



Welcome to the 39th Annual Wisconsin SHRM State Conference!

This year's conference begins on Wednesday October 8, 2025, at Kalahari Resort in Wisconsin Dells.

The planning committee is in full swing for this year's events. We are looking forward to having you there!

In preceding years, our conference has drawn the participation of nearly 1,400 human resource professionals across the state of Wisconsin, either attending in-person or virtually. Witnessing the conference's growth in recent years has been exciting. The State SHRM conference was established as a platform for HR professionals to acquire education for ongoing development, fostering a shared space for service providers and HR experts to establish connections.

This year's conference will feature speakers delivering sessions on the latest information and emerging topics in the field. With over 8 hours of open exhibit time, including engaging activities and food and beverage offerings, your booth is poised to attract attendees. Take advantage of the activities and entertainment in the exhibit hall on Wednesday and Thursday to enhance your participation experience.

Thank you for considering the opportunity to exhibit at the **2025 WI State SHRM Conference**. We are looking forward to seeing you there!

Key Items to Reference in this Packet:

- Setup begins on Wednesday, October 8 between 12:00 p.m. to 3:30 p.m. You will want to be fully set up prior to the exhibit hall opening for attendees to visit, mingle and learn more about your offerings.
- Tear down is Thursday, October 9 between 2:45-4:30 p.m. **Please DO NOT tear down early.** Often attendees will visit the booths before they enter their last session.
- Early bird pricing before June 15th is \$1,200 single booth and \$2,200 double booth.
- After June 15th, booths are \$1,475 for a single booth, \$2,750 for a double booth as placement is based on availability.
- After September 15th, booth prices increase to \$1,775 single booth and \$3,350 double booth. Location is based on availability.
- To ensure accurate ordering for meals and adhere to capacity limits, there is a limit of 4 staff members per booth per day (8 for double booths). To help us monitor attendance and capacity, it's important to ensure that if there are changes in staff, they return their badge. Exhibitors must always wear badges.
- You are welcome to participate in the learning sessions. To do so, simply register as a participant. Exhibitor registration does not cover participation in those events.
- For electricity or booth rentals, requests can be made directly with Valley Expo. They will be in contact after you complete your registration.
- Due to laws, regulations and our contract with Kalahari, any prepared food or beverage served at your booth is subject to the Kalahari's restrictions and/or fees. We ask you to coordinate food or drink with the Catering Manager of Kalahari Resorts. Please only hand out pre-packaged food and beverage at your booth.
- If you are planning a theme for your booth, please ensure that you can be recognized as part of our conference by displaying your badge.
- **As our conference expands, it becomes increasingly challenging to separate our competitors. In the future, we may need to assess our design layout. We thank you for your patience and understanding regarding our booth placement process, and we will do our best to separate competitors in the current layout.**

Theme/Activities

This year's theme is "The Next Generation of Work." Teal, silver and white will be the table skirting and draping colors for the Exhibit Hall.

Booth set up and décor is a great way to get the attention of attendees!

Exhibit Hall Hours

Wednesday, October 8th

- 12:00 p.m. – 3:30 p.m. – Exhibit Hall Set-up
- **4:00 p.m. – 7:30 p.m. – Exhibit Hall Opening Night**

Thursday, October 9th

- **9:15 a.m. – 2:30 p.m. – Exhibit Hall Open**
- 10:15 a.m. – 10:45 a.m. – Morning break by the Exhibit Hall
- 11:00 a.m. -11:30 a.m. – Lunch for Exhibitors
- 11:30 a.m. – 12:45 p.m. – Attendee Lunch
- 2:00 p.m. – 2:30 p.m. – Afternoon break by the Exhibit Hall
- 2:45 p.m. – 4:30 p.m. – Exhibit Hall tear down

The expectation is that you will have someone available to staff your booth during the above noted hours, failure to do so can result in expulsion from the conference in the future. Single booths have a maximum capacity of 4 people, while the double booths are 8. ***Additional individuals beyond the maximums can be added for fee of \$75 person to cover food and beverage costs for Wednesday evening and Thursday lunch and break events.***

