



WISCONSIN
SAFETY
COUNCIL

**Wisconsin Safety Council
84th Annual Conference**

Exhibitor Prospectus

April 13-15, 2026

CONFERENCE INFORMATION

Exposition

The Expo Hall will be open Tuesday (9:00 am - 4:00 pm) and Wednesday (8:30 am - 12:30 pm), April 14-15, 2026. **Booth set up time will be on Monday, April 13 (12:00 pm - 6:00 pm) and Tuesday, April 14 (7:00 - 8:45 am). Carry-in only for Tuesday.**

Why Exhibit?

Our conference is one of the Midwest's largest gatherings of safety, human resources, and health professionals. It is the perfect opportunity for you to showcase your innovative products and services to decision makers.

Expected Attendance

Each year, more than 1,200 attendees register for the conference.

Exhibitor Website

For up to date information regarding all things exhibitors, visit our website:

www.wisafetycouncil.org/events/annual-conference/exhibitor-information

Exhibit Contact

Stephanie Stevens, Exhibitor Manager, Wisconsin Safety Council • 2 Buttonwood Court, Madison, WI 53718
Phone: 608.661.6931 or 608.258.3400 • Email: sstevens@wisafetycouncil.org • www.wisafetycouncil.org

- Online Registration
- Schedules
- Floor Plans and Available Booths
- Current Booth Assignments
- Lodging Information

EXHIBITOR SCHEDULE*

Monday, April 13, 2026

Exhibitor Move-in/Registration12:00 - 6:00 pm
Conference Attendee Registration12:00 - 5:30 pm

Tuesday, April 14, 2026

Exhibitor Move-in/Registration (**carry-in only**)7:00 - 8:45 am
Expo Hall Hours9:00 am - 4:00 pm
Expo Hall Power Hour.....9:00 - 10:00 am
Expo Hall Power Hour.....10:30 - 11:30 am
Buffet Lunch for Exhibitors11:30 am
Expo Hall Power Hour.....1:30 - 2:30 pm
Conference Reception for All.....4:00 - 5:00 pm

Wednesday, April 15, 2026

Expo Hall Hours8:30 am - 12:30 pm
Expo Hall Power Hour.....8:30 - 9:00 am
Expo Hall Power Hour.....10:00 - 11:00 am
Expo Hall Power Hour.....12:00 - 12:30 pm
Buffet Lunch for Exhibitors12:30 pm
Exhibitor Move-out - NO EARLY TEAR DOWN12:30 - 4:30 pm

Note: Companies that tear down early will forfeit their right to first right of refusal and early booth selection for the next WSC conference they exhibit at.

**Schedule subject to change*



EXHIBITOR OPPORTUNITIES

Exhibitor Package

The Exhibitor Package Includes:

Booth Materials

- 8' deep x 10' wide inside Expo Hall
Note: End Cap Booths are 10' deep and 8' wide
- Pipe, drape and 7" x 44" identification sign
- 8' skirted table, two chairs and waste basket
- Carpeted Expo Hall
- 24-hour Expo Hall security

Marketing Support

- Pre- and post-conference attendee mailing lists (emailed to booth contact)
- Exhibitor name in the Conference program booklet
- Extended networking hours at Conference reception
- Exhibitor listed on Conference website, www.wisafetycouncil.org

Staff Representative(s) Receive

- **Three** representatives allowed per booth
(Note: If you need an allowance for additional booth representatives, please contact Stephanie Stevens for pricing and details, sstevens@wisafetycouncil.org)
- **Access to General Sessions.**
- **Access to Breakout Sessions.**
- **Breakfast:** Available in the expo hall before power hours or in the general sessions room during the opening sessions.
- **Lunches:** Lunch available for your booth reps in the general sessions room

Official Decorator & Furniture/Decorations

A Valley Expo & Displays Service Kit will be emailed to each exhibitor in January. The kit includes information on shipping, ordering additional furniture, labor, electricity and rental display units.

Such additional items are rented by the exhibitor directly from our contractor, and not included in the exhibitor rental fee paid to Wisconsin Safety Council.

Booth Assignments, Selection and Pricing

Booth availability is based on first come first serve. Full payment must be received by February 2 to be included in the final program. Full payment must be received before April 13 to exhibit at our show.

Booth Type	Price
Premium Booths (Red and Purple)	\$1,900
Deluxe Booths (Yellow)	\$1,600
Standard Booths (Green)	\$1,400

Giveaways

We encourage you to offer a prize giveaway for visiting your booth. We will announce prize giveaway drawings will happen at participating booths between 12:00 and 12:30 pm on Wednesday.

