

2019 WISCONSIN LODGING CONFERENCE & TRADE SHOW

IT'S MAGIC!

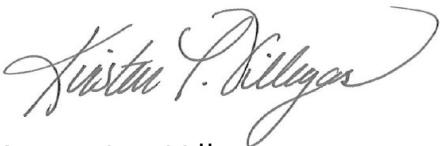
SPONSORSHIP OPPORTUNITIES

Dear Friend of the Hotel & Lodging Industry,

We have been working hard to make this year's Conference and Trade Show better than ever! We listened, we reviewed your feedback, and we have taken action to ensure your sponsor experience is filled with plenty of opportunities to get your company out in front of key hotel and lodging industry decision makers!

From adding an exciting entertainer and motivational speaker to the luncheon, to ramping up our food offerings, to increasing the range of sponsorship opportunities, the 2019 Conference and Trade Show will be one you will not want to miss. It is sure to attract an even larger attendance this year and will truly be a "magical" experience.

Your support helps to keep our industry strong!



Kirsten Lee Villegas
WH&LA President & CEO

\$125 LEVEL

PRE-CONFERENCE EMAILS

~~10 spots available~~ 5 spots available

Get in front of lodging owners and operators before the Wisconsin Lodging Trade Show by sponsoring these promotional emails!

\$250 LEVEL

NEW BEVERAGE BREAK SPONSORS

Three opportunities available!

Conference attendees will appreciate your contribution as a sponsor when they see your signage at one of the beverage breaks during the Wisconsin Lodging Conference & Trade Show!

ALL SPONSORS RECEIVE

Acknowledgement in post-conference issue of InnTouch magazine

Acknowledgement in post-conference issue of weekly Insider e-newsletter

"Sponsored by" signage at the event

Acknowledgement of you and your company by the MC at the event

Sponsor Ribbon on your name badge

Your company logo with link on wisconsinlodging.org/conference

SPONSORSHIP OPPORTUNITIES

\$500 LEVEL

NEW ENTERTAINMENT SPONSORS

*Six opportunities available! (Can be sponsored in blocks of \$500/each)

Sponsor special guest keynote speaker and magician, Robert Ian! Traveling all the way from Las Vegas, Robert Ian will astound conference attendees with magic, illusion, and mind-power!

The entertainment and magic starts at the Monday luncheon and continues throughout the trade show.

\$100 CLUB SPONSOR

Exclusive opportunity

Become the sponsor of this popular giveaway-club for just \$500! Vendors will donate prizes worth \$100 or more for trade show attendees to receive during several drawing at the Chairman's Reception. Sponsor will be recognized during the trade show and Chairman's Reception on Monday.

\$750 LEVEL

SPIRIT OF HOSPITALITY AWARDS

Exclusive opportunity

Help honor the best of the Wisconsin lodging industry by sponsoring these annual awards!

NEW PHOTO BOOTH PICTURE

Exclusive opportunity

Conference attendees will love taking pictures with their colleagues and friends in the photo booth at Monday evening's dinner from 7:30-9:30 p.m.

Attendees will receive keepsake photos that will be printed with sponsor logo.

NEW LIVE AUCTIONEER

Exclusive opportunity

Conference attendees won't want to miss this popular live auction - this year with a professional auctioneer! Your logo will appear on auction materials before and during the auction and acknowledged during the auction.

NEW! SPONSORSHIP SPOTLIGHT

\$500 LEVEL

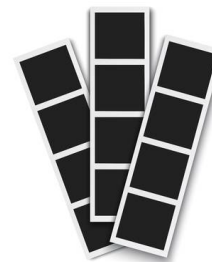
ENTERTAINMENT



Help bring MAGIC to the 2019 Wisconsin Lodging Conference & Trade Show!

\$750 LEVEL

PHOTO BOOTH PICTURE



Have your company logo printed on every photo booth keepsake!

\$750 LEVEL

LIVE AUCTIONEER



Your donation will elevate this conference favorite with the help of a professional auctioneer!