Thursday, October 9th

- The exhibit hall opens 15 minutes prior to the morning keynote finishing. You will have plenty of snack and beverages choices during the morning and afternoon breaks.
- Tickets for lunch will be included in your registration packet when you check in. Location and additional details will be provided closer to the event.
- You're welcome to join us for dinner and entertainment on Thursday by purchasing a ticket when registering for the event. You can also purchase tickets during the event at the registration booth at a cost of \$75 per person.

Friday, October 10th

We welcome you to join us on Friday for only \$100.00 per person. With this, you'll get access to two keynote sessions, breakout sessions, and two meals. Please note that your meal expenses are not included in the exhibitor pricing for either of these Keynotes. Be sure to register for Friday as an add-on!

Wednesday and Thursday Exhibit Hall Activities

The committee works each year to build activities that drive attendees to your booths. You are encouraged to participate. Information about each activity will be provided to you at the conference.

To help promote attendees to stay in the exhibit hall on Wednesday night, we will have a large drawing in which they must be present to win at 7:00 p.m.

Breaks/Lunch/Dinner

We encourage you to mingle and enjoy the appetizers Wednesday evening. There will also be cash bars.

You will be provided with a maximum of 4 lunches (8 for double booth) upon registration for Thursday. Exhibitor's names must be provided in advance. Your lunch tickets will be in your registration packet.

Details regarding where lunches will be provided will be shared with you at the event.

Booth Prize Give-Away

We encourage you to have a booth drawing by collecting names/business cards at your booth. When doing so, we request that you follow one of the options detailed below.

Option One – Media Screen Listing:

You are welcome to start drawing winners on Wednesday night and throughout the day on Thursday. Winners' names will be posted on a media screen and/or via the conference app and virtual platform. The listing will include their name and your booth number. Winner's names must be ***submitted before 1:30 p.m. on Thursday***. If you are unable to submit winners by this time, we ask that you manage communication and delivery to the winner.

Option Two – Exhibitor Booth Give-Away:

You are welcome to coordinate a giveaway at your booth. You can determine a time or a process in which you would announce a winner when the exhibit hall is open. If you elect to do your own drawing, we ask that you be courteous to your fellow exhibitors in your immediate area by respecting their exhibitor space and the noise level.

Grand Door Prize Give-Away

An excellent way to receive recognition for your organization is to donate a prize for our Grand Door Prize Give-Away. We are asking that the value of these prizes be **\$100 or greater**. These door prizes will be given away during our event on Thursday evening. Winners will be selected from the prize drum in the exhibit hall Wednesday night and throughout Thursday. These prizes are separate from any prizes you give away at your booth. Please deliver these prizes to Exhibitor Registration by Thursday at 11:00 a.m.

Exhibit Pricing

Early Bird Price! Register by June 15th and pay only \$1,200 for a single booth or \$2,200 for a double booth. Prices after June 15th, 2025, increase to \$1,475 for a single booth and \$2,750 for a double booth. Registrations after September 15th, 2025, will have a fee of \$1,775 single booth and \$3,350 double booth.

Each 8 x 10 booth includes the following:

- One 8' x 30" skirted table
- Back and side drapes
- Two chairs
- A 7" x 44" sign with your business name
- Meals (max of 4 or 8 for double booth) for each registered exhibitor. (Wednesday evening and Thursday lunch)

******Electrical, acrylic barriers and any additional special requests for your booth should be requested directly from our on-site exhibitor services contractor, Valley Expo. You will receive communication from Valley Expo after you register if additional items are requested.

Session Attendance

If staff are attending for the sole purpose of attending the conference, they should register as a regular attendee.

