



2022 WPLF SUMMER TRAINING CONFERENCE

EXHIBITOR RESOURCE GUIDE



CONFERENCE EXHIBITION DATES & LOCATION

August 8th – 9th

KI Convention Center | 333 Main St. | Green Bay, WI 54301



Convenient. Central.

The KI Convention Center is located in Downtown Green Bay within walking distance of dining, shopping and additional hospitality spaces.

CONFERENCE COORDINATOR POINT OF CONTACT

Please direct all WPLF Training Conference Exhibition related questions to:

Pete Peters (WCPA Executive Director and WPLF Conference Coordinator)

Office Phone: 715-364-2367 | **Cell Phone:** 218-348-5911 | **Email:** ppeters@wichiefs.org

EXHIBITOR BOOTH PRICING & REGISTRATION

- **Type:** Single 8.0 X 10.0' Standard Exhibition Booth w/ 8.0' Table | **Price:** \$650.00*
- **Type:** Double 8.0 X 10.0' Standard Exhibition Booth w/ (2) 8.0' Tables | **Price:** \$1,300.00*

**Price includes (2) chairs, an 8.0' back and 3.0' side drape, company identification sign (7.0 X 44.0") as well as Conference Lunches, Break refreshments and Host Chief's Night access for two (2) Exhibitor representatives/booth personnel. Conference Lunches, Break refreshments and Host Chief's access for additional representatives/booth personnel may be purchased separately for \$50.00/person.*

[CLICK HERE TO ACCESS THE ONLINE EXHIBITOR REGISTRATION FORM](#)

IMPORTANT NOTE

The Online Exhibitor Conference Registration Form **ONLY** supports Single or Double 8.0 X 10.0' Standard Exhibitor Booth registrations. If **ANY** of the following items apply to your company, you **MUST** contact the Conference Coordinator for direct Exhibitor Registration service.

- If interested in a Vehicular Display Booth
- If interested in more than Single or Double 8.0 X 10.0' Standard Exhibition Booth
- Has committed to or is interested in becoming a "Conference Event Sponsor"
- Has committed to or is interested in donating a firearm or other high value door prize



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A limited number of Conference Event Sponsorship Opportunities are available. Conference Event Sponsors receive complimentary exhibition booth space with preferred/reserved assignments and various other benefits.

[CLICK HERE FOR CONFERENCE EVENT SPONSORSHIP DETAILS](#)

All other exhibition booth assignments are determined on a “*first come/first served*” basis.

[CLICK HERE FOR REAL-TIME BOOTH AVAILABILITY/ASSIGNMENT DETAILS](#)

SUPPORTING BUSINESS MEMBER BENEFITS

WCPA Supporting Business Members are provided with early access to the Online Exhibitor Conference Registration Form. In addition to helping them secure their desired booth space/location within the exhibition hall, Supporting Business Members also receive a discount on their Conference Registration and many other benefits such as:



- WCPA Members List including Name, Department, Address and Email (provided as a downloadable .CSV file)
- License to use the “*WCPA Supporting Business Member*” logo on company website and marketing materials
- Company logo w/ link featured on the WCPA website’s Home Page within the “*Partners & Supporting Business Members*” scrolling marquee
- Recognition in WPLF Conference Agenda Booklets
- WCPA Website “*Industry Link*” (\$150.00 annual value)

To learn more or the join the WCPA as a Supporting Business Member [CLICK HERE](#).

EXHIBITOR MATERIALS/SERVICE PROVIDER DETAILS

Valley Expo & Displays is the official exhibitor materials/service provider for the 2022 WPLF Summer Training Conference. All registered Exhibitors will be sent an “*Exhibitor Services Kit*” which will contain information about ordering any additional exhibition booth services or such as electricity, carpeting, furniture, etc... The “*Exhibitor Services Kit*” may also be downloaded by [clicking here](#).