Conference Location/Lodging Information

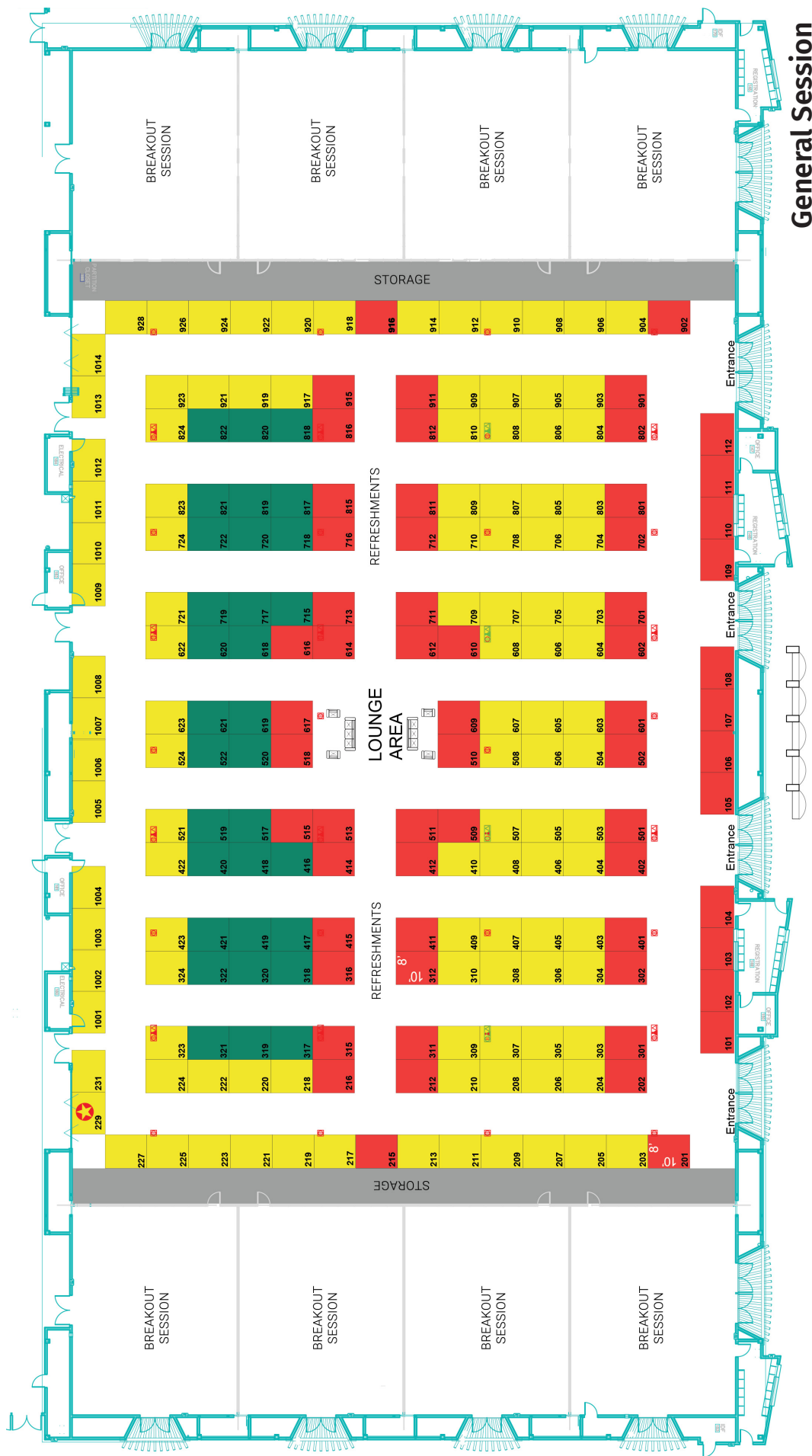
Kalahari Resort & Conference Center
1305 Kalahari Drive | Wisconsin Dells, WI 53965
Phone: 877.525.2427 | www.kalahariresorts.com/wi

Visit www.wisafetycouncil.org for hotel reservation information.



EXHIBITOR FLOOR PLAN

For the most current information on booth availability and exhibitors, please visit www.wisafetycouncil.org or call Stephanie Stevens at the Wisconsin Safety Council, 608.661.6931 or ssstevens@wisafetycouncil.org



General Session



Standard Booth (Green) = \$1,400

Deluxe Booth (Yellow) = \$1,600

Premium Booth (Red) = 1,900

☆ = Prizes & Prize Drum Location