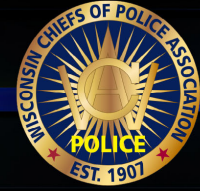




2026 WPLF SUMMER TRAINING CONFERENCE & EXPO



EXHIBITOR RESOURCE GUIDE

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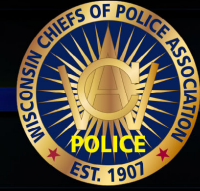
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KEY DATES & TIMES

Description	Date/Times
Early Exhibitor Check-In/Booth Set-Up <i>NOTE: Vehicles for vehicular booth displays must be delivered by 10:00am.</i>	8/9/26 12:00pm – 6:00pm
Regular Exhibitor Check-In/Booth Set-Up	8/10/26 7:00am – 8:45am
Exhibition Hall Dates & Hours	8/10/26 9:00am – 5:00pm
	8/11/26 9:00am – 3:30pm
Hyatt Regency Online Booking/Reservation Deadline	7/24/26 by 5:00pm
Hampton Inn Online Booking/Reservation Deadline	7/11/26 by 5:00pm
Membership Welcome Packet Literature Drop Materials Location #1 (Advanced) Delivery Period	7/1/26 – 7/31/26
Membership Welcome Packet Literature Drop Materials Location #2 (On-site) Delivery Period	8/1/26 – 8/7/26
Chiefs' Night @ Lambeau Field	8/10/26 5:30pm – 8:30pm



2026 WPLF SUMMER TRAINING CONFERENCE & EXPO



EXHIBITOR RESOURCE GUIDE

CONFERENCE EXHIBITION DATES & LOCATION

August 10th - 11th

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



CONFERENCE EXHIBITION DATES & LOCATION

Please direct all WPLF Training Conference Exhibition related questions to:

Chief (ret.) Sean Marschke (WCPA Executive Director and WPLF Conference Coordinator)

Office Phone: 414-401-5304 | Email: smarschke@wchiefs.org

EXHIBITOR BOOTH PRICING, REGISTRATION & FLOORPLAN

Type	Non-Supporting Business Member Price*	Supporting Business Member Price*
Single 8.0 X 10.0' Standard Exhibition Booth w/ 8.0' Table	\$900.00	\$800.00
Double 8.0 X 10.0' Standard Exhibition Booth w/ (2) 8.0' Tables	\$1,700.00	\$1,600.00
Single 16.0 X 10.0' Vehicle Display Booth w/ 8.0' Table	\$1,700.00	\$1,600.00

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

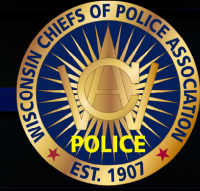
[CLICK HERE TO ACCESS THE ONLINE EXHIBITOR REGISTRATION FORM](#)

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.



2026 WPLF SUMMER TRAINING CONFERENCE & EXPO



EXHIBITOR RESOURCE GUIDE

- 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](#).

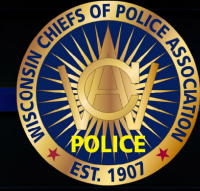
EXHIBITOR CHECK-IN/BOOTH SET-UP DATES & TIMES

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

***NOTE:** Vehicles for vehicular booth displays must be delivered on 8/9/26 by 10:00am.



2026 WPLF SUMMER TRAINING CONFERENCE & EXPO



EXHIBITOR RESOURCE GUIDE

EXHIBITION HALL DATES & HOURS

- Monday, August 10th from 9:00am until 5:00pm
- Tuesday, August 11th from 9:00am until 3:30pm*

***NOTE:** Exhibition Booth breakdown starts on 8/11/26 at 3:30pm. All Exhibition Booths MUST remain set-up until this date/time unless prior authorization for early break-down has been received.

EXHIBITOR MATERIALS/SERVICE PROVIDER DETAILS

Encore Global and Valley Expo & Displays are the two firms authorized to provide Exhibitor Materials/Services for the 2026 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.

This form may also be downloaded by [clicking here](#).



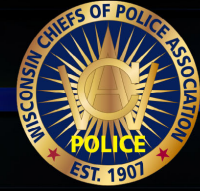
All other Exhibitor Materials/Services such as carpeting, furnishing, display rentals, etc. are provided by Valley Expo & Displays. Valley Expo has transitioned to a new online ordering system. To order/utilize any of Valley Expo’s materials or services, [click here](#) to create a profile to utilize 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 2026 WPLF Summer Training Conference and Expo. Therefore, exhibitor services should **ONLY** be ordered from these firms.



2026 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: \$107.00/night*
- Two Queen Bed Sofa Suite Triple Occupancy Room Rate: \$127.00/night*
- Two Queen Bed Sofa Suite Occupancy Room Rate: \$147.00/night*
- King Suite Single or Double Occupancy Room Rate: \$119.00/night*
- King Suite Triple Occupancy Room Rate: \$137.00/night*
- King Quadruple Occupancy Room Rate: \$157.00/night*

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

***IMPORTANT NOTE:**

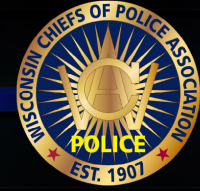
To take advantage of these special room rates, you must reserve/book your room at the Hyatt Regency either online through the special booking link (preferred method, see above) or by phone at 800-233-1234 by no later than July 24, 2026.

