



Wisconsin Lakes Partnership Convention & Water Action Volunteers Symposium

April 18-20, 2018

Holiday Inn Hotel & Convention Center

Stevens Point, WI

Business Exhibitor Opportunities

Join us in Stevens Point April 18-20, 2018 for the 40th annual Wisconsin Lakes Partnership Convention! This event is sponsored by the Wisconsin Lakes Partnership, a nationally recognized and successful collaboration of the University of Wisconsin Extension, Wisconsin Department of Natural Resources, and Wisconsin Lakes.

The Lakes Partnership Convention brings together lake enthusiasts from across the state to explore lake policy updates, research advancements, management tools, and educational initiatives. Year after year the Lakes Partnership Convention provides the tools and inspiration for citizens to protect and care for Wisconsin's lakes.

The Convention is action-oriented and focuses on helping people get things done in their lake community, which includes meeting and selecting businesses that can help them achieve their lake management goals.

NEW FOR 2018

1

ONLINE EXHIBITOR
RESERVATION

2

SHARED CONVENTION WITH SOCIETY FOR
ECOLOGICAL RESTORATION MIDWEST-GREAT
LAKES CHAPTER (FRIDAY)

3

BUSINESS GUIDE ONLY
OPTION

CONNECT WITH YOUR CUSTOMERS AT THE WISCONSIN LAKES PARTNERSHIP CONVENTION!

Exhibiting at the Wisconsin Lakes Partnership Convention is a great way to increase your company's name recognition year round and to make personal contact with potential customers. Attendees and business representatives alike have found the Convention to be a wonderful opportunity to meet new people, greet old friends, build relationships and network.

Lake organizations and waterfront property owners are often faced with decisions over who to choose for professional services for their lake or property, and an exhibit at the Lakes Partnership Convention helps put your name in front of prospective customers, as well as catch up with current and past clients.

Many different businesses use a Convention exhibit to promote their business, and we believe you'll find it beneficial to you, whether you're in the business of:

- Helping shoreland owners manage their properties,
- Helping lake communities manage their lakes,
- Offering legal advice or services,
- Selling waterfront property,
- Selling recreational equipment that helps people enjoy our lakes, or
- Providing the products and services necessary to complete lake projects.

EXHIBIT SET-UP, VIEWING TIME, AND TAKE DOWN

Exhibit tables and sponsor signage are located in high traffic areas, maximizing visibility and face time. Convention attendees pass the exhibits in between sessions and on the way to meals. In addition, attendees will be encouraged to visit exhibitors during the "poster session" on Thursday afternoon.

Exhibitors may begin setting up in the Convention Center on Tuesday, April 17 at 6:00pm, and exhibits close at noon on Friday. All exhibitor materials must be removed from the Convention Center by 4:30pm on Friday, April 20.

This year the Lakes Convention is overlapping with the Society for Ecological Restoration - Midwest Chapters' Annual Meeting. Exhibitors for the SER event will be setting up on Friday. If your business is interested in exhibiting for both events, please contact Mike Engleson at mengleson@wisconsinlakes.org.

BENEFITS OF EXHIBITING

Many of our business partners tell us that meeting and making connections with lake people is an enjoyable part of the Convention. But after a handshake, business cards can get misplaced, and that connection is lost.

Our Business Partners Guide is included in the conference materials provided to all attendees. It's a handy take home reference of lake businesses that serve Wisconsin. We also provide the Guide throughout the year to lake organizations who are searching for consultants for their lake management projects, waterfront property owners who are looking for professional services for their property, and others who are looking for lake-related products and services.

Each Convention exhibitor is entitled to include the following information in the Guide:

- Company logo
- 200 word description
- Contact information



What is the Wisconsin Lakes Partnership Convention?

The Wisconsin Lakes Partnership Convention is a forty year-old collaboration of the Wisconsin Department of Natural Resources, the University of Wisconsin Extension Lakes Program, and Wisconsin Lakes, the statewide association of lake organizations and citizens who care about lakes. These three organizations make up the core of the Wisconsin Lakes Partnership, and the Convention is a key part of their efforts to promote lake protection and restoration throughout the state.

