2027

WISCONSIN WATER WELL ASSOCIATION

ANNUAL CONFERENCE

WISCONSIN WATER WELL ASSOCIATION
EST. WWWA 1927
Providing & Protecting Wisconsin's Groundwater

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 WWWA 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 WWWA 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 WWWA 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 WWWA Silent Auction will be held on Thursday evening in the Tradeshow. The proceed will support the Ed Huntoon and Owen Williams Scholarship Fund, along with the newly formed WWWA 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 WWWA Registration Desk of their donation either at check-in or in advance. Exhibitors will then receive an official WWWA 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.

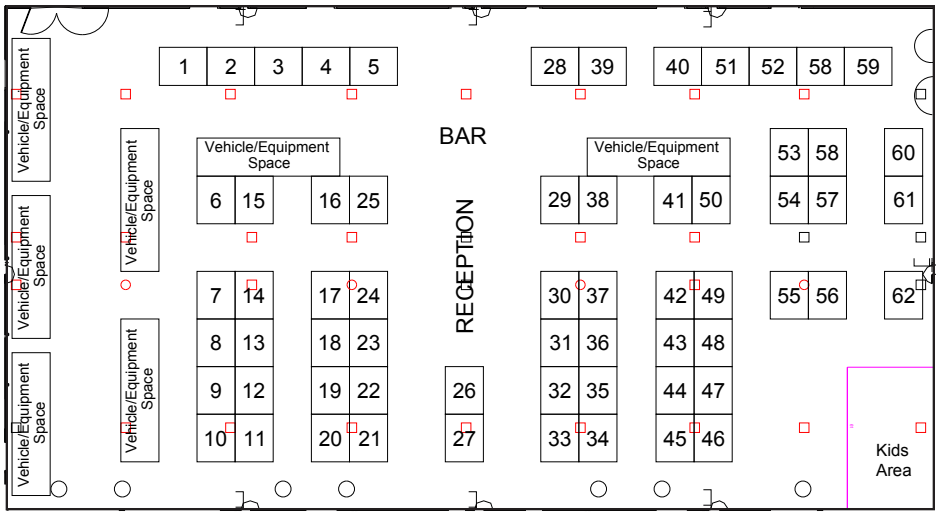
TEAR DOWN: Tear down will begin at 9:00am on Friday, January 8th. Valley Expo will be onsite again during this time.

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)*

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)

Continental Breakfast - $1,500



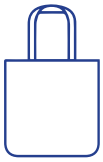
Signage mentioning the service noted as "provided by..." will be prominently displayed. Company will also be recognized on the WWWA website. *(Two Sponsorships Available)*

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 SOLD OUT



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 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

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 WWWA 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 WWWA 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 WWWA Registration Desk of their donation either at check-in or in advance. Exhibitors will then receive an official WWWA Silent Auction Bidding Form to display at their booth, along with the donated item.

By participating in the WWWA 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 WWWA 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 WWWA 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.