



# 2025 WPLF SUMMER TRAINING CONFERENCE & EXPO



## EXHIBITOR RESOURCE GUIDE

### TABLE OF CONTENTS

Section	Page #
Conference Exhibition Dates & Location	2
Conference Coordinator Point of Contact	2
Exhibitor Booth Pricing, Registration & Floorplan	2-3
Supporting Business Member Benefits	3
Exhibitor Check-In/Booth Setup Dates & Times	3
Exhibition Hall Dates and Hours	3
Exhibitor Materials/Service Provider Details	4
Special Lodging Rates/Reservation Details	5-6
Member Registration Packet Literature Drop	7
Exhibition Booth Cancellation/Refund Policy	7
Firearms/Weapons Display Safety Policies	8
Host Chiefs' /Exhibitor Appreciation Night Details	9
Exhibitor Services/Electrical Order Form	10

### KEY DATES & TIMES

Description	Date/Times
Early Exhibitor Check-In/Booth Set-Up	8/10/25 12:00pm – 6:00pm
Regular Exhibitor Check-In/Booth Set-Up	8/11/25 7:00am – 8:45am
Exhibition Hall Dates & Hours	8/11/25 9:00am – 5:00pm  8/12/25 9:00am – 3:30pm
Hyatt Regency Online Booking/Reservation Deadline	7/23/25 by 5:00pm
Staybridge Suites Online Booking/Reservation Deadline	7/10/25 by 5:00pm
Membership Welcome Packet Literature Drop Materials Location #1 (Advanced) Delivery Period	7/1/25 – 7/28/25
Membership Welcome Packet Literature Drop Materials Location #2 (On-site) Delivery Period	7/28/25 – 8/7/25
Host Chiefs' /Exhibitor Appreciation Night	8/11/25 5:30pm – 8:30pm



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## EXHIBITOR RESOURCE GUIDE

### CONFERENCE EXHIBITION DATES & LOCATION

**August 11<sup>th</sup> - 12<sup>th</sup>**

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



### CONFERENCE EXHIBITION DATES & LOCATION

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](mailto: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/ Pedestal 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 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 \$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.

- Interested in a Vehicle Display Booth
- 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](#)

### 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, August 10<sup>th</sup> from 12:00pm-6:00pm\*
- **Regular Exhibitor Check-In/Booth Set-Up:** Monday, August 11<sup>th</sup> from 7:00am-8:45am

*\*NOTE: Exhibitors with Vehicle Booth Displays are requested to have vehicles delivered on 8/10/25 by 10:00am.*

### EXHIBITION HALL DATES & HOURS

- **Monday, August 11<sup>th</sup> from 9:00am until 5:00pm**
- **Tuesday, August 12<sup>th</sup> from 9:00am until 3:30pm\***

*\*NOTE: Exhibition Booth break-down starts on 8/12/25 at 3:30pm. All Exhibition Booths MUST remain set-up until this date/time unless prior authorization for early break-down has been received.*





Encore Global and Valley Expo & Displays are the two firms authorized to provide Exhibitor Materials/Services for the 2025 WPLF Summer Training Conference and Expo.



Encore Global is the power/electrical services provider.

**IMPORTANT NOTE:**

To order power/electric for your booth, please complete and remit the “*Exhibitor Services/Electrical Order Form*” provided on page #10 of this document via email to [kathleen.henderson@encoreglobal.com](mailto:kathleen.henderson@encoreglobal.com).  
This form may also be downloaded by [clicking here](#).



All other Exhibitor Materials/Services such as 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 reported receiving solicitations for exhibitor services from unauthorized firms. Please note that Encore Global and Valley Expo are the **ONLY** two firms authorized to provide exhibitor services at the 2025 WPLF Summer Training Conference and Expo. Therefore, exhibitor services should **ONLY** be ordered from these firms.



## 2025 WPLF SUMMER TRAINING CONFERENCE & EXPO



### EXHIBITOR RESOURCE GUIDE

#### SPECIAL LODGING RATES/RESERVATION DETAILS

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



#### Hyatt Regency Special Conference Room Rates:

- Two Queen Bed Sofa Suite Single or Double Occupancy Room Rate: \$104.00/night\*
- Two Queen Bed Sofa Suite Triple Occupancy Room Rate: \$124.00/night\*
- Two Queen Bed Sofa Suite Occupancy Room Rate: \$144.00/night\*
- King Suite Single or Double Occupancy Room Rate: \$114.00/night\*
- King Suite Triple Occupancy Room Rate: \$134.00/night\*
- King Quadruple Occupancy Room Rate: \$154.00/night\*

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

#### **\*IMPORTANT NOTE:**

To take advantage of these special room rates, you must reserve/book your room at the Hyatt Regency either online through the special booking link (preferred method):

<https://www.hyatt.com/en-US/group-booking/GRBRG/G-PO25> or by phone at 800-233-1234  
by no later than July 23, 2025.