Who attends?

Wisconsin Lakes Partnership Convention attendees are a diverse group, all brought together by a shared love of lakes and desire to protect them. With attendance usually in the range of 400-450 over the three days, attendees come from a variety of walks of life: waterfront property owners, agency staff, academics and students, county and local conservation staff and officials, and other citizens interested in lake protection. We're also typically joined by many non-profit conservation organizations working on everything from loons to promoting partnership with lake conservation efforts in Nicaragua.

This year, we're also joined by the great volunteers of the state's Water Action Volunteer network. These dedicated volunteers monitor our lakes, rivers, and streams, providing the state with valuable citizen-science data, that helps shape our conservation efforts.

The 40th Annual Wisconsin Lakes Partnership Convention - Heeding the Call

The wail call of the loon, with its mournful and calming howl, often signals social interactions between individuals. Loons use it to reconnect, to find each other in the fog or on a moonless night. Like the loon's wail, we send out this annual call to water lovers everywhere to reconnect with us in Stevens Point at the annual Lakes Partnership Convention and Water Action Volunteers Symposium.

This convention will again join with the Water Action Volunteers (WAV) Symposium to bring citizens and professionals together to work on not only lake matters, but expand those efforts into the watershed. As our waters do not stop at the borders of Wisconsin, neither do our partnerships. The 2018 Lakes Convention will also overlap with the annual meeting of the Society for Ecological Restoration Midwest-Great Lakes Chapter (April 20-22).

We'll be joined by a panel celebrating 40 years of Loon Watch, Northland College's loon study project and by UW-Madison's Dr. Stephen Carpenter, an internationally acclaimed limnologist and "free range scientist" for informative and engaging keynotes. Plus, we'll have all the breakout sessions and workshops you could possibly ask for, including standard fare like the annual water policy update and sessions on various issues of lake science.

All that, along with networking time, a poster session, photography contest, welcome reception, and the Wisconsin Lake Stewardship Awards Banquet, we're sure to have an exciting and inspiring three days in Stevens Point. Check out the agenda on the next page or online at <http://www.uwsp.edu/cnr-ap/UWEXLakes/Pages/programs/convention/default.aspx>.

2018 Wisconsin Lakes Partnership Convention Agenda

The 40th Annual Wisconsin Lakes Partnership Convention is being held in conjunction with the Water Action Volunteers Symposium

WEDNESDAY, APRIL 18 - Pre-Convention Workshops & Technical Sessions

8:00am	Registration desk opens
9:00am-4:30pm	All Day workshops
9:00am-12:00pm	Morning workshops
12:00-6:00pm	Exhibits Open
12:00-1:30pm	Lunch (included in exhibitor base registration)
1:30-4:30pm	Afternoon workshops
3:00-3:30pm	Refreshment break
4:45-5:45pm	Special Technical sessions
5:45-7:00pm	Networking Time - dinner on your own
7:30-11:00pm	Welcome Reception

THURSDAY, APRIL 19 - Kickoff keynote, Concurrent and Poster Sessions, WAV Symposium, Networking Time, and Awards Banquet

6:30-7:15	Sunrise Yoga
7:30am	Registration Desk opens
8:00am-6:00pm	Exhibits open
8:00-8:50am	Concurrent Sessions
9:00-10:45am	Welcome, Digital Production, & Kickoff Keynote <i>LoonWatch Panel</i>
11:00am-12:00pm	Concurrent Sessions
12:15-1:15pm	Lunch
1:45-2:25pm	Concurrent Sessions
2:35-3:15pm	Concurrent Sessions
3:15-3:45pm	Refreshment Break
3:30-5:00pm	Poster Session and Exhibitor Visit Time
5:00-6:00pm	Networking Time/WAV Coordinator Meeting
6:00-8:00pm	Wisconsin Lake Stewardship Awards Banquet
8:00-11:00pm	Networking Afterhours

