

# WLIA 2020 • 33rd ANNUAL CONFERENCE

MARRIOTT MADISON WEST, MIDDLETON, WISCONSIN  
FEBRUARY 19-21, 2020



WISCONSIN  
**LAND INFORMATION**  
ASSOCIATION

**EXHIBITOR PROSPECTUS**

# 2020 WLIA EXHIBITOR PROSPECTUS

## YOU ARE INVITED TO EXHIBIT AT THE WLIA 2020 ANNUAL CONFERENCE

### Who Attends

WLIA is a grassroots organization representing a collection of concerned professionals working to develop, maintain, and apply a network of statewide land information systems. WLIA members include staff and elected officials from all levels of government, academics, consultants, and other private sector users of geographic information systems. Members are united by an interest in land records modernization, GIS and related technologies, and by the need for government policies and programs that support their efficient and effective application. We expect more than 400 land information professionals at the conference.

### About the Conference

The WLIA Conference is the premier GIS conference in Wisconsin, with emphasis on local, regional, state and federal trends, issues, and applications. This three-day conference is packed with hands-on workshops, demonstrations, and technical presentations.

### There will be ...

- Special Interest Group meetings such as Women In GIS, Elevation/LiDAR, MUGG NextGen 911, Open Source, Cartography, UAS, Tribal GIS will have their own meeting at the WLIA conference.
- Specialized Workshops for managers to analysts
- Educational sessions from General to Technical — learn about all aspects of GIS use in the state
- Information on new Data and Applications
- Networking and fun-filled activities
- A Land Information Officers Network (LION) meeting
- Poster competition.
- Exhibitors Showcase, featuring the latest in GIS technology
- WLIA town hall forum, awards, business and board meetings
- Job Board

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# 2019 WLIA EXHIBITOR PROSPECTUS

## EXHIBIT DATES AND SHOW HOURS

Wednesday, Feb. 19, 2020 — 12-6 p.m. Move in

Thursday, Feb. 20, 2020 — 10 a.m.-7 p.m. Exhibits Open with Exhibitor Reception from 5-7 p.m.

Friday, Feb. 21, 2020 — 8-10 a.m. Exhibits Open

## SET-UP AND REMOVAL TIMES

**Set up time:** Wednesday, Feb. 19, 2020 from 12-6 p.m.

**Removal time:** Friday, Feb. 21, 2020 from 10 a.m.-12 p.m.

## COSTS

**\$900 for For Profit Organizations** includes:

- 8'W x 10'D Booth Space
- An Organization Membership in WLIA (**\$200** value)
- One free Annual Conference Registration (**\$250** value)

**\$300 for Non- Profit Organizations** includes:

- 8'W x 10'D Booth Space
- An Organization Membership in WLIA (**\$200** value)
- One free Annual Conference Registration (**\$250** value)

### Additional Options include:

Your organization membership includes up to 15 employees. You can optionally upgrade to include an UNLIMITED number of employees in your organization membership for **\$200**.

- **\$200** will add the rest of your organization employees as members to receive member privileges
- Three more full conference registrations at **\$175** each
- Additional registrations must belong to exhibiting organization as an employee or contractor

## ADDITIONAL BOOTHS

Additional booths are available on a first-come basis for \$275 each.

## EXTRA EQUIPMENT

Wisconsin Expo will send a service kit to provide extra equipment and electrical.

## FACILITY INFORMATION

### Madison Marriott West Hotel and Conference Center

1313 John Q. Hammons Drive, Middleton, WI 53562

608-831-2000

Toll-Free Reservation Center: 888-745-2032

Fax 608-831-2040

marriotthotels.com

WLIA has a block of rooms at the Marriott and our group rates are below:

**State Rate Room Block** . . . . . \$82 single/\$129 double

**Non-State Rate Room Block** . . . . . \$119 single or double

A valid government identification card will be requested at check in.

All reservations must be guaranteed with a major credit card or accompanied by a first night room deposit.

Please make your room reservation by Jan. 28, 2020 for best availability.

The hotel will continue to accept reservations at our group rate as long as they have standard rooms available.

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For more information on the hotel go to: [marriotthotels.com](http://marriotthotels.com).  
Any questions, call Marriott Madison West at 608-831-2000.  
Make your reservation by Jan. 28, 2020 for best availability.

# EXHIBITOR GUIDELINES

For more information call

Ann Barrett, WLIA Executive Services Manager at 800-344-0421

## Assignment of Space

Space will be assigned by the Executive Services Manager for the Wisconsin Land Information Association (WLIA) in accordance with the policy announced at the time display space is offered for reservation. The Executive Services Manager reserves the right to relocate displays for the benefit of the exhibitor or for the betterment of the exhibition.

## Payment for Booth Space

Payment is due before booth space is assigned.

Payment should be sent to:

**WLIA, PO Box 389, Wild Rose, WI 54984** or  
faxed with credit card information to **715-366-4501**.  
Or, pay online at [wlia.org](http://wlia.org).