Food & Beverages

We are under contract with Kalahari Resort for all food and beverages given to attendees. If you would like to serve any kind of prepared food at your booth, you will need to use Kalahari Resort services to prepare it or be subject to a fee. You must coordinate approval from the Catering Manager at Kalahari Resorts. If you are bringing any food or beverage items to give away at your booth, you will need prior approval from the Catering Manager at Kalahari Resorts. Please also tell us that you made these arrangements.

Advertising

If you would like to advertise in the conference program, you review additional information by [clicking here](#). Primary exhibitors can sign up for advertising during their registration process.

Sponsorship

[Sponsorship](#) is an opportunity to maximize your firm's exposure at the conference while demonstrating commitment to the HR profession. Sponsorship packages range from \$3,000 to \$16,000. Sponsors receive an exhibitor booth with preferred placement in the exhibit hall on a first come, first served basis. Exhibitors who have confirmed sponsorship for the 2025 conference will receive instructions from the Sponsorship Committee on how to register. If you are considering sponsorship, please reach out to Amy Doepke, Lisa Henke or Gregg Riek at conferencesponsorship@wishrm.org before registering as an exhibitor.

Website Vendor Directory

If you wish to be a part of the Wisconsin SHRM State Council Website, you can purchase a spot in our online Vendor Directory. For **\$300**, you can be included on the page from **January**

1, 2026 – December 31, 2026. Your listing includes your company name, brief description of your organization or headline, contact information and a hyperlink to your company website. This option is available in the Exhibitor registration process.

Students

Each year, we invite, encourage and support college students who have elected the human resource field as their professional path to be active attendees at the conference. As an exhibitor we are asking for your help to provide the same level of support to help educate and provide insights to the students. These individuals are the future of our profession. It may be that in less than a year, they are in positions that could influence decision making on your services or products. We really appreciate your willingness to partner with us.

General Liability Insurance

By checking the box, each Exhibiting company agrees to maintain general liability insurance in an amount not less than One Million Dollars (\$1,000,000) to cover its potential liabilities and to name Wisconsin State Council SHRM as additional insureds under Exhibitor's liability policy for the duration of the exhibit including move-in and move-out periods. Exhibitor shall assume responsibility for its officials, agents or employees, from theft, damage by fire, accidents or other causes. The Exhibitor agrees to make no claim against Wisconsin State Council SHRM and will protect, indemnify, defend and save the above-named, harmless from any and all losses, costs, damages, liability, or expenses (including attorney's fees) arising from or by reason of any accident, bodily injury, property damage, theft or loss, or other claims or occurrences to any person, including exhibitor, its employees and agents, or any business invitees, arising out of or related to exhibitor's occupancy or use of the exhibition premises.

In the event of an incident, you will be asked to provide insurance documentation.

To Register

Go to www.wishrm.org and click on the 2025 WI SHRM State Conference logo on the main page. Once you are on the home page for the conference, click on the Exhibitors tab and then follow the registration process. **All registration fees must be paid in full at the time of registration to secure your exhibit booth.**

- This year we are in the second year of a new registration system. If you have any questions or issues, please contact WI SHRM Administration at wishrm@morgandata.com.
- **Organization Single Point of Contact – To help facilitate communications, you will be asked to provide one point of contact for your organization. All exhibitor updates and information will be forwarded to this one contact. This individual can be different from the individual who registers your organization online.**

You will also find a link to our [hotel](#) and a timeline for the conference called “Conference at a Glance,” as well as information on conference attire, speakers, sponsorship, and advertising information. This site will continue to be updated until the conference, so make sure to mark it as a favorite and return to it often.

Thank you for your interest in the [2025 WI SHRM State Conference](#). We look forward to seeing you there. If you have any additional questions, please feel free to contact:

Amy Collett

Chair, Exhibits

Phone: (920) 933-5759

acollett@societyinsurance.com

Wade Schenck

Exhibits

Phone: (608) 212-1170

wade.schenck@advantek.com

Sheree Yates

Exhibits

Phone: (414) 604-5214

syates@ece.org