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SPECIAL LODGING RATES/RESERVATION DETAILS

HYATT REGENCY | 333 MAIN ST. | GREEN BAY, WI 54301



Hyatt Regency Special Conference Room Rates:

- Single Occupancy Room Rate: \$96.00/night*
- Double Occupancy Room Rate: \$96.00/night*
- Triple Occupancy Room Rate: \$116.00/night*
- Quadruple Occupancy Room Rate: \$136.00/night*

[CLICK HERE FOR THE SPECIAL ONLINE BOOKING AT THE HYATT](#)

***IMPORTANT NOTE:**

To receive these special room rates you **MUST** reserve/book your room at the Hyatt Regency online via the special online booking link by no later than 07/15/22. Rooms rates are valid for check-in between 08/07/22 – 08/09/22. Reservation/booking requests at special room rates received after the 07/15/22 is subject to availability.



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SPECIAL LODGING RATES/RESERVATION DETAILS

HAMPTON INN | 201 MAIN ST. | GREEN BAY, WI 54301



Hampton Inn Special Conference Room Rates:

- **Single King Bed Room Rate:** \$110.00/night*
- **Double Queen Beds Room Rate:** \$110.00/night*

[CLICK HERE FOR SPECIAL ONLINE BOOKING AT THE HAMPTON INN](#)

IMPORTANT NOTE:

To receive these special room rates you **MUST** reserve/book your room at the Hampton Inn online via the provided link or call 920-437-5900 by no later than 07/22/22. Rooms rates are valid for check-in between 08/07/22 – 08/09/22. Reservation/booking requests at special room rates received after the 07/22/22 is subject to availability.

EXHIBITOR CHECK-IN/BOOTH SET-UP DATES & TIMES

- **Early Exhibitor Check-In/Booth Set-Up:** Sunday, August 7th from 12:00pm-6:00pm*
- **Regular Exhibitor Check-In/Booth Set-Up:** Monday, August 8th from 7:00am-8:45am

***NOTE:** Exhibitors with Vehicle Booth Displays are requested to have vehicles delivered on 08/07/22 by 10:00am.

EXHIBITION HALL DATES & HOURS

- **Monday, August 8th from 9:00am until 5:00pm**
- **Tuesday, August 9th from 9:00am until 3:30pm***

***NOTE:** Exhibition Booth break-down starts on 08/09/22 at 3:30pm. All Exhibition Booths MUST remain set-up until this date/time unless prior authorization for early break-down has been received.



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CONFERENCE AGENDA BOOKLET ADVERTISING DETAILS

The Conference Agenda is printed as an 8.5 X 11.0" full color booklet with vertical page layout that is distributed to all Conference Attendees and Exhibition Booth personnel.

Advertising Rates & Dimensions:

- **Full-Page (8.5 X 11.0") (Full Color):** \$400.00
- **Half-Page (8.0 X 5.0") (Full Color):** \$250.00 (horizontal layout)

Advertisement Artwork File Specifications & Submission Deadline Date:

Advertisers are responsible for emailing their advertisement artwork file in either (AI, EPS, PDF or JPEG) format to dextechservices@gmail.com by **NO LATER THAN** Friday, July 2nd deadline date. To help ensure the best print quality, the advertisement artwork file should incorporate an 1/8" bleed and be provided in high resolution (300dpi) with CMYK color.

IMPORTANT NOTE:

Advertisement artwork files that are *NOT* received by the 07/02/22 deadline date may NOT be featured in the Conference Agenda Booklet.

MEMBER REGISTRATION WELCOME PACKET LITERATURE DROP

Exhibitors that would like to have a copy of their company's brochure or catalog provided to each Conference Attendee may do so by taking advantage of the "*Member Registration Welcome Packet Literature Drop*" marketing opportunity. This opportunity is included with all Conference Event Sponsorship packages or may be purchased during Online Exhibitor Registration for \$200.00.