THURSDAY LOONWATCH PANEL
9:00-10:45 AM

Erica LaMoine	LoonWatch & Citizen Science Coordinator
Mike Meyer	Wildlife Toxicologist
Terry Daulton	Environmental Educator, Biologist, Artist
Gary Zimmer	Wildlife Biologist




FRIDAY, APRIL 20 - Concurrent Sessions, WAV Symposium, Closing Keynote, Afternoon Workshops

6:30-7:15am	Sunrise Yoga
7:30am	Registration Desk opens
8:00am-12:00pm	Exhibits open
8:00-9:00am	Concurrent Session 5
9:15-10:15am	Concurrent Session 6
10:15-10:45am	Refreshment Break
10:45-11:35am	Concurrent Session 7
11:45am-1:15pm	Closing luncheon, WAV awards, & Closing Keynote with <i>Dr. Stephen Carpenter</i>
1:30-2:30pm	Concurrent Session 8
3:00-4:00pm	Concurrent Session 9

FRIDAY KEYNOTE
11:45 AM-1:15 PM

**Past and Future Change in
the Yahara Watershed:
An Ecological Experiment
Using Scenarios**

STEPHEN CARPENTER
FREE-RANGE SCIENTIST



Costs for Exhibiting at the 2018 Wisconsin Lakes Partnership Convention

We strive to keep the Lakes Partnership Convention as affordable as possible. Each exhibitor receives a table and one registration to the Convention (which may be broken up between multiple individuals if a different representative is attending each day). Extra tables are available for an additional fee (see below).

Exhibit Table Order* (1 8' x 30" table, draped & skirted. Electricity is available upon request)	\$195
Convention Registration (Single full convention registration that may be split up between multiple individuals. Includes Wed lunch and all day Thr and Fri. Does not include Wed or Fri workshops and Thr night award banquet. If more than one individual is in attendance at one time, additional registrations required. See more details on registration and payment page)	\$155
TOTAL BASE EXHIBITOR COST	\$350
Additional tables (A limited number of tables are available from the facility, first come first serve)	\$30

CONVENTION REGISTRATION COSTS

(For additional registrations or add ons to base registration)

VIEW SPECIFIC WORKSHOP OFFERINGS AT <http://www.uwsp.edu/cnr-ap/UWEXLakes/Pages/programs/convention/default.aspx>

	EARLY BIRD	AFTER MARCH 15
Wednesday Full-day Workshops (per workshop)	\$50	\$60
Wednesday Half-day Workshops (per workshop)	\$25	\$30
Wednesday Luncheon	\$15	\$15
Convention Day 1 (Thursday)	\$80	\$100
Wisconsin Lake Stewardship Awards Banquet (Thr Eve)	\$20	\$25
Convention Day 2 (Friday)	\$60	\$80

The Legal Stuff:

Right to Manage: Wisconsin Lakes reserves the right to manage the exhibit area, exhibitors, and attendees to preserve the safety, well being, and comfort of all. Wisconsin Lakes reserves the right to refuse exhibit space to any business. It is understood that allowing a person or company to exhibit at or to be a sponsor of the Wisconsin Lakes Partnership Convention does not constitute an endorsement of that person's or company's products or services by Wisconsin Lakes, the University of Wisconsin - Extension, or the Wisconsin Department of Natural Resources.

Insurance: Exhibitors shall be responsible for any insurance on their property. We cannot assure that the exhibit areas will be secure at all times.

Liability: Wisconsin Lakes does not assume any responsibility, nor undertake any duty to exercise care for the protection and safety of exhibitors, exhibitor representatives, or property used in the exhibit areas from theft or from damage or destruction by fire, water, smoke, accident or other cause. Each exhibitor agrees to indemnify, defend, and hold harmless Wisconsin Lakes and its officers, agents, and employees against any and all claim or liability of any sort arising in connection in their participation in the Wisconsin Lakes Partnership Convention.

Alcohol: Exhibitors are prohibited from providing alcohol at their booths. The exhibit space is a public area and open to minors, and we have been asked by hotel staff to prohibit the distribution of alcoholic beverages in the exhibitor area.

