

2026

WISCONSIN WATER WELL ASSOCIATION ANNUAL CONFERENCE



EXHIBITOR REGISTRATION

TRADESHOW DATES: JANUARY 8-9, 2026

*Setup is available on January 7th and January 8th. More details inside.
There are two different groups of attendees, outlined below.*

8th for Annual Conference Attendees • 9th for CE Road Show Attendees

LOCATION

**Kalahari Resort and
Convention Center**
1305 Kalahari Drive
Wisconsin Dells, WI 53965
For room reservations,
call 877-254-5466



Wisconsin Water Well Association
6737 W. Washington St., Suite 4270, Milwaukee, WI 53214
Office: 855-947-9837 • info@wisconsinwaterwell.com • wisconsinwaterwell.com

Exhibitor Details *(Exhibitor Packet will be sent directly from Valley Expo)*

You're invited to attend the 2026 WWSA Annual Conference at the Kalahari Resort & Convention Center. We truly cannot wait to see everyone in-person! We encourage you to register early to secure your spot in our tradeshow and to visit with over 400 attendees. We sincerely appreciate all of our long-time vendors and we are excited to meet any first time exhibitors!

EXHIBITOR BOOTH: Each 8x10 booth will be supplied with an 8-foot draped/skirted table, one 8-foot backdrop with 3-foot side drapes, and two chairs. A booth sign displaying the company name is provided. It is critical that your company name is printed legibly/typed correctly on your registration form, as this information is provided to Valley Expo for sign printing and how you will be identified in all materials.

Booth spaces are reserved on a first-come, first serve basis. A map indicating reserved spaces will be posted on the WWSA website (www.wisconsinwaterwell.com) and updated weekly. It is your responsibility to check this website to verify booth placement and availability.

RESERVE EARLY AND DONATE PRODUCT FOR ADDITIONAL OPPORTUNITY! 10 of the 60+ booths will be reserved for companies who purchase a sponsorship or an exhibit booth, and commit to provide a product contribution to our Silent Auction of \$500 or more (based on market price). This is a first-come, first-serve offer. It will not be honored after the 10 booths are reserved. The additional booth has a value of \$450, but has potential for a great value based on the amount of product you display.

SPONSOR TRADESHOW PLACEMENT: Conference sponsors will receive hierarchical priority in the tradeshow (if registered before December 8th).

RIG: Each exhibitor registering to bring a rig onsite, must comply with all rules set forth by the Kalahari. A copy of these rules will be included in your exhibitor packet. Please verify that your display will not violate any of these rules. Any violations that result in a fee will be the sole responsibility of the exhibitor. Any exhibitor bringing a rig must provide the WWSA with a cellular phone number of the rig driver or an onsite contact in case of emergencies.

ELECTRICITY: All orders for electricity must be placed directly with Valley Expo. Order forms will be included in your exhibitor packet. Please note that additional charges are applied if the service is not ordered in advance.

SET UP: Setup will take place from 5:00pm-10:00pm on Wednesday, January 7, 2026 and again from 7:00am-12:00pm on Thursday, January 8, 2026. Staff from Valley Expo will be onsite during these times. Please join us at the Welcome Reception and General Membership Meeting on Wednesday, January 7th at 5:00pm.

SHOW TIMES: The exhibit hall will be open from 12:15pm-3:25pm on **Thursday**, concurrent with lunch and the two afternoon Continuing Education sessions, and from 3:25pm-5:15pm which are dedicated tradeshow hours. On **Friday**, the exhibit hall will be open for Continuing Education Road Show attendees from 7:00am-9:00am.

SILENT AUCTION DONATIONS: WWSA and WPWS will be teaming up this year for the Silent Auction, which will be held on Thursday evening in the Tradeshow. Proceeds will be divided between both organizations. The WWSA proceeds will support the Ed Huntoon and Owen Williams Scholarship Fund. Please consider donating to the Silent Auction on Thursday and supporting both amazing organizations!

DOOR PRIZE DONATIONS: We are also accepting donations for Door Prizes given away during the Tradeshow and Bowling Tournament. The Tradeshow and Bowling Tournament draw in the biggest and most amazing crowds. It is a great opportunity to get your company's name in front of the most attendees at one time.

