



2025 Wisconsin Association of School Nurses Conference

“Take Up the Lamp & Be the Light!”

Monday, April 28-Wednesday, April 30, 2025

Monona Terrace | Madison, WI

Dear Potential Sponsors and Exhibitors:

As we look ahead to the start of 2025 and our annual conference in the spring, the Wisconsin Association of School Nurses invites you to be part of the only statewide conference dedicated specifically to the specialized practice of *school nursing*. Join us as a sponsor, exhibitor, or **BOTH** on Tuesday, April 29th at the Monona Terrace in Madison and visit with the expected 250+ attendees from across the state and beyond!

Each year, WASN members enthusiastically report how much they enjoy coming together to network with each other and with you – the people, companies, and organizations that support school health. Most school nurses work independently and do not have the opportunity to see company representatives, so they are eager to learn about your products and services.

We have an outstanding program planned, and your support helps WASN provide a high-quality event to our members. There are numerous opportunities throughout the day on April 29th for exhibitors to reach this key audience, and sponsors will have additional recognition in our conference program and via announcements from the podium. *Don't miss this opportunity!*

To ensure high visibility and participant access to exhibits, we have scheduled all general sessions, breakout sessions, and meal functions adjacent to the exhibit area. In accordance with the requirements for offering continuing nursing education credits, all exhibit space will be located outside the area where educational sessions are taking place.

Any questions you may have regarding our sponsorship or exhibitor opportunities may be referred to our Conference Planner – Megan Leadholm, megan@wisconsinnurses.org. We value and appreciate your participation in our conference – and thank you in advance for your support of WASN and your commitment to the service that school nurses provide to the students across Wisconsin. See you in Madison!

Sincerely,

Jamie Trzebiatowski, BSN, RN, NCSN
WASN President

EXHIBITOR DETAILS:

HOW TO REGISTER	Exhibitors and sponsors should register online here: Exhibitor/Sponsor Registration Form		
EXHIBIT DAY	Tuesday, April 29, 7:00 AM – 2:00 PM		
LOCATION	Monona Terrace, Madison, WI		
DEADLINE	Friday, April 18		
ACCEPTABILITY OF EXHIBITS	All exhibits must serve the interests of the members of WASN and shall be operated in a way that will not detract from other exhibits or the conference as a whole. WASN reserves the right to: <ul style="list-style-type: none"> • refuse any exhibitor which it deems objectionable to its purpose; • require the withdrawal of any exhibit which it believes to be injurious to the purpose of the organization; and • WASN does not promise exclusivity of products. 		
SPONSOR LEVELS * Note that some sponsor 'benefits' may be different based on your organization type. See the registration form for more information or contact Megan at WNA with questions (608-221-0383, ext. 101).	GOLD	\$3,000	*Benefits: Recognition with logo in printed Conference Program and on conference web page; acknowledgement on signage as conference sponsor; acknowledgement from podium as conference sponsor; and premium location in Exhibit Hall
	SILVER	\$2,000	*Benefits: Acknowledgement on signage as conference sponsor; acknowledgement from podium as conference sponsor; and premium location in Exhibit Hall
	BRONZE	\$1,000	*Benefits: Acknowledgement from podium as conference sponsor and premium location in Exhibit Hall
EXHIBIT FEES	Corporate rate		\$350
	Non-profit rate		\$200
PAYMENT	Secure Credit Card payment may be made through PayPal when submitting the online registration form (no PayPal account is needed), or you may request an invoice from WNA.		
SPACE ASSIGNMENT	Exhibit space will be assigned for conference sponsors; all other space will be available on a first-come, first-served basis on Tuesday morning. WASN reserves the right, in its sole discretion, to allocate space on any other basis it deems appropriate.		
SETUP	The exhibit area will be open for set up on Tuesday, April 29 th from 6:00 – 7:00 AM only . You will be provided with an 8 ft. exhibit table and chair. An email will be sent one-two weeks prior to the conference confirming setup times and location of exhibit area.		
CONFERENCE PARTICIPATION	Exhibit/sponsor representatives are welcome to join conference attendees for breakfast and breaks. Lunch will be available for sponsor and exhibit representatives prior to when participants return for lunch. Representatives are also welcome to attend educational sessions, but any company identification must be removed before entering the conference space.		
CANCELLATION	Cancellations received on or before April 14 th will be subject to a \$50.00 cancellation fee. No refunds will be given after April 14th.		
QUESTIONS?	Contact Megan Leadholm at WNA: 608-221-0383, ext. 101 or megan@wisconsinnurses.org or contact Bri Dunbar at bri@wisconsinnurses.org .		