If booking by phone (800-233-1234), please use the code "G-WFFN" or request to make reservations under the 2026 WPLF Room Block. These special rates are applicable for check-in dates from 8/8/26 - 8/12/26. Please note that special room rates for reservations made after the 7/24/26 deadline will be subject to availability.

Parking Information: Conference/expo guests staying at the Hyatt Regency are subject to a \$6.00/night parking fee.



2026 WPLF SUMMER TRAINING CONFERENCE & EXPO



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:**

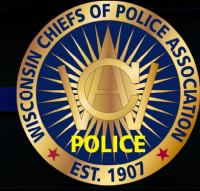
To take advantage of these special room rates, you must reserve/book your room at the Hampton Inn online or by calling 920-437-5900 by no later than July 8, 2026. When booking by phone, reference Wisconsin Police Leadership Block.

Rooms rates are valid for check-in between 8/8/26 - 8/12/26. Please note that special room rates for reservations made after the 7/8/26 deadline will be subject to availability.\

Parking Information: Conference/expo guests staying at the Hampton Inn are subject to a \$10.00/night parking fee.



2026 WPLF SUMMER TRAINING CONFERENCE & EXPO



EXHIBITOR RESOURCE GUIDE

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 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: Chief (ret.) Sean Marschke (WCPA Executive Dir./Conference Coordinator)
7915 W. Layton #106 | Milwaukee, WI 53220. |

Acceptable Delivery Date Period: 7/1/26 - 7/31/26

Location #2 - On-site

Hyatt Regency (KI Convention Center)
ATTN: Chief (ret.) Sean Marschke (WPLF Conference)
333 Main St. | Green Bay, WI 54301

Acceptable Delivery Date Period: 7/31/26 - 8/7/26

IMPORTANT NOTE:

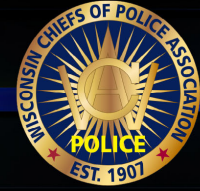
Exhibitors are responsible for ensuring their materials are delivered in accordance with the "**Acceptable Delivery Date Period**" associated with the location. Materials not delivered to a location during the "**Acceptable Delivery Date Period**" will not be inserted into the Welcome Packet.

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 22nd 2026, 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, 2026 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 10th, 2026.



2026 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:

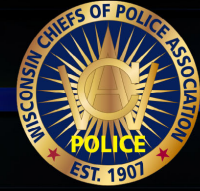
- Firearms are **NOT** to be left unattended at any time in the Exhibition Hall.
- Firearms **MUST** be locked in your hotel room or in another secure place when the Exhibition Hall is closed.
- **NO** live ammunition is allowed at any Exhibition Booth.
- Firearms **MUST** be unloaded and have their 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 “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.



2026 WPLF SUMMER TRAINING CONFERENCE & EXPO



EXHIBITOR RESOURCE GUIDE

CHIEFS' NIGHT EVENT DETAILS

All registered exhibitor booth personnel are welcome to attend the 2025 WPLF Summer Chiefs' Night event being held off-site on Monday, August 10th between 5:30pm and 8:30pm at Lambeau Field (1265 Lombardi Ave. | Green Bay, WI 54304). Complimentary shuttle bus transportation is available.

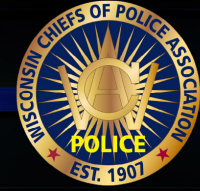
This event provides a wonderful opportunity for exhibitors to network with attendees in a unique, world-class facility environment. Complimentary appetizers, soda and tap beer will be served (cash bar available).

To be admitted into the Chiefs' 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.





2026 WPLF SUMMER TRAINING CONFERENCE & EXPO



EXHIBITOR RESOURCE GUIDE

EXHIBITOR SERVICES/ELECTRICAL ORDER FORM



EXHIBITOR SERVICES

Kathleen Henderson
kathleen.henderson@encoreglobal.com

NAME OF CONFERENCE		START DATE	END DATE	# OF EVENT DAYS
WPLF 2026		8/09/2026	8/11/2026	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	
8/09/2026	8/09/2026 - 12PM	8/11/2026	8/11/2026 - 3:30PM	
ORDERD 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		\$370	
PROJECTOR SUPPORT PKG - 8' screen		\$140	
55" LED DISPLAY w/STAND		\$769	\$962

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

POWER	QUANTITY	DAILY RATE	EVENT RATE
120V SINGLE PHASE – 10 AMP		\$85	\$196.65
120V SINGLE PHASE – 20 AMP		\$135	\$260.40
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	
208V - 30A Service		\$520	\$662

PRO ESSENTIALS	QUANTITY	DAILY RATE	EVENT RATE
LAPTOP		\$265	
FLIPCHART PACKAGE - Post-It Paper		\$75	

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