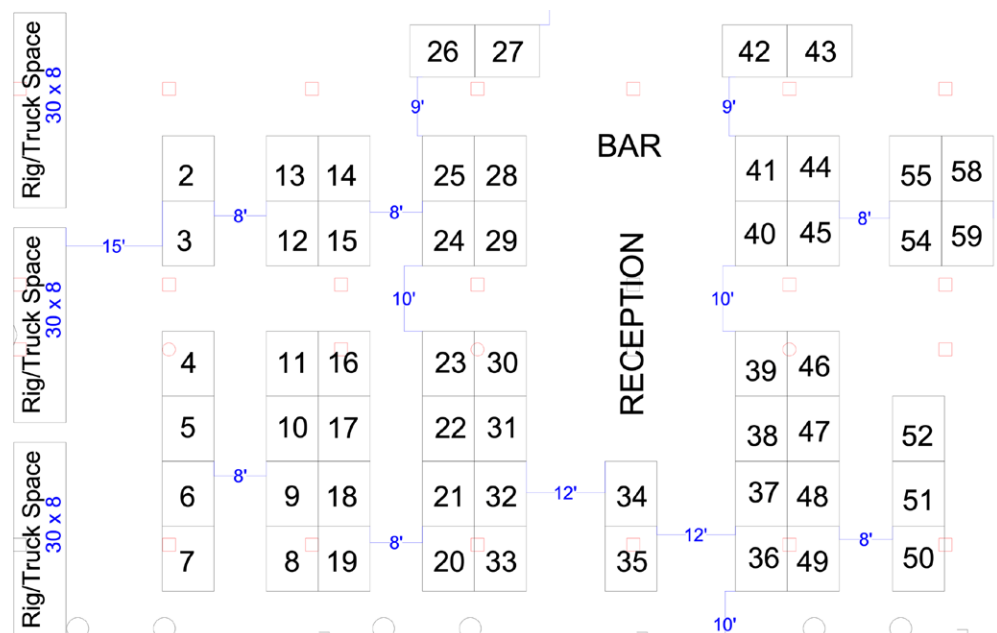
TEAR DOWN: Tear down will begin at 9:00am on Friday, January 9th. Valley Expo will be onsite again during this time.

FREIGHT: All details pertaining to freight will be provided in the Exhibitor Kit. Fees are the responsibility of the exhibitor.

DEADLINE: In order to be recognized in printed materials, you **MUST** be registered and submit any requested details no later than December 8th. Any companies who reserve after December 8th will not be included in printed materials.

Exhibitor Booth Layout

*As of 10/23/25,
Layout Subject
to Change*



Exclusive Sponsorship Opportunities

Lanyards - \$1,000

One of the most visible items that every attendee uses and sees is the lanyard. These will be distributed to all exhibitors and attendees at registration. The WWWA Office will produce these with provided company name and logo. *(One Sponsorship Available)*



Continental Breakfast - \$1,500

Signage mentioning the service noted as "provided by..." will be prominently displayed. Company will also be recognized on the WWWA website. *(Two Sponsorships Available)*



Welcome Reception - \$2,000

All conference attendees, exhibitors and presenters will be invited to meet in a relaxed atmosphere to include cocktails and hors d'oeuvres. There will be a complimentary tabletop inside the reception venue for your use, branded napkins, branded can koozies, recognition signage throughout the space and the opportunity to speak to the attendees for five minutes during the reception. *(Two Sponsorships Available)*



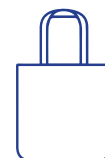
Lunch - \$2,500

Signage mentioning the service noted as "provided by..." will be prominently displayed. Company will also be recognized on the WWWA website. *(Two Sponsorships Available)*



Tote bag - \$800

Your companies logo on one side of the tote bag that all attendees receive at registration



Sponsorship Package Opportunities

		DIAMOND	PLATINUM	GOLD	SILVER
OPPORTUNITY AMOUNT DUE ▶		\$3,500	\$2,500	\$1,500	\$ 500
Online Presence	WWWA Home Page (All Year)	✓ Large Logo & Link	✓ Medium Logo & Link	✓ Small Logo & Link	✓ Banner Ad
	Highlight Company on WWWA Home Page	✓ All Year	✓ All Year	✓ 6 Months	✓ 6 Months
Newsletter Ad	Newsletter Advertisement (3x Per Year)	✓ Full Page	✓ Half Page	✓ Quarter Page	
Annual Meeting	Booth(s) at Annual Meeting	✓ (2-8x10 Booths)	✓ (1-8x10 Booth)	✓ (1-8x10 Booth)	✓ (1-8x10 Booth)
	Annual Meeting Registrations	4	2	2	2
	Company Logo In Program Book	✓	✓	✓	✓
	Company Logo On Annual Conference Webpage & On Screen During the Meeting	✓	✓	✓	✓
	Sponsor Ribbon on Badge	✓	✓	✓	✓
	Table Tent Recognition at Meal Events	✓	✓	✓	✓



