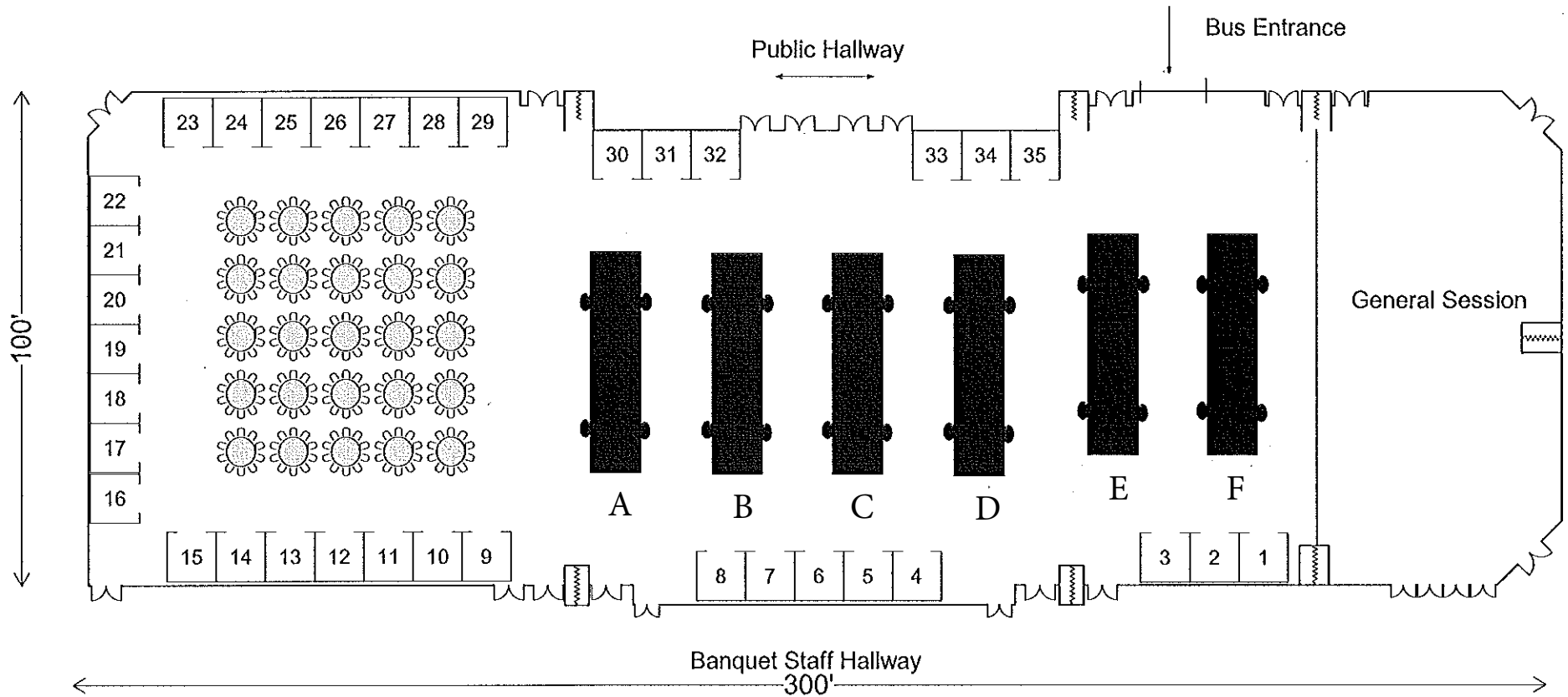




WISCONSIN SCHOOL BUS ASSOCIATION
ANNUAL CONVENTION TRADE SHOW
TUESDAY, JUNE 20, 2023
12:00 - 4:00 pm
MADISON MARRIOTT WEST, MIDDLETON



Convention center



2023 Tentative Agenda

WSBA Annual Convention June 19-21 Marriott, Middleton

Monday, June 19

8:00 pm – 4:00 pm	Bus Exhibitors setup inside Convention Center
10:30 am	Golf Registration at The Meadows of Sixmile Creek GC, Waunakee
11:00 am	Golf Outing Lunch
12:00 – 4:00 pm	Golf Outing (shotgun start)
1:00 – 6:30 pm	Registration at Marriott (<i>Convention Center</i>)
2:00 – 4:00 pm	Driver Trainer/Safety Manager Roundtable <ul style="list-style-type: none"> • Driver Training Ideas • Working with Your Local Law Enforcement to Train Drivers • Other Discussions
2:00 – 4:00 pm	Mechanics Roundtable
4:30 – 6:30 pm	Welcome Reception <i>Partial Sponsor: Mid-State Truck Service</i> Golf Awards Presented * Cash Prize drawings Entertainment: Star Grass Band
8:30 – 10:00 pm	Hospitality Suites

