

EXHIBITOR & SPONSORSHIP PROSPECTUS



WSSFC2025

Wisconsin Solo & Small Firm Conference
October 16-18, 2025 - Kalahari Resort, Wisconsin Dells

**Bringing You Face-to-face
with Wisconsin Attorneys!**

**Plan now to be a part of Wisconsin's largest legal
expo for solo & small firm decision-makers**

- Maximize your marketing efforts by meeting with hundreds of attorneys in one place
- Engage with current and potential customers
- Increase your company's visibility ... and your bottom line
- Stand out from your competition
- Showcase your products and services



**STATE BAR
OF WISCONSIN**



WISCONSIN SOLO & SMALL FIRM CONFERENCE AND LEGAL EXPO

October 16-18, 2025

Kalahari Resort, Wisconsin Dells
(877) 525-2427
www.kalahariresorts.com

EXPO OPEN

Thursday Oct. 16 & Friday Oct. 17
Hours: TBD

Maximize Your Presence with Pre-show Promotions

Studies show that pre-show promotions can increase trade show effectiveness by 25%. Reach attendees with an ad in the *Wisconsin Lawyer*TM magazine prior to the event, or by purchasing a mailing list of pre-registered attendees.

Contact Crystal Brabender
(800) 444-9404, ext. 6132
(608) 250-6132

EXHIBIT SPACE

ALL BOOTHS INCLUDE:

- 8' x 10' space with draped side walls and back wall
- Skirted table and two chairs
- Up to five exhibitor name badges
- Company profile in onsite program
- Pre-event exposure in marketing materials (mail and email) and conference web pages*
- Standard electrical outlet (by request)
- Invitation to all networking events
- Ability to host in-booth drawings or participate in Legal Expo drawings
- Post-conference attendee roster, including name, company, city and state
- WiFi (available throughout resort)

PLATINUM PACKAGE | \$3,750

- Single booth space in premium location (first committed = first choice)
- Optional second booth space for \$300 (pending availability)
- M.C. recognition and acknowledgement at opening plenary session
- Opportunity to speak for up to five minutes at either a Friday plenary session, Friday networking luncheon, or Saturday plenary sessions (first committed, first choice on session)
- Inclusion in pre-event email promoting Platinum exhibitors including logo and link
- Pre-registered mailing list by request – one month prior to event**
- Up to three conference registrations including luncheon tickets
- Top position logo and link on conference web pages
- Top position logo in marketing materials (mail and email)*
- Logo included with 50-word company profile in onsite program and level recognition
- Top position logo on pre-session and interstitial overhead slides
- Top position logo displayed on conference sponsorship recognition signage
- Inclusion in post-event thank you email recognizing Platinum sponsors including logo and link
- Post-conference attendee mailing list by request**
- 1/2-page ad in conference onsite program

GOLD PACKAGE | \$2,750

- Single booth space in preferred location (first committed = first choice, after Platinum level)
- Inclusion in pre-event email promoting Gold exhibitors including logo and link
- Pre-registered mailing list by request – two weeks prior to event**
- Up to two conference registrations including luncheon tickets
- Prominent position logo and link on conference web pages
- Prominent position logo in marketing materials (mail and email)*
- Logo included with 30-word company profile in onsite program and level recognition
- Prominent position logo on pre-session and interstitial overhead slides
- Prominent position logo displayed on conference sponsorship recognition signage
- Inclusion in post-event thank you email recognizing Gold sponsors including logo and link
- Post-conference attendee mailing list by request**
- 1/4-page ad in conference onsite program

SILVER PACKAGE | \$1,895

- Single booth space
- Logo and link on conference web pages
- Logo in marketing materials (mail and email)*
- One luncheon ticket and option to audit sessions
- Organization name included with 30-word company profile in onsite program
- Organization logo on pre-session and interstitial overhead slides
- Organization logo displayed on conference sponsorship recognition signage
- Opportunity for discounted 1/4-page ad in conference onsite program (space allowing)

** Requires early commitment. ** By request. Published State Bar mailing list policies apply*

SPONSORSHIP OPPORTUNITIES

Both exhibitors and non-exhibitors are invited to sponsor special events. If you can't exhibit, this is an excellent opportunity to show your support of the legal market. If you are exhibiting, consider adding a sponsorship for even greater impact. Sponsors receive exposure to the entire State Bar membership before, during, and after the conference.