Exhibitors should provide at least 300 copies of their brochure/catalog to ensure an ample quantity is available to be inserted into each Conference Attendee welcome packet. Exhibitors may choose to have their brochures/catalogs shipped to either location listed below.

Location #1 - Advanced

ATTN: Pete Peters (WCPA Executive Dir./Conference Coordinator)

3028 S. Poplar River Rd. | Poplar, WI 54864

Acceptable Delivery Date Period: 05/01/22 - 08/01/22

Location #2 - On-site

Hyatt Regency (KI Convention Center)

ATTN: Pete Peters (WPLF Conference)

333 Main St. | Green Bay, WI 54301

Acceptable Delivery Date Period: 08/01/22 - 08/05/22

IMPORTANT NOTE:

Exhibitors are responsible for ensuring their materials are delivered in accordance with the "**Acceptable Delivery Date Period**" associated with the location. Materials not delivered to a location during the "**Acceptable Delivery Date Period**" will not be inserted into the welcome packet.



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EXHIBITION BOOTH CANCELLATION/REFUND POLICY

In the event an Exhibitor cancels all, or part, of the Exhibition Booth space ordered the following provisions shall apply: **(i)** if written notice of cancellation is received by the WPLF prior to June 24th 2022, the Exhibitor shall be refunded 75% of the cancelled Exhibition Booth space fee; **(ii)** if written notice of cancellation is received by the WPLF prior to July 1st, 2022 the Exhibitor shall be refunded 50% of the Exhibition Booth space fee. **(iii)** No refund will be issued if an Exhibitor Booth space cancellation notice is received after July 8th, 2022.

Should the hotel and/or state issue pandemic restrictions that require the 2022 WPLF Summer Training Conference to be cancelled, the WPLF will provide all Exhibitors with immediate written notification. Exhibitors will be given the option of having Exhibition Booth space fees paid credited towards a future WPLF Training Conference or refunded in full.

FIREARMS/WEAPON DISPLAY SAFETY POLICIES

To help ensure the safety of all, Exhibitors displaying firearms or weapons at their Exhibition Booth **MUST** adhere to following:

- Firearms are **NOT** to be left unattended at any time in the Exhibition Hall.
- Firearms **MUST** be locked in your hotel room or in another secure place when the Exhibition Hall is closed.
- **NO** live ammunition is allowed at any Exhibition Booth.
- Firearms **MUST** be unloaded and have their firing pins removed to ensure that they cannot fire a round. If a firing pin cannot be removed, the firearm **MUST** be disabled in another manner to ensure that weapon is unable to fire a round.
- It is strongly recommended that **NO** magazine is inserted into a firearm on display, unless it is necessary to show the functionality of the firearm.
- The use of firearm “breech flags” is strongly recommended.
- Firearms **MUST** have actions opened while being displayed.
- It is highly recommended that you do **NOT** carry any live firearm, concealed or not, within the Exhibition Hall. If you elect to carry a live, concealed firearm within the Exhibition Hall, that firearm **MUST** never be used as a display.



NOTE: A WPLF Conference Safety Officer will visit and inspect each booth in which firearms or weapons are being displayed prior to the Exhibition Hall opening each day to verify safety policies are being followed.



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HOST CHIEF'S NIGHT DETAILS

All registered exhibitor booth personnel are welcomed to attend the 2022 WPLF Summer Conference's Host Chief's Night event being held off-site in the on Monday, August 8th between 5:30pm and 8:30pm at [The Turn Restaurant Lounge](#) in the Titletown District (1025 Lombardi Ave. | Shuttle Bus Transportation Provided).

This event provides a wonderful opportunity for exhibitors to network with attendees in a unique environment. A complimentary dinner buffet and two (2) beverage tickets for drinks are provided (cash bar available).

To be admitted into the Host Chief's Night event **MUST** show your Exhibitor name badge or a guest pass. Guest passes to attend the event may be purchased at the Conference Registration Booth.

