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KEY DATES & TIMES

Description	Date/Times
Early Exhibitor Check-In/Booth Set-Up	2/7/27 12:00pm – 6:00pm
Regular Exhibitor Check-In/Booth Set-Up	2/8/27 7:00am – 8:45am
Exhibition Hall Dates & Hours	2/8/27 9:00am – 7:30pm 2/9/27 9:00am – 3:30pm
Kalahari Resort (Host Hotel) Online Booking/Reservation Deadline	1/8/27 by 3:00pm
Staybridge Suites (Off-site Hotel) Online Booking/Reservation Deadline	1/31/27 by 3:00pm
Membership Welcome Packet Literature Drop Materials Location #1 (Advanced) Delivery Period	1/1/27 – 2/1/27
Membership Welcome Packet Literature Drop Materials Location #2 (On-site) Delivery Period	2/1/27 – 2/5/27
Chief's Night Event	2/8/27 5:30pm – 7:30pm

2027 WPLF WINTER TRAINING CONFERENCE & EXPO

FEBURARY 8TH - 9TH

KALAHARI RESORT & CONVENTION CENTER | WISCONSIN DELLS

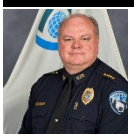
EXHIBITOR RESOURCE GUIDE

CONFERENCE EXHIBITION DATES & LOCATION

February 8th – 9th, 2027
Kalahari Resort & Convention Center
1305 Kalahari Dr., Wisconsin Dells, WI 53965
Phone: 877-253-5466
Web: https://www.kalahariresorts.com/wisconsin



CONFERENCE COORDINATOR POINT OF CONTACT



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@wichiefs.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

***NOTE**: Price includes two 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 Chief's Night access for two Exhibitor representatives/booth personnel. Conference Lunches, Break refreshments and Chiefs' Night access for additional representatives may be purchased separately for $100.00/person.*

CLICK HERE **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 (Sean Marschke) for direct Exhibitor Registration service.

- Is interested in a Vehicular Display Booth or more than one Single or Double 8.0 X 10.0' Standard Exhibition Booth
- Is interested in or is committed to donating a firearm or other high value door prize
- Is interested in or is committed is interested in becoming a "***Conference Event Sponsor***"

A limited number of *Conference Event Sponsorship Opportunities* are available. Conference Event Sponsors receive *complimentary booth space with preferred/reserved assignments and various other benefits*.

CLICK HERE **ACCESS CONFERENCE EVENT SPONSORSHIP OPPORTUNITIES**



All other exhibition booth assignments are determined on a "*first come/first served*" basis.



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.*



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

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

NOTE: *Exhibitors with Vehicle Booth Displays are requested to have vehicles delivered on 2/7/27 by 10:00am.*

EXHIBITION HALL DATES & HOURS

- **Monday, February 8th from 9:00am until 7:30pm**
- **Tuesday, February 9th from 9:00am until 3:30pm***

NOTE: *Exhibition Booth break-down starts on 2/9/27 at 3:30pm. All Exhibition Booths MUST remain set-up until this date/time unless prior authorization for early break-down has been received.*

2027 WPLF WINTER TRAINING CONFERENCE & EXPO

FEBURARY 8TH - 9TH

KALAHARI RESORT & CONVENTION CENTER | WISCONSIN DELLS

EXHIBITOR RESOURCE GUIDE

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.

VALLEY
BETTER IDEAS. BETTER RESULTS.

CLICK HERE TO ORDER/UTILIZE VALLEY EXPO'S MATERIALS OR SERVICES.

***IMPORTANT NOTE**: In the past, some exhibitors have received solicitations from unauthorized companies offering Exhibitor Materials/Services for the WPLF 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)

1305 Kalahari Dr., Wisconsin Dells, WI 53965



- **$110.00/night room options:** Double Queen, Double Queen Sofa, Double Queen Sofa Balcony, and Double Queen Sofa Hillside.
- **$179.00/night room option**: King Living Room Kitchen Suite

***NOTE**: All rates shown are for shown for single occupancy, include one free indoor waterpark pass per registered occupant and exclude taxes and fees. **Rates are valid for check-in between 2/7/27 – 2/9/27**. Additional suites and larger accommodations are available at higher rates. **Discounted conference room rates are available EXCLUSIVELY through our dedicated online booking link provided below**. To receive the special conference rate, do NOT contact the Kalahari directly to make your reservation. **The booking deadline to receive special rooms rates is 1/8/27**. Booking requests received after deadline are subject to availability.*

CLICK HERE TO BOOK YOUR KALAHARI ROOM



SPECIAL LODGING RATES/RESERVATION DETAILS

Staybridge Suites (Off-site Hotel)

1345 Great Wolf Drive, Wisconsin Dells, WI 53965



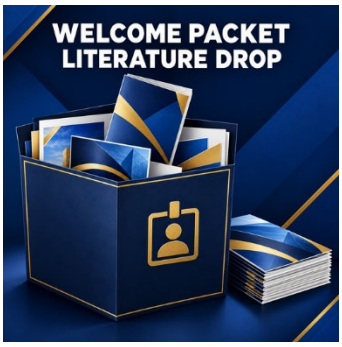
- **$119.00/night room options:**
  King Studio Suite; Double Queen Studio Suite Sofa Bed; Double Queen Bedroom Suite

***NOTE**: All rates shown are for shown for single occupancy, include free breakfast and exclude taxes and fees.*
***Rates are valid for check-in between 2/7/27 – 2/11/27**.*



Reservations Phone: 608-253-1700 or 877-495-2843
Booking Group Code: M10 (2027 WPLF Winter Conference)
Booking Deadline: **January 31, 2027**

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 | Acceptable Delivery Date Period: 1/1/27 – 2/1/27
ATTN: Sean Marschke (WCPA Executive Dir./Conference Coordinator)
7915 W. Layton Ave. #106, Milwaukee, WI 53220

Location #2 – On-site | Acceptable Delivery Date Period: 2/1/27 – 2/4/27
Kalahari Resort & Convention Center (via FedEx or UPS)
ATTN: Sean Marschke (WPLF Conference)
1305 Kalahari Dr., Wisconsin Dells, WI 53965

***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, 2027, 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 2, 2027 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 9, 2027.

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.*

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CHIEFS' NIGHT DETAILS



All registered exhibitor booth personnel are welcome to attend the 2027 WPLF Winter Conference's Chiefs' Night event being held on Monday, February 8th 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 Chiefs' 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 (***2027 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.

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FEBURARY 8TH - 9TH

KALAHARI RESORT & CONVENTION CENTER | WISCONSIN DELLS

EXHIBITOR RESOURCE GUIDE

SUITCASING/OUTBOARDING POLICY

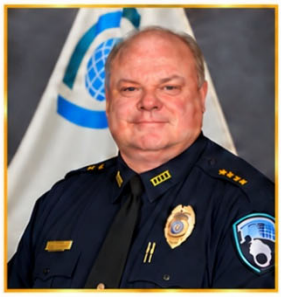


The WCPA/WPLF highly values the support of our exhibitors and sponsors, which is crucial to the success of our events. To protect their interests, we are implementing stricter measures against "suitcasing" and "outboarding" at our conferences, expos, and meetings.

Please be aware that any non-registered company representatives found soliciting business in aisles, public spaces, or entering another company's booth without invitation to 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.





EXHIBITOR ASSISTANCE

Chief (ret.) Sean Marschke

WCPA Executive Director

WPLF Conference Coordinator

Office Phone: 414-401-5304

Email: smarschke@wichiefs.org