EVERYONE FOR THE 2026 ANNUAL
CONFERENCE & TRADE SHOW!**