SPONSORSHIP OPPORTUNITIES

\$1,000 LEVEL

SUNDAY OPENING RECEPTION

Exclusive opportunity

Welcome attendees to the Kalahari in the Volcano Lounge from 7 - 9 p.m. on Sunday. Attendees will enjoy food and drinks, and will competing in a variety of games at this fun event.

CONFERENCE EDUCATIONAL SESSIONS

~~5 spots available~~ 2 spots available

Get your company recognized by a captive audience during educational sessions!

NEW BOARD OF DIRECTORS RECOGNITION BREAKFAST

Exclusive opportunity

Become the sponsor of Tuesday morning's Board Recognition Breakfast from 8:00-9:00 a.m., featuring a full, hot breakfast buffet.

NEW WOMEN IN LODGING LUNCHEON

Exclusive opportunity

Show your support to WH&LA's fastest growing group by sponsoring the WWIL Luncheon!

\$1,500 LEVEL

NEW WELCOME BREAKFAST

Exclusive opportunity

Help welcome attendees to the 2019 Wisconsin Lodging Conference and Trade Show by sponsoring our first ever Welcome Breakfast on Monday!

CHAIRMAN'S RECEPTION

Exclusive opportunity

Help elevate this special networking cocktail hour! All conference and attendees will be in attendance from 6:30-7:30 p.m.

NEW! SPONSORSHIP SPOTLIGHT

\$1,000 LEVEL

WOMEN IN LODGING LUNCHEON



Engage with customers as the exclusive sponsor of the Women in Lodging luncheon and panel discussion.

\$1,500 LEVEL

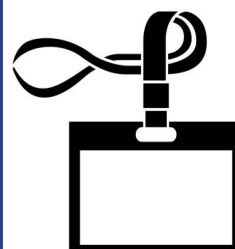
WELCOME BREAKFAST



Show your support first thing on Monday morning by sponsoring this new event!

\$2,000 LEVEL

LANYARDS



Connect your logo to all Conference & Trade Show attendees!

SPONSORSHIP OPPORTUNITIES

\$2,000 LEVEL

NEW LANYARDS

Exclusive opportunity

All Conference and Trade Show attendees are required to wear their badge credentials during the conference, networking events, and trade show. Each badge will be connected with lanyards attached.

Sponsor provides logo and sponsorship funds; WH&LA produces lanyards.

MONDAY LUNCHEON

Exclusive opportunity

Help us honor your fellow WH&LA members as we present student scholarships, Spirit of Hospitality Awards, and our top industry awards, followed by a magical luncheon keynote!

MONDAY NIGHT DINNER

Exclusive opportunity

Show your support as the sponsor of our live regional auction and food stations evening event on Monday. Attendees will sample a variety of food and beverages while taking part in this entertaining auction!

\$2,500 LEVEL

PRESENTING SPONSOR

Exclusive opportunity

Reinforce your marketing plan by increasing your visibility as a the Presenting Sponsor!

This position is recognized first in promotional materials and on the www.wisconsinlodging.org/conference

IN-KIND SPONSORS

NEW PRINTING & SIGNAGE

Help WH&LA create impactful and effective event signage and materials! In-kind sponsors needed to print banners, directional and sponsor signage, conference and awards programs, and more!

Your logo and recognition of in-kind sponsorship on ALL printed materials.

CONFERENCE PROGRAM ADVERTISING

Highlight your Trade Show specials, feature new products, or show your continued support of the Wisconsin Hotel & Lodging Association with an ad in the Conference Program!

The annual Conference Program is distributed onsite to all Lodging Conference and Trade Show attendees for use during and after the show.

Ad rates are for four color advertisements.

SIZE	PRICE	DIMENSIONS
Outside Back Cover	\$585	5 1/2" x 8 1/2"
Inside Covers	\$535	5 1/2" x 8 1/2"
Full Page	\$430	5" x 7"
1/2 Page	\$260	5" x 4"
1/4 Page	\$210	3/8" x 4"