Other Opportunities...

Sponsor the Lakes Convention!

Becoming a Wisconsin Lakes Partnership Convention Sponsor is a great way to support the event that keeps lake people coming back year after year while increasing your company's name recognition! We use sponsor funds to support special events at the Convention, as well as to help underwrite Wisconsin Lakes' involvement in the event. Wisconsin Lakes is the 501(c)3 non-profit citizen organization that provides statewide representation to lake organizations across Wisconsin.

The Convention Welcome Reception on Wednesday evening and Wisconsin Lake Stewardship Awards Banquet on Thursday are excellent opportunities for attendees and business partners to meet new people, greet old friends, and build relationships in a fun, casual atmosphere, and represent great sponsorship opportunities.

Sponsors are provided special thanks and recognition through additional signage and announcements throughout the Convention. *Levels are in addition to the base exhibitor cost.*

LEAD: \$1000 or more (Prime placement w/logo on all sponsor signage, mention in Convention materials, consultation on booth placement)

SUPPORTING: \$500-999 (Secondary placement w/logo on all sponsor signage, mention in Convention materials)

CONTRIBUTING: \$250-499 (Small-size secondary placement on all sponsor signage, mention in Convention materials)

SPONSOR: \$1-249 (Text placement on sponsor signage, mention in Convention materials)

For more information, contact Michael Engleson at mengleson@wisconsinlakes.org or (608) 661-4313.

New this year - Entry in the business guide only!

Can't attend the Lakes Partnership Convention, or are you a small business who feels a full exhibitor table is out of your budget, but you'd still like to reach WI Lakes Partnership Convention attendees?

New this year, for \$50 you can have your business listed - with logo and text (150 word limit) - in a special section of the business guide distributed to everyone that attends the Convention, and posted on wisconsinlakes.org for download.

*Registration for the Convention is not included with this \$50 value. **Sign up for this option through the reservation process detailed in these instructions.***

Contact mengleson@wisconsinlakes.org or (608)661-4313 for more information.

ONLINE RESERVATION PROCESS - NEW FOR 2018!

STEP 1: Begin the reservation process by registering for your table online at <https://goo.gl/forms/YTlwQDOo86wG2jJW2>, or by going to wisconsinlakes.org.

STEP 2: After completing the step 1 registration form, follow the link on the confirmation form or email to pay your exhibitor fee and any donation.

STEP 3: Upon completing step 2, you'll be given a code that will allow you to register for the Convention (one registration is included with your exhibitor fee) at:
<https://www.uwsp.edu/cnr-ap/UWEXLakes/Pages/programs/convention/registration.aspx>

2018 WISCONSIN LAKES PARTNERSHIP CONVENTION BUSINESS EXHIBITOR RESERVATION

(Use this form if not reserving online. Online registration is preferred and provides immediate confirmation.)

COMPANY NAME:

COMPANY ADDRESS:

CITY, STATE, ZIP

PHONE: EMAIL:

PRIMARY CONTACT:

BASE EXHIBITOR COST: \$350
Includes 1 table, and one full registration that may be split between multiple individuals. Once processed, you'll receive information on how to register your representative(s) for the Convention.

EXTRA TABLES: # of tables X \$30 (max. 2)

EXHIBITOR GUIDE ONLY (No display, does not include Convention registration):
Includes logo and 150 word description \$50

SPONSORSHIPS
Lead - \$1,000+ Supporting - \$500-999 Contributing - \$250-499 Sponsor - Up to \$250

REGISTRATION TOTAL:

PAYMENT INFO

Check enclosed and payable to *Wisconsin Lakes*

Please charge my Visa, MC, or American Express

Card #: Exp: Sec Code:

Name on Card: Signature:

Registration deadline to be ensured inclusion in the Business Exhibitor Guide is March 30, 2018

Mail completed forms to:
Wisconsin Lakes, 716 Lois Dr, Sun Prairie WI 53590 or email to: mengleson@wisconsinlakes.org

Questions? Contact Mike Engleson at (608)661-4313 or mengleson@wisconsinlakes.org