## Physical Arrangement of Exhibits

Exhibits shall be arranged so as to not interfere with access to other exhibits and to provide clear and sufficient use of all aisles. Exhibitors are to maintain their exhibits in a clean, orderly, and safe manner.

## Cancellation of Booth Space

a). Space may be canceled or reduced by exhibitor before Jan. 21, 2020. A cancellation fee of \$200 will be retained by WLIA. b). If assigned space is canceled or reduced by exhibitor between Jan. 21 and Feb. 7, 2020, one-half of the total price will be retained by WLIA. c). If the assigned space is canceled or reduced by exhibitor after Feb. 7, 2019, the total price will be retained by WLIA.

## 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 Wisconsin Land Information Association nor the officers, employees, or agents thereof will be responsible for any injury, loss, or damage that may occur to or on account of the Exhibitor or the Exhibitor's employees or 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 WLIA, 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.

## Security

The Exhibition Area will be fully secured during non-exhibit hours.

## Electrical

Electrical wiring must conform with all federal, state, and local government requirements, including the National Electric Code Safety Rules.

## 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. Only fireproof materials may be used in displays and necessary fire precautions shall be taken by the Exhibitor. Literature on display shall be limited to reasonable quantities. No flammable liquids are allowed in the building, and smoking is prohibited in all areas except those designated by the Fire Department.

## Compliance with Schedule

An attendant must be in charge of each booth during the hours when the exhibit area is open. Furthermore, each Exhibitor agrees to maintain installed display space throughout all exhibit days and hours. In the event the Exhibitor fails to install or have installed their display within the time limit set for opening the Exhibit Program or fails to comply with any provisions concerning the use of display space, WLIA reserves the right to take possession of said space and resell same or any part thereof.

## Booth Sharing

A booth cannot be shared by two separate companies or organizations.

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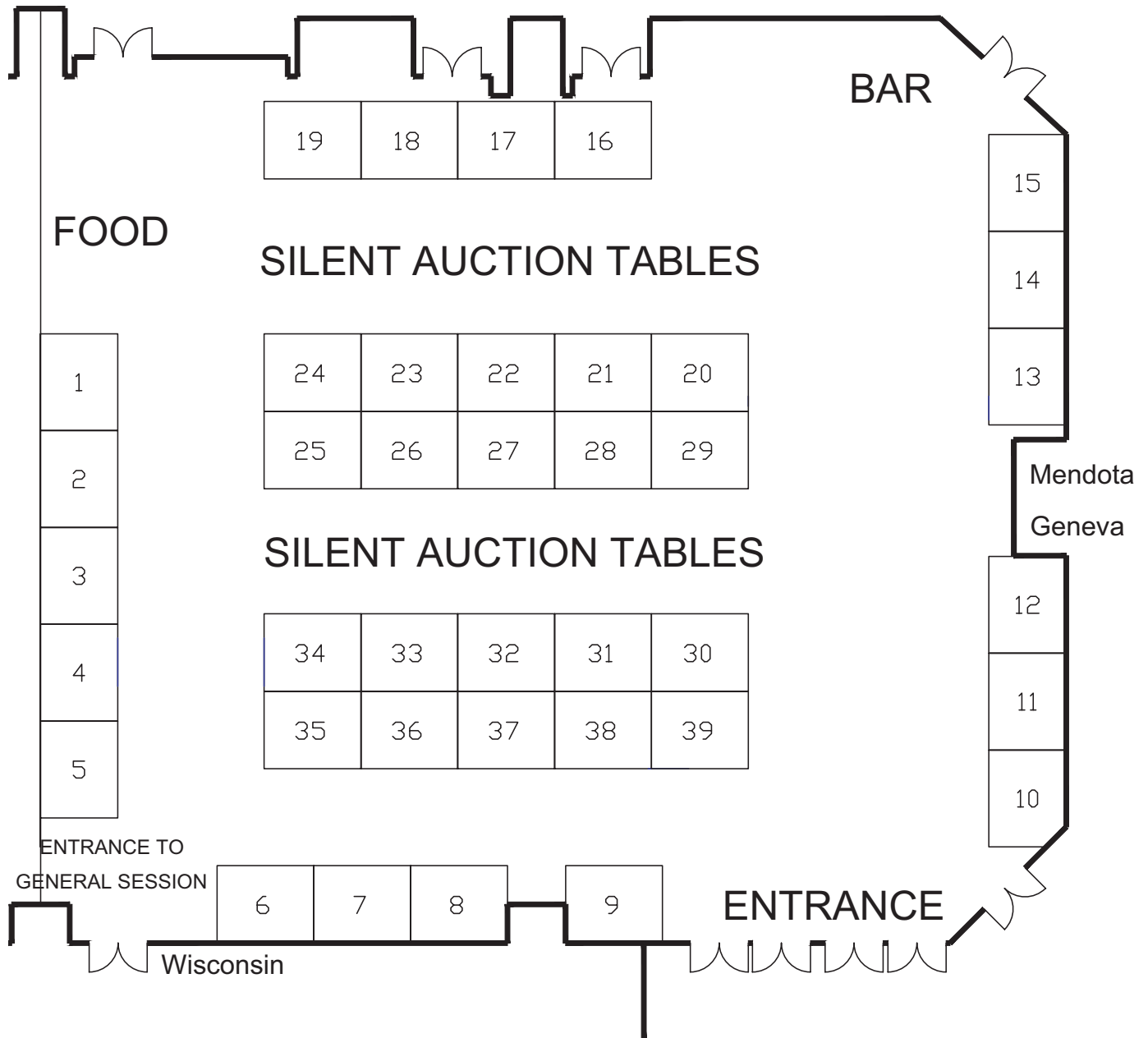
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# EXHIBITOR FLOOR PLAN