6737 W. Washington St.
Suite 4270
Milwaukee, WI 53214

2026 WISCONSIN WATER WELL ASSOCIATION ANNUAL CONFERENCE *EXHIBITOR REGISTRATION*

CONFERENCE DATES

January 7-8, 2026

Continuing Education Road Show:
January 9, 2026

TRADESHOW DATES

January 8-9, 2026

8th for Annual Conference Attendees

9th for Continuing Education Road Show Attendees

LOCATION

Kalahari Resort and Convention Center
1305 Kalahari Drive, Wisconsin Dells, WI 53965



For room reservations call 877-254-5466
or reserve online here:
<https://book.passkey.com/e/51082985>

Lodging: The Kalahari has offered attendees of the
WWWA Annual Conference the following rates:

Rates: \$137.00 Single or Double Occupancy-Standard

*(For those wishing to stay through the weekend,
the Saturday night rate will be \$514.00).*

Reservations must be made by calling the hotel directly at
877-254-5466. Room rates are available on or before
December 7, 2025. **When calling for reservations,
please mention "Wisconsin Water Well Association
2026 Room Block."**

EXHIBITOR CONTRACT

Contact Information

Company Name: _____

(As it will appear on signage)

Contact: _____

Company Address: _____

City: _____

State: _____ Zip: _____

Mobile: _____

Fax: _____

Email: _____

Note: It is important to provide an email address.
Vendor updates will be communicated by email.

Representative Names (As they will appear on name
badges. Note that 2 representatives are included with
each Booth Registration):

1: _____

2: _____

Purchase additional representative registrations below.

Direct Competitors:

1: _____

2: _____

Prize Donations

The WWWA encourages exhibitors to sponsor food functions, and to donate prizes for drawings in the exhibit area. Door prizes for the Thursday social hour raffle in the exhibit area can include; prize items, gift cards, logo apparel, or monetary donations. **Prizes for the silent auction, raffle, and door prizes must be dropped off at the registration desk by 3:00PM on Wednesday or sent to the WWWA office by January 2, 2026.**

WWWA / WPWS Silent Auction - Thursday During Tradeshow

☐ _____

Door Prizes for the Raffle – Thursday During Tradeshow

☐ _____

(☐ or \$ _____)

Door Prizes for Bowling Tournament - Thursday Night

☐ _____

(☐ or \$ _____)

CONFIRMATION

☐ I understand that our company booth needs to be staffed on Thursday, January 8, 2026 from 12:15pm to 5:15pm and on Friday, January 9, 2026 from 7am to 9am.

☐ I understand that if our company does not register by December 8th, we will not be included in printed materials.

Conference Sponsorship

☐ **Diamond** \$3,500

☐ **Platinum** \$2,500

☐ **Gold** \$1,500

☐ **Silver** \$500

Additional Sponsorship Opportunities

MEALS

☐ Breakfast \$1,500

☐ Lunch \$2,500

OTHER

☐ Lanyard \$1,000

☐ Welcome Reception ... \$2,000

☐ Tote Bag \$800

BOWLING

☐ Lane.....\$250 each x _____

Additional Sponsorship Total:\$ _____

Payment Information

(Space is assigned on a first-come, first-serve basis, please visit www.wisconsinwaterwell.com to view available booths.)

First space: ☐ Booth Booth Choice #1: ____ #2: ____ #3: ____ 1 x \$450 + \$ _____

First space: ☐ Rig (Includes: 1 rig, 1 8' table and 2 attendees) 1 x \$525 + \$ _____

Rig size(s): _____

Additional Booth Spaces: ____ spaces x \$225 per space + \$ _____

Additional Booth Attendees: 2 included with each booth, 3rd and more are \$35 each Enter # ____ x \$35 + \$ _____

3rd Name: _____

All booth attendee name changes must be made by 1/2/2026.

4th Name: _____

5th Name: _____

Please email
info@wisconsinwaterwell.com
with all name changes.

6th Name: _____

Prize Donation Total + \$ _____

SUBTOTAL \$ _____

TOTAL \$ _____

PLEASE MAIL WITH PAYMENT TO:

Wisconsin Water Well Association
6737 W. Washington St., Suite 4270
Milwaukee, WI 53214

FAX: 414-755-1346

Questions? 855-947-9837 or
info@wisconsinwaterwell.com

Please make a copy
for your records

Or pay by credit card - VISA, MasterCard, American Express or Discover

We cannot accept emailed credit card information. Please FAX (414-755-1346), mail, or register online.

Name on Card: _____

Credit Card #: _____ Security Code: _____

Exp. Date: _____ Signature: _____

Cancellation Policy: All refund requests must be made in writing to the WWWA office via mail, fax or email.
Phone requests will not be honored. No refunds allowed after December 8, 2025. All refunds are subject to a \$50 processing fee.