



2025 WPLF WINTER TRAINING CONFERENCE & EXPO

EXHIBITOR RESOURCE GUIDE



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KEY DATES & TIMES

Description	Date/Times
Early Exhibitor Check-In/Booth Set-Up	2/9/25 12:00pm - 6:00pm
Regular Exhibitor Check-In/Booth Set-Up	2/10/25 7:00am - 8:45am
Exhibition Hall Dates & Hours	2/10/25 9:00am - 7:30pm
	2/11/25 9:00am - 3:30pm
Kalahari Resort (Host Hotel) Online Booking/Reservation Deadline	1/9/25 by 5:00pm
Staybridge Suites (Off-site Hotel) Online Booking/Reservation Deadline	1/19/25 by 5:00pm
Membership Welcome Packet Literature Drop Materials Location #1 (Advanced) Delivery Period	1/1/25 - 2/1/25
Membership Welcome Packet Literature Drop Materials Location #2 (On-site) Delivery Period	2/2/25 - 2/7/25
Host Chiefs'/Exhibitor Appreciation Night	2/10/25 5:30pm - 7:30pm



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CONFERENCE EXHIBITION DATES & LOCATION

February 10th - 11th, 2025
Kalahari Resort & Convention Center
1305 Kalahari Dr.
Wisconsin Dells, WI 53965
Phone: 877-253-5466
Web: www.kalahariresorts.com



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 | Email: ppeters@wichiefs.org

EXHIBITOR BOOTH PRICING, REGISTRATION & FLOORPLAN

- **Type:** Single 8.0 X 10.0' Standard Exhibition Booth w/ 8.0' Table | **Price:** \$800.00*
- **Type:** Double 8.0 X 10.0' Standard Exhibition Booth w/ (2) 8.0' Tables | **Price:** \$1,500.00*
- **Type:** Single 16.0 X 10.0' Vehicle Display Booth w/ 8.0' Table | **Price:** \$1,500.00*

**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 Chiefs'/Exhibitor Appreciation Night access for two (2) Exhibitor representatives/booth personnel. Conference Lunches, Break refreshments and Host Chiefs'/Exhibitor Appreciation Night access for additional representatives/booth personnel may be purchased separately for \$100.00/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

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](#)



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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 \$100.00 discount on their Conference Registration and many other benefits such as:



- Downloadable WCPA Membership List (includes Member’s name, email address, agency name and mailing address)
- Enhanced WCPA Training Conference List of Attendees (includes attendee’s name, agency and email address)*
- Company logo w/ link featured in the “Supporting Business Members and Sponsors” scrolling marquee located on the WCPA website’s home page
- Company technology/service category listing featured in the online “Buyer’s Guide”
- Company logo w/ website link feature on the WCPA website’s “Supporting Business Member Recognition” page and a WCPA Website “Industry Link” (\$150.00 annual value)
- License to use the “WCPA Supporting Business Member” logo on company’s website and marketing/promotional materials

**This list is only made available to Supporting Business Members and is provided before each WCPA Training Conference and Expo.*

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

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

- **Early Exhibitor Check-In/Booth Set-Up:** Sunday, February 9th from 12:00pm-6:00pm*
- **Regular Exhibitor Check-In/Booth Set-Up:** Monday, February 10th from 7:00am-8:45am

**NOTE: Exhibitors with Vehicle Booth Displays are requested to have vehicles delivered on 2/9/25 by 10:00am.*

EXHIBITION HALL DATES & HOURS

- **Monday, February 10th from 9:00am until 7:30pm**
- **Tuesday, February 11th from 9:00am until 3:30pm***

**NOTE: Exhibition Booth break-down starts on 2/11/25 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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EXHIBITOR MATERIALS/SERVICE PROVIDER DETAILS

All Exhibitor Materials/Services such as booth electrical/power, carpeting, furnishing, display rentals, etc. are provided by Valley Expo & Displays. Valley Expo has transitioned to a new online ordering system.



To order/utilize any of Valley Expo's materials or services, [click here](#) to create a profile to utilize their online ordering system.

IMPORTANT NOTE:

In the past, some exhibitors have received solicitations from unauthorized companies offering Exhibitor Materials/Services for Winter Training Conference and Expo.

Please be aware that Valley Expo is the **ONLY** authorized provider of Exhibitor Materials and Services for this event. To ensure you receive official services, please order exclusively through Valley Expo.