Wisconsin Land Information Association  
Marriott Madison West



**REGISTER ONLINE FOR BOOTH SELECTION**

<https://www.wlia.org/annual-conference/exhibitor-registration/>  
Please register by Jan. 21, 2020 to be in the Final Program

# BENEFITS OF WLIA MEMBERSHIP

## ADVANCE LAND INFORMATION IN WISCONSIN

- Influence Land Records policy, laws, statutes and administrative code through a common voice
- Share Land Records modernization experiences
- Guide the development and implementation of standards

## ATTEND CONFERENCES, SEMINARS AND TRAINING

- Reduced rates at the WLIA Annual and Regional Conferences
- Learn about spatial information technologies through regular conferences, meetings and special seminars
- Browse land records modernization equipment, software, and professional services at the annual conference
- Stay abreast of emerging spatial information technologies, land use and land records issues, and land information policies

## NETWORK

- Share experiences with others through developing relationships
- Be involved in technical groups or committees
- Enjoy and socialize with others who share your interest in land information in Wisconsin
- Mentoring and sharing between WLIA members

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# WLIA CONFERENCE SPONSOR LEVELS

Sponsoring WLIA is a great way to support the land information community. It will provide your business a choice of exposure related to your financial commitment.

## MAIN SPONSORSHIPS

### Platinum Sponsors: \$3,500

- One full-page company advertisement in the conference program or on the back cover
- Promotional item for all participants with company logo
- Promotional video on the WLIA website
- Five-minute presentation at the Thursday lunch
- Custom promotional opportunity — please submit 1 or 2 ideas for committee approval
- Company flyer of choice in all participant packets
- Logo in Annual Conference Program
- Acknowledgment as a conference sponsor at opening session
- Full conference attendee registration list, with name, organization and email
- Company logo with link to company website 25% larger than Gold Sponsor
- Company logo on Mobile Conference Program Schedule
- Four complimentary conference registrations
- Priority booth location selection
- Two Exhibit booths
- Company provided banner hung in main conference area
- Signage at registration desk
- Opportunity to display promotional material near registration desk
- Logos displayed on screens during breaks and registration Thursday and Friday
- Thank you during Thursday morning announcements
- General Regional Meeting Sponsorship is included at both Fall and Spring Meetings with signage, announcements and logos on screen.

### Gold Sponsors: \$2,500

- One half-page company advertisement in the conference program
- Logo in Annual Conference Program
- Acknowledgment as a conference sponsor at opening session
- Five-minute presentation at the Friday breakfast
- Full conference attendee registration list, with name, organization and email
- Company logo website with link to company website
- Company logo on Mobile Conference Program Schedule
- Two complimentary conference registrations
- One Exhibit booth

### Silver Sponsors: \$1,500

- One quarter-page company advertisement in the conference program
- Logo in Annual Conference Program
- Acknowledgment as a conference sponsor at opening session
- Company logo website with link to company website
- Company logo on Mobile Conference Program Schedule
- One complimentary conference registration
- One exhibit booth

### Bronze Sponsors: \$500

- One quarter-page company advertisement in the conference program
- Logo in Annual Conference Program
- Acknowledgment as a conference sponsor at opening session
- Company logo website with link to company website
- Company logo on Mobile Conference Program Schedule

Special effort will be given to provide sponsors with a prime booth location

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## WLIA CONFERENCE SPONSOR LEVELS cont.

### OTHER SPONSORSHIPS

#### Lanyard Sponsor \$2,000 for exclusive sponsorship — SOLD

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- Name and logo displayed on lanyard
- Lanyards are used year round at annual conference as well as spring and fall regional meetings

#### Opening Night Sponsors: \$250

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- Sign display at social event acknowledging sponsorship
- Logo in Annual Conference Program

#### Break Sponsors: \$250

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- Sign display at break acknowledging sponsorship
- Name displayed in Annual Conference Program next to break time slot
- Logo in Annual Conference Program

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