

2027

WISCONSIN WATER WELL ASSOCIATION ANNUAL CONFERENCE



EXHIBITOR REGISTRATION

TRADESHOW DATES: JANUARY 7-8, 2027

Setup is available on January 6th and January 7th. More details inside. There are two different groups of attendees, outlined below.

- 7th for Annual Conference Attendees
- 8th for Continuing Education Road Show Attendees

Kalahari Resort & Conventions
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 2027 WWA 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 WWA website (www.wisconsinwaterwell.com) after December 4th.

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

VEHICLE/EQUIPMENT: Each exhibitor registering to bring a vehicle or piece of equipment 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 vehicle or piece of equipment must provide the WWA with a cellular phone number of the 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 6, 2027, and again from 7:00am-12:00pm on Thursday, January 7, 2027. Staff from Valley Expo will be onsite during these times. Please join us at the Welcome Reception and General Membership Meeting on Wednesday, January 6th 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: The WWA Silent Auction will be held on Thursday evening in the Tradeshow. The proceed will support the Ed Huntton and Owen Williams Scholarship Fund, along with the newly formed WWA Road to Opportunity CDL Scholarship Fund.

New this year, all exhibitor silent auction items will remain at the donating exhibitor's booth. For accurate reporting and tracking, exhibitors must notify the WWA Registration Desk of their donation either at check-in or in advance. Exhibitors will then receive an official WWA Silent Auction Bidding Form to display at their booth, along with the donated item.

Please consider donation to the silent auction on Thursday, and supporting the future of the groundwater industry.

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.

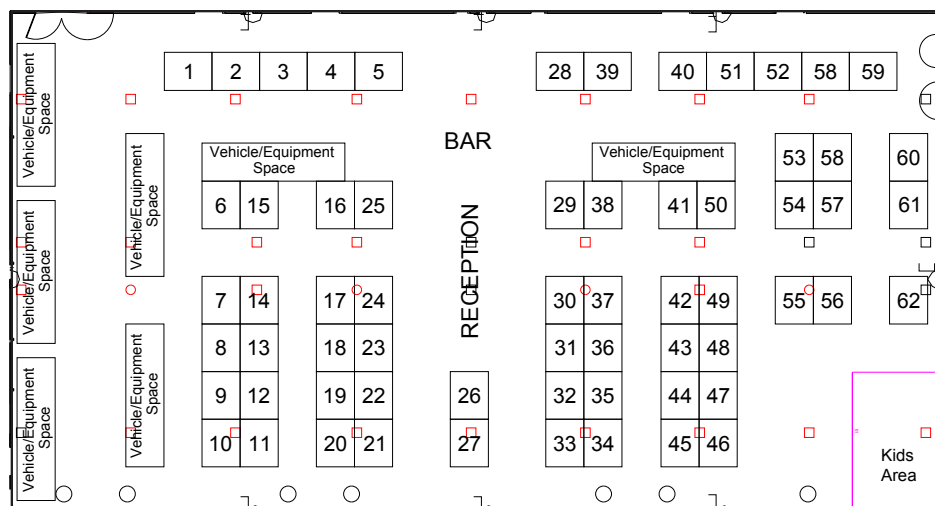
TEAR DOWN: Tear down will begin at 9:00am on Friday, January 8th. Valley Expo will be onsite again during this time.

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 4th. Any companies who reserve after December 4th will not be included in printed materials.

Exhibitor Booth Layout

*As of 07/17/26,
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. *(Two Sponsorships 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)*



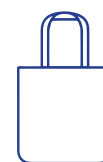
Lunch - \$2,500

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. *(Two Sponsorships Available)*



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 WWWW 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

2027 WISCONSIN WATER WELL ASSOCIATION ANNUAL CONFERENCE *EXHIBITOR REGISTRATION*

CONFERENCE DATES

January 6-7, 2027

Continuing Education Road Show:
January 8, 2027

TRADESHOW DATES

January 7-8, 2027

7th for Annual Conference Attendees

8th 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/51294330>

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

Rates: \$141.00 Single or Double Occupancy-Standard

*(For those wishing to stay through the weekend,
the Saturday night rate will be \$299.00).*

Reservations must be made by calling the hotel directly at
877-254-5466. Room rates are available on or before
December 6, 2026. **When calling for reservations,
please mention "Wisconsin Water Well Association
2027 Room Block."**

2027 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: _____

Door Prize and Silent Auction Donations

The WWWW encourages exhibitors to sponsor food functions,
and to donate prizes for drawings in the Tradeshow and Bowling
Tournament. Door prizes for the Thursday Tradeshow raffle in the
exhibit area can include; prize items, gift cards, logo apparel, or
monetary donations.

Prize Donations: All prizes for the Tradeshow Raffle and the Bowling
Tournament must be dropped off at the registration desk at 3:00PM
on Wednesday, or sent to the WWWW Office by December 30, 2026.

Silent Auction Donations: New this year, all exhibitor silent
auction items will remain at the donating exhibitor's booth. For
accurate reporting and tracking, exhibitors must notify the WWWW
Registration Desk of their donation either at check-in or in advance.
Exhibitors will then receive an official WWWW Silent Auction Bidding
Form to display at their booth, along with the donated item.

By participating in the WWWW Silent Auction, exhibitors agree to
follow all applicable instructions and procedures to ensure a fair
and consistent auction process. Any auctions conducted at exhibitor
booths outside of the official WWWW Silent Auction are prohibited.

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 7, 2026 from 12:15pm to 5:15pm and on Friday, January 8,
2027 from 7am to 9am.

☐ I understand that if our company does not register by December 4th,
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: ☐ Vehicle/Equipment (Includes: (1) Vehicle or Piece of Equipment, (1) 8' table and 2 attendees) 1 x \$525 + \$ _____

Vehicle/Equipment Dimensions (LxW): _____ Type of Vehicle/Equipment: _____

Additional Booth Spaces: _____ space 1 x \$225 + \$ _____
per space

Additional Booth Attendees: 2 included with each booth, 3rd and more are \$75 each Enter # _____ x \$75 + \$ _____

3rd Name: _____

4th Name: _____

5th Name: _____

6th Name: _____

All booth attendee name changes
must be made by 1/4/2027.

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

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 WWWW office via mail, fax or email.
Phone requests will not be honored. No refunds allowed after December 7, 2026. All refunds are subject to a \$50 processing fee.