STATE BAR OF WISCONSIN

Annual Meeting & CONFERENCE 2025

JUNE 18-20, 2025 IN MADISON

EXHIBIT & SPONSORSHIP OPPORTUNITIES

JOIN THE FLOCK

Pack in the memories at the 2025 State Bar of Wisconsin Annual Meeting & Conference and connect with an enthusiastic audience within the legal community. Visit with attorneys and other legal professionals eager to reconnect with friends and colleagues and explore and implement solutions to challenges they face daily. As an exhibitor, you can connect with current and prospective customers, while also keeping abreast of the topics currently on the minds of attendees.

Flock to Madison for the 2025 State Bar of Wisconsin Annual Meeting & Conference and connect with the legal community. Visit with attorneys and other legal professionals eager to connect and explore solutions to challenges they face daily.

As an exhibitor, you can connect with current and prospective customers and members, while keeping up on the topics currently on the minds of attendees.

CONNECT. LEARN. RELAX.

amc.wisbar.org

STATE BAR OF WISCONSIN

Your Practice. Our Purpose.®

EXHIBIT SPACE

Take advantage of this unique opportunity to **CONNECT** with hundreds of Wisconsin-licensed lawyers – all in one place, at one time. Meet attendees in a relaxed, collegial atmosphere away from the hustle, bustle and interruptions of the typical work day.

Talk with lawyers in the exhibit hall, at the social events, or on the golf course and share how your products and services can help them in their practices and businesses. Attend the plenaries and CLE session alongside attendees and **LEARN** more about trends and hot topics important to Wisconsin's legal profession.

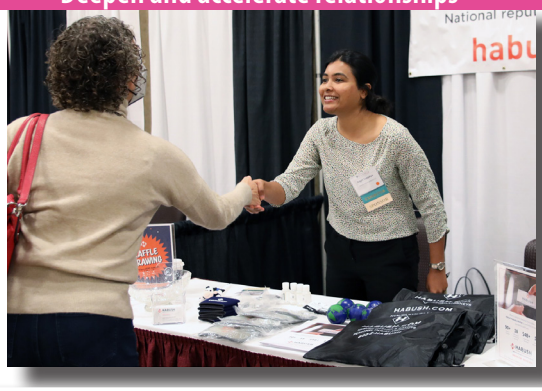
All work and no play isn't good for anyone! Whether it's a round of golf, (with or without a potential customer), enjoying Madison's many attractions, or qualifying a lead … you are sure to find something to help you **RELAX** at the 2025 State Bar of Wisconsin Annual Meeting & Conference. The legal expo is located in a high-traffic area that includes conference registration and information, legal research demonstrations, continental breakfasts, and refreshments. Also, prize promotions encourage attendees to visit each exhibitor.

All spaces are $1,895 and include:

- 6´ skirted table and two chairs
- ¼ page, 4-color ad (provided by exhibitor) in the onsite program
- Company profile (up to 50 words) in onsite program
- Logo in all print and email marketing materials*
- Logo/link on conference website
- Logo on onsite signage
- Two tickets to the Wednesday and Thursday evening social events
- Standard electrical outlet (by request)
- Post-conference attendee roster

* *Requires early commitment*

Deepen and accelerate relationships



Network to expand your customer base and position yourself as a thought leader

Convert prospects to customers

Capture leads

Don't miss the opportunity – Space is limited so ACT SOON!

Comments from past attendees

FROM AN EXHIBITOR...

"… I enjoyed exhibiting at the State Bar of Wisconsin's Annual Conference. The attendees were receptive and I was able to make numerous contacts. Not every bar group is so attuned to giving the exhibitors so many chances to interact with the members …"

FROM ATTENDEES...

"I love the opportunity to connect with colleagues, have some fun, and learn. The topics are interesting and exhibitors are real thought leaders that help me look to the future."

CONFERENCE SPONSORSHIPS*

Both exhibitors and non-exhibitors are invited to become general conference or special event sponsors. 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.

Presidential Sponsor — $5,000

Special event sponsorship options at this level include plenary programs and the Thursday evening reception (First tier logo placements)

- Logo on conference website
- Logo in print** and email promotions
- Company logo and profile (up to 50 words) in onsite program
- 1/4 page ad in *Wisconsin Lawyer* magazine
- Logo in *Wisconsin Lawyer* recognition ad
- Logo on conference "Wall of Fame"
- Logo on event signage (if applicable)
- Podium recognition (if applicable)
- Full page, 4-color ad in onsite program
- Sponsor ribbons for name badges

Premier Sponsor — $2,500

Special event sponsorship options at this level include Wednesday evening reception and continental breakfasts (Second tier logo placements)

- Logo on conference website
- Logo in print** and email promotions
- Company logo and profile (up to 50 words) in onsite program
- Logo in *Wisconsin Lawyer* recognition ad
- Logo on conference "Wall of Fame"
- Logo on event signage (if applicable)
- Podium recognition (if applicable)
- 1/2 page, 4-color ad in onsite program
- Sponsor ribbons for name badges

Partner — $1,500

Special event sponsorship options at this level include morning refreshment breaks and the Thursday "After" Party (Third tier logo placements)

- Logo on conference website
- Logo in print** and email promotions
- Logo in onsite program
- Logo in *Wisconsin Lawyer* recognition ad
- Logo on conference "Wall of Fame"
- Logo on event signage (if applicable)
- 1/4 page, 4-color ad in onsite program
- Sponsor ribbons for name badges

Program Sponsor — $550

- Name on conference website
- Name in print** and email promotions
- Name in onsite program
- Name in *Wisconsin Lawyer* recognition ad
- Name on conference "Wall of Fame"
- Name on event signage (if applicable)
- Sponsor ribbons for name badges

*Conference sponsorships do not include exhibit space or conference registrations.

**Requires early commitment

Enjoy the Social Events

Deepen and accelerate relationships

Strengthen and increase your company's visibility

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. Visit www.amc.wisbar.org for links.

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 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

The exhibit area is not secured. 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

Cancellations 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.

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 or distribute any materials at the conference.

Shipping

Information on shipping booth equipment to the KI Convention Center will be available at www.wisbar.org/expos.

Contact Information

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