Marquee Event-Sponsor (limit: 1 sponsor) \$10,000

- Logo, link, and Marquee status displayed on event homepage with callout as the event sponsor
- Logo and Marquee status displayed on the front of printed marketing materials and positioned in conjunction event logo (mail and email)*
- Organization profile page on event microsite linked from event homepage
- Opportunity to be M.C. for the welcome and introduction at opening session
- Opportunity to speak for up to five minutes at either a Friday plenary session, the Friday networking luncheon, or Saturday plenary sessions (first choice)
- Logo and Marquee status displayed on all directional signage throughout the conference center, breakout room signs, and event sponsor signage
- Marquee status and logo on pre-session and interstitial overhead slides
- Top position logo displayed on conference sponsorship recognition signage
- First position recognition and company profile in onsite program
- Post-event thank you email recognizing Marquee Sponsor including product/service description, logo, and link to organization website
- Post-conference attendee mailing list by request**
- Full page ad in the October issue of *Wisconsin Lawyer*

SPECIAL EVENT SPONSORSHIPS

Attendee Reception (max: 4 sponsors) | \$1,500 each

- Logo and link on event web page
- Logo in marketing materials (mail and email)*
- Podium recognition at opening plenary
- 50-word company profile in onsite program
- Logo on signage at reception
- Post-conference attendee roster

Thursday Expo Hall Lunch (max: 2 sponsors) | \$1,500 each

- Opportunity to speak for up to five minutes at either a plenary session or Friday networking luncheon
- Logo and link on event web page
- Logo in marketing materials (mail and email)*
- 50-word company profile in onsite program
- Logo on signage at lunch
- Post-conference attendee roster

Networking Luncheon (max: 2 sponsors) | \$1,500 each

- Opportunity to speak for up to five minutes at either a plenary session or Friday networking luncheon
- Logo and link on event web page
- Logo in marketing materials (mail and email)*
- 50-word company profile in onsite program
- Logo on signage at entrance to luncheon
- Podium recognition at luncheon
- Post-conference attendee roster
- Four complimentary luncheon tickets

Hospitality Suite (max: 4 sponsors) | \$1,500 each

- Logo and link on conference web page
- Logo in marketing materials (mail and email)*
- 50-word company profile in onsite program
- Logo on signage at Hospitality Suite entrance
- Opportunity to distribute literature in the suite
- Podium recognition at opening plenary
- Post-conference attendee roster
- Hospitality Suite admission for up to four guests

Continental Breakfast (max: 4 sponsors) | \$1,000 each

- Logo and link on conference web page
- Logo in marketing materials (mail and email)*
- 50-word company profile in onsite program
- Logo on signage at breakfast
- Podium recognition at opening plenary
- Post-conference attendee roster

Bowling Sponsor (max: 4 sponsors) | \$1,000 each

- Logo and link on event web page
- Logo in marketing materials (mail and email)*
- Podium recognition at opening plenary
- 50-word company profile in onsite program
- Logo on signage at bowling event
- Post-conference attendee roster

Refreshment Breaks (max: 4 sponsors) | \$750 each

- Logo and link on conference web page
- Logo in marketing materials (mail and email)*
- 50-word company profile in onsite program
- Signage at refreshment breaks
- Post-conference attendee roster

Program Tracks | \$750

- Name and link on conference web page
- Name in marketing materials (mail and email)*
- 50-word company profile in onsite program
- Name on signage in one Program Track room (Substantive Law, Practice Management, Technology or Ethics/Quality of Life) for entire conference

Patron | \$400

- Name and link on conference web page
- 50-word company profile in onsite program
- Name on signage at event

* Requires early commitment.