SPECIAL LODGING RATES/RESERVATION DETAILS

KALAHARI RESORT (HOST HOTEL)

Kalahari Resort & Conference Center

1305 Kalahari Dr.

Wisconsin Dells, WI 53913

Web: www.kalahariresorts.com

[CLICK FOR ONLINE RESERVATIONS*](#)



- **Single Room Rate:** \$108.00/night (includes a FREE Indoor Water Park Pass)*
- **Standard Double Room Rate:** \$118.00/night (includes (2) FREE Indoor Water Park Passes)*
- **Standard Triple or Quadruple Occupancy Room Rate:** \$134.00/night (includes up to (4) FREE Indoor Water Park Passes)*

*IMPORTANT NOTE:

To receive these special room rates, you **MUST** reserve/book your room at the Kalahari Resort online via the special online booking link by no later than 1/9/25.

Rooms rates are valid for check-in between 2/9/25 - 2/11/25.

Reservation/booking requests at special room rates received after 1/9/25 is subject to availability.



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STAYBRIDGE SUITES (OFF-SITE HOTEL)

Staybridge Suites
 1345 Great Wolf Dr.
 Lake Delton, WI 53940
 Reservations Phone: 608-253-1700 | Group Code: **WPL**
[CLICK FOR ONLINE RESERVATIONS*](#)



- **Single Room Rate:** \$108.00/night*
- **Standard Double Room Rate:** \$118.00/night*
- **Standard Triple or Quadruple Occupancy Room Rate:** \$137.00/night*

***IMPORTANT NOTE:**

To receive these special room rates, you **MUST** reserve/book your room at the Staybridge Suites via the "Online Reservations" link provided above or by calling 608-434-2514 and reference group code "**WPL**" by no later than 1/19/25.

Rooms rates are valid for check-in between 2/8/25 - 2/12/25.

Reservation/booking requests at special room rates received after 1/19/25 is subject to availability.

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 certain Conference Event Sponsorship packages or may be purchased during Online Exhibitor Registration for \$200.00.

Exhibitors should provide at least 450 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: 1/1/25 - 2/1/25

Location #2 - On-site

Kalahari Resort & Convention Center (via FedEx or UPS)
 ATTN: Pete Peters (WPLF Conference)
 1305 Kalahari Dr. | Wisconsin Dells, WI 53965

Acceptable Delivery Date Period: 2/2/25 - 2/7/25



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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.

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 December 26 2024, 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 January 3, 2025 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 January 10, 2025.

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 “breach 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 CHIEFS'/EXHIBITOR APPRECIATION NIGHT DETAILS

All registered exhibitor booth personnel are welcome to attend the 2025 WPLF Winter Conference's Host Chiefs/Exhibitor Appreciation Night event being held on Monday, February 10th between 5:30pm and 7:30pm in the Exhibition Hall.

This event provides a wonderful opportunity for exhibitors to network with attendees in a casual environment. Complimentary appetizers, soda and tap beer will be served (cash bar available). Also, multiple door prize drawings will be held during the event.



To be admitted into the Host Chiefs'/Exhibitor Appreciation Night event you **MUST** show your exhibitor name badge or a guest pass. Additional guest passes to attend the event may be purchased at the Conference Registration Booth.

MATERIALS RECEIVING, HANDLING & STORAGE

Exhibitors may ship exhibition booth materials directly to the Kalahari Resort (1305 Kalahari Dr., Wisconsin Dells, WI 53965).

For identification purposes, each package must feature a label listing your company's name, the name of the event (2025 WPLF Winter Training Conference & Expo) and booth number (if known).

Packages are charged a receiving/handling/storage fee based upon package weight or type as listed below. This fee is only charged once upon package arrival, it is not a per day charge.

- 0-5 pounds - \$5.00 ea.
- 6-20 pounds - \$10.00 ea.
- 21-50 pounds - \$15.00 ea.
- Over 50 pounds - \$25.00 ea.
- Crates - \$50.00/crate
- Pallets - \$75.00/pallet

NOTE: Packages should be delivered no earlier than 3-days before the start of the Conference otherwise an additional \$25.00 daily fee/package may be applied.

Upon your arrival, stop by the Business Center located in the Convention Center's North Atrium to provide a Kalahari staff member with package delivery instructions and receiving/handling/storage fee information. For additional information or assistance, please



contact the Business Center directly via email busconcierge@kalahariresorts.com or call 608-254-3209.

SUITCASING/OUTBOARDING POLICY

The WCPA/WPLF highly values the support of our exhibitors and sponsors, which is crucial to the success of our events. To protect their interests, we are implementing stricter measures against "suitcasing" and "outboarding" at our conferences, expos, and meetings.

Please be aware that any non-registered company representatives found soliciting business in aisles, public spaces, or entering another company's booth without invitation at a WCPA/WPLF event will be asked to leave immediately, and their conference credentials will be revoked.



Additionally, any known commercial activity conducted by non-participating companies from hotel guest rooms, hospitality suites, restaurants, or other public places near WCPA/WPLF events will be shut down if they are utilizing properties under agreement with WCPA/WPLF. Those involved in "suitcasing" or "outboarding" will be barred from registering for future WCPA/WPLF events.