Tuesday, June 20

7:00 – 11:00 am	Booth Exhibitors Setup in Convention Center
7:00 am – 4:00 pm	Registration
7:30 – 8:30 am	Breakfast Welcome from WSBA President
8:30 – 9:30 am	KEYNOTE Brian Fielkow UNBEATABLE ENGAGEMENT “Building a World Class Company Culture”

9:45 – 10:45 am	<u>WI DOT Updates</u> Wisconsin State Patrol –Inspection of EV buses Wisconsin DMV CDL Unit Wisconsin Medical Review Unit	
11:00 - 12:00 pm	<u>Clean School Bus Panel</u> Utilities: Alliant Energy & Excel Energy Charging Station Bus Manufacturers EPA Overview on Current Funding	
11:00 – 12:00 pm	Maintenance Session TBD	
12:00 – 4:00 pm	Exhibits EV Driving Demos	Cash drawings <i>Sponsored by: Nelson’s Bus Service</i>
12:45 – 1:45 pm	Lunch in Expo Hall	
1:00 – 4:00 pm	Entertainment: Jerry Schmitt Band	
2:00 – 4:00 pm	Ice Cream Social <i>Sponsored by: Lynx Software</i> Cash Bar in Expo Hall	
4:00 – 6:00 pm	*NEW Networking Roundtables in Expo Hall All Attendees welcome to participate	
8:30 – 10:00 pm	Hospitality Suites	

Wednesday, June 21

7:30 - 8:00 am	WSBA Board Of Directors Meeting
7:30 – 12:00 pm	Registration
8:00 – 9:00 am	Breakfast
8:30 am	WSBA Annual Business Meeting *Cash drawing for voting members*

9:30 – 10:30 am	<p align="center">General Sessions</p> <p align="center">Crucial Conversations with Students Part 2</p> <p align="center"><i>Steve Torrez, Fontana Schools</i></p>	<p align="center">Maintenance Session</p> <p align="center">9:30 – 10:45</p> <p align="center">Bus Body Repairs</p> <p align="center"><i>Alan 'Woody' Wood, Woody's Wheels</i></p>
10:00 – 12:00	<p align="center">Reasonable Suspicion Training</p> <p align="center"><i>(Separate registration required)</i></p> <p align="center"><i>Presented by: Wayne O'Barski, Bellin Occupational Health</i></p> <p align="center">Certificates provided after training session. Based on DOT regs.</p>	
10:45 – 11:45 pm	<p align="center"><u>Breakout Sessions</u></p> <p>Session 1: Bus Evacuation Training <i>Hortonville SD</i></p> <p>Session 2: School Bus Contracts <i>Christine Hamiel, Attorney, Attolles Law</i></p>	
12:00 – 1:00 pm	<p align="center">Lunch <i>Sponsored by: 247 Security</i></p> <p align="center">Drivers & Mechanics Awards</p> <p align="center">Scholarship Award</p> <p align="center">Past Presidents Awards</p>	
1:15 – 2:15 pm	<p align="center">Cash drawings</p> <p align="center">School Bus Safety & Surveillance – Past, Present, and Future</p> <p align="center"><i>Jeff Wagner, REI</i></p> <p>Wide-ranging, School Bus Safety & Surveillance technology advancements in the school bus industry from the past, present and into the future. We will present multiple examples of leading technologies that enhance the safety of students and drivers.</p>	
2:30 – 3:15	<p align="center">Session 2 - TBD</p>	
	<p align="center">Break until Evening Activity</p>	
5:15 5:45 7:00 8:30	<p align="center">EVENING ACTIVITY</p> <p>Board buses for evening activity</p> <p>Arrive at Chazen Museum of Art on UW Campus. FREE Exhibits open til 7 pm</p> <p>Depart to Lucky's Brew Pub, 1313 Regent St – Dinner on Your Own</p> <p>Depart to Marriott</p>	
9:00 – ?	<p align="center">Bowen Hospitality Suite</p>	
<p align="center">C O N V E N T I O N C O N C L U D E S</p>		

SPONSORSHIP OPTIONS



ANNUAL CONVENTION OPPORTUNITIES

Tuesday Keynote Sponsor | \$4,000

WSBA's most popular session will include approximately 200 attendees. This is an excellent opportunity to influence attendees