

# WLIA 2021 - 34TH ANNUAL CONFERENCE

FEBRUARY 15-19, 2021 - VIRTUAL EVENT



WISCONSIN  
**LAND INFORMATION**  
ASSOCIATION

**EXHIBITOR PROSPECTUS**

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# 2021 WLIA EXHIBITOR PROSPECTUS

## YOU ARE INVITED TO EXHIBIT VIRTUALLY

AT THE WLIA 2021 ANNUAL CONFERENCE

VIRTUAL EXHIBIT HALL AND TRADE SHOW – FEBRUARY 15-19, 2021

### 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 five-day conference is packed with hands-on workshops, demonstrations, and technical presentations.

### There will be...

- Special Interest Groups such as Equity Advocates, Elevation/LiDAR, MUGG, NextGen 911, Open Source, Cartography, UAS, and Tribal GIS, each having 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
- Keynote speakers delivering presentations
- Information on new data and applications
- Networking and fun-filled activities
- A Land Information Officers Network (LION) meeting
- Map and poster competition
- Exhibitor's Showcase — featuring the latest in GIS technology
- WLIA town hall forum, awards, business, and board meetings
- Job board

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## Virtual Exhibit Hall Dates

Tuesday, Feb. 16, 2021 — *Hours to be determined*

Wednesday, Feb. 17, 2021 — *Hours to be determined*

Thursday, Feb. 18, 2021 — *Hours to be determined*

## Costs

**\$500 for For Profit Organizations** includes:

- Your own company private virtual meeting room
- Your own company table / booth in the Virtual Exhibit Hall
- Your own company graphic displayed in an Exhibitor Gallery, linking to a page with the following:
  - Mission statement
  - Representative photos
  - Representative biographical statements
  - Brief welcome video
  - 30 second promotional video
  - Featured works / projects
  - Any other content that you would like available at your virtual booth
- An Organization Membership in WLIA (\$200 value)
- One free Annual Conference Registration (\$125 value)
- Exhibitor Gallery page remains online for one year

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

- Your own company private virtual meeting room
- Your own company table / booth in the Virtual Exhibit Hall
- Your own company graphic displayed in an Exhibitor Gallery, linking to a page with the following:
  - Mission statement
  - Representative photos
  - Representative biographical statements
  - Brief welcome video
  - 30 second promotional video
  - Featured works / projects
  - Any other content that you would like available at your virtual booth
- An Organization Membership in WLIA (\$200 value)
- One free Annual Conference Registration (\$125 value)
- Exhibitor Gallery page remains online for one year

### 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 an additional \$200.

- \$200 will add the rest of your organization employees as members to receive member privileges
- Three more full conference registrations at \$100 each
- Additional registrations must belong to exhibiting organization as an employee or contractor

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### Payment for Booth Space

Payment is due before a private virtual meeting room and other virtual exhibit components are 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).

### Cancellation of Booth Space

a) Participation may be canceled or reduced by exhibitor before Jan. 21, 2021. 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. 15, 2021, one-half of the total price will be retained by WLIA. Exhibitor would retain membership.

### 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.

### Compliance with Schedule

An attendant must be in charge of their private virtual meeting room during the hours when the exhibit area is open.

### Booth Sharing

A private virtual meeting room cannot be shared by two separate companies or organizations.

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# 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 (100% screen coverage) company advertisement included on slides during event
- Your own company table / booth in the Virtual Exhibit Hall
- Five-minute presentation during the virtual event; premium time slot before keynote
- Four complimentary conference registrations
- Logo shown in Annual Conference Program and Attendee Guide
- Acknowledgment as a conference sponsor at opening session
- Full conference attendee registration list, with name, organization, and email
- An Unlimited Organization Membership in WLIA (\$400 value)
- Company logo with link to company website 25% larger than Gold Sponsor
- Company logo on Mobile Conference Program Schedule
- Private virtual meeting room
- Promotional item for participants with company logo included in Welcome Kit
- Promotional video on the WLIA website
- Custom promotional opportunity – please submit 1 or 2 ideas for committee approval
- 30 second promotional video shown between tracks
- Company flyer of choice included in digital attendee packet
- Featured sponsor placement in Exhibit Hall Gallery
- Virtual conference background(s) with company logo/photos
- Thank you and acknowledgement during announcements
- Logo displayed on screens during each break of the virtual event
- General Regional Meeting Sponsorship is included at both Fall and Spring Meetings with announcements and recognition during opening, closing, and breaks
- Daily promotion during games, social breaks and activities. Examples include but are not limited to: Virtual Scavenger Hunt (expanded from the Fall), a Movie Quote Challenge, and Trivia

**Please note:**

All benefits of a booth package are included in the Platinum, Gold and Silver sponsor levels

#### Gold Sponsors: \$2,500

- One half page (50% screen coverage) company advertisement on slides during event
- Your own company table / booth in the Virtual Exhibit Hall
- Five-minute presentation during the virtual event; premium time slot before keynote
- Two complimentary conference registrations
- Logo shown in Annual Conference Program and Attendee Guide
- Acknowledgment as a conference sponsor at opening session
- Full conference attendee registration list, with name, organization, and email
- An Organization Membership in WLIA for up to 15 employees / officials (\$200 value)
- Company logo on the WLIA website with link to company website
- Company logo on Mobile Conference Program Schedule
- Private virtual meeting room

**Please note:**

All benefits of a booth package are included in the Platinum, Gold and Silver sponsor levels

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**Silver Sponsors: \$1,500**

- One quarter page (25% screen coverage) company advertisement on slides during event
- Your own company table/booth in the Virtual Exhibit Hall
- One complimentary conference registration
- Logo shown in Annual Conference Program and Attendee Guide
- Acknowledgment as a conference sponsor at opening session
- An Organization Membership in WLIA for up to 15 employees / officials (\$200 value)
- Company logo on the WLIA website with link to company website
- Company logo on Mobile Conference Program Schedule
- Private virtual meeting room

**Please note:**

All benefits of a booth package are included in the Platinum, Gold and Silver sponsor levels

**Bronze Sponsors: \$500**

- One quarter page (25% screen coverage) company advertisement on slides during event
- Logo shown in PDF Annual Conference Program and Attendee Guide
- Acknowledgment as a conference sponsor at opening session
- Company logo on the WLIA website with link to company website
- Company logo on Mobile Conference Program Schedule

**ADDITIONAL SPONSORSHIPS****Welcome Kit Sponsor: \$2,000 for exclusive sponsorship (Former Lanyard)**

- Sponsorship for the shipment of welcome kits to meeting registrants
- Logo on promotional item included in shipment
- Logo on lanyards for regional meetings if held in-person

**Virtual Event Sponsors: \$250 (Former Break)**

- Logo shown on slides at breaks acknowledging sponsorship
- Logo shown in PDF Annual Conference Program and Attendee Guide
- Sponsorship will help cover cost of platforms and closed captioning; sponsorship acknowledged prior to all breakout session tracks
- Sponsorship only applies to annual event; options for regional sponsorship will be offered per event

**Social Night Sponsors: \$250 (Former Opening)**

- Logo shown on slides at breaks acknowledging sponsorship
- Logo shown in PDF Annual Conference Program and Attendee Guide
- Logo shown during virtual social event(s) and sponsorship acknowledged during social event(s)

**Map Contest Sponsors: \$250 (New)**

- Logo shown on slides at breaks acknowledging sponsorship
- Logo shown in PDF Annual Conference Program and Attendee Guide
- Logo shown on virtual map contest gallery page and sponsorship acknowledged daily during map contest updates and map contest awards