EXHIBITOR GUIDELINES

General Information

The State Bar of Wisconsin provides access to space, at a cost, to approved exhibitors at its institutes and conferences. Acceptance as an exhibitor is in no way to be construed or promoted as an endorsement by the State Bar of Wisconsin.

Booth Assignments

Booth assignments will be made several weeks prior to the event and will depend on the date the Contract for Exhibit Space was received, the exhibitor level, and placement of competing companies. The State Bar of Wisconsin makes every effort to maximize traffic throughout the entire exhibit area.

Lodging

Special room rates are available through the host hotel. Contact the hotel directly and mention you are with the State Bar of Wisconsin.

Acceptance of Exhibitors

Acceptance of exhibitors is at the sole and absolute discretion of the State Bar of Wisconsin. All accepted applications are subject to the conditions and requirements contained in these guidelines.

Product Sales

The exhibitor assumes responsibility for securing all appropriate licenses for the sale of merchandise and is solely responsible for the collection of all applicable state and local taxes.

Liability

Neither the State Bar of Wisconsin, its expo services provider, nor the exhibit venues or the officers, employees, or agents thereof, will be responsible for any third party injury, loss, or damage that may occur to, or on account of, the exhibitor, the exhibitor's employees, or the exhibitor's property prior, during, or subsequent to the period covered by the exhibit contract. The exhibitor assumes all responsibility and agrees to indemnify, defend, and hold blameless the State Bar of Wisconsin, its officers, directors, employees, servants, and agents against any claims, demands, costs, loss, or expense, including attorney fees, litigation expenses, or court costs arising out of the use of the exhibition premises.

Cancellation or Postponement of Exposition

In the event of fire, strikes, riots, civil commotion, acts of God, war, and other unavoidable circumstances rendering it impossible or impractical for any reason for the State Bar of Wisconsin to perform such contract, the performance under such contract shall be excused. All payments made by the exhibitor for exhibit space shall be returned to the exhibitor less expenses actually incurred in connection with the exposition.

Security

Exhibit area is locked overnight, but not guarded. Please remove valuables during non-show hours.

Fire, Health, and Safety

Exhibitor assumes all responsibility for compliance with all federal, state, and local regulations and ordinances, including but not limited to those covering fire, safety, and health. No open flames are allowed.

Compliance with Schedule

Booths must be staffed during the hours when the exhibit area is open, and, further, each exhibitor agrees to maintain installed display space throughout all exhibit days and hours. No packing of equipment, literature, etc. or dismantling of exhibits will be permitted until the official closing time. This policy will be strictly enforced. In the event the exhibitor fails to install or have installed his or her display within the time limit set for opening the expo or fails to comply with any provisions concerning the use of display space, the State Bar of Wisconsin reserves the right to take possession of said space and resell same, or any part thereof. The State Bar reserves the right to modify the exhibit hours to meet program needs.

Cancellations

Cancellation of exhibit space must be made in writing. If notified six weeks prior to the event, the State Bar will refund 50% of the amount paid. Cancellations within six weeks of the event obligates exhibitor for payment of the full rental amount and no refund will be made. Sponsorship fees are nonrefundable.

Circularization and Solicitation

Advertising materials may be distributed, and patronage may be solicited, only within the space assigned to the exhibitor presenting such material. No firm or organization not assigned space in the exhibit area will be permitted to solicit business in any manner within the exhibit hall.

Exhibitor Service Kit

Exhibitor service kits are available at www.wisbar.org/expos. The kits include information on shipping, ordering extra furniture, carpeting, rental display units, and labor. Specific questions should be directed to Reggie Driscoll, (608) 250-6100 or rdriscoll@wisbar.org.

For More Information?

Crystal Brabender
State Bar of Wisconsin
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