If booking by phone (800-233-1234), please use the code "G-PO25" or request to make reservations under the 2025 WPLF Room Block. These special rates are applicable for check-in dates from 8/10/25 – 8/13/25. Please note that special room rates for reservations made after the 7/23/25 deadline will be subject to availability.

If staying at the Hyatt Regency during the 2025 WPLF Summer Conference we have negotiated 50% off of the prevailing parking rates per night which currently are set at a 2025 rate of \$10 per night.



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### EXHIBITOR RESOURCE GUIDE

#### SPECIAL LODGING RATES/RESERVATION DETAILS

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



#### Hampton Inn Special Conference Room Rates:

- Double Queen Beds Room Rate: \$120.00/night\*

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

#### **\*IMPORTANT NOTE:**

To take advantage of these special room rates, you must reserve/book your room at the Hampton Inn online or by calling 920-437-5900 by no later than July 7, 2025.

When booking by phone, reference Wisconsin Police Leadership Block.

Rooms rates are valid for check-in between 8/9/25 – 8/13/25. Please note that special room rates for reservations made after the 7/10/25 deadline will be subject to availability.





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 250 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:** 7/1/25 - 7/28/25

#### **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:** 7/28/25 - 8/7/25

#### **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 June 23<sup>rd</sup> 2025, 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 1<sup>st</sup>, 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 July 2<sup>nd</sup>, 2025.



## 2025 WPLF SUMMER TRAINING CONFERENCE & EXPO



### EXHIBITOR RESOURCE GUIDE

#### 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.





### HOST CHIEFS'/EXHIBITOR APPRECIATION NIGHT DETAILS

All registered exhibitor booth personnel are welcome to attend the 2025 WPLF Summer Conference's Host Chiefs' /Exhibitor Appreciation Night event being held off-site on Monday, August 11<sup>th</sup> between 5:30pm and 8:30pm at The Resch Expo (840 Armed Forces Dr. | Green Bay, WI 54304).



This event provides a wonderful opportunity for exhibitors to network with attendees in a unique, world-class facility environment. Complimentary appetizers, soda and tap beer will be served (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.





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## EXHIBITOR RESOURCE GUIDE

### EXHIBITOR SERVICES/ELECTRICAL ORDER FORM



**encore**  
EVENTS THAT TRANSFORM

#### EXHIBITOR SERVICES

Kathleen Henderson

kathleen.henderson@encoreglobal.com

NAME OF CONFERENCE		START DATE	END DATE	# OF EVENT DAYS
WPLF 2025		8/10/2025	8/12/2025	3
COMPANY NAME	ON-SITE CONTACT NAME & NUMBER		ROOM/ BOOTH NAME/NUMBER	
BILLING ADDRESS		CITY & STATE		ZIP CODE
DELIVERY DATE	DELIVERY TIME	PICKUP DATE	PICKUP TIME	
8/10/2025	8/10/2025 - 12PM	8/12/2025	8/12/2025 - 3:30PM	
ORDER BY	EMAIL	PHONE		

All daily rates are calculated based on daily use of equipment unless otherwise noted. Your EVENT RATE includes all equipment, labor, admin fees and taxes. Please email completed form to your Encore Representative (listed above). Once submitted, an Encore Representative will contact you with an event order for your review and consideration. All orders require signature confirmation; (DocuSign option is available).

Labor charges, sales tax, loss damage waiver, and service charge apply to your final order. Encore offers PayLink for processing your payment online.

PROJECTION	QUANTITY	DAILY RATE	EVENT RATE
LCD PROJECTOR - 3k lumens		\$340	
TRIPOD SCREEN - 8ft		\$85	
55" MONITOR		\$515	

INTERNET	QUANTITY	DAILY RATE	EVENT RATE
HARDLINE CONNECTION - 3mbps		\$145	

POWER	QUANTITY	DAILY RATE	EVENT RATE
120V SINGLE PHASE – 10 AMP		\$85	\$124.50
120V SINGLE PHASE – 20 AMP		\$130	\$182.41
120V SINGLE PHASE – 30 AMP		\$185	
120V SINGLE PHASE – 50 AMP		\$230	
120V SINGLE PHASE – 60 AMP		\$280	
120V SINGLE PHASE – 100 AMP		\$355	
120V THREE PHASE – 20 AMP		\$215	
120V THREE PHASE – 30 AMP		\$295	
120V THREE PHASE – 60 AMP		\$445	
120V THREE PHASE – 100 AMP		\$755	
AC POWER DISTRO 100A-220V		\$365	

MISCELLANEOUS	QUANTITY	DAILY RATE	
LAPTOP		\$250	
FLIPCHART PACKAGE - Plain Paper		\$53	

If you experience technical difficulties onsite, please  
Contact Encore - 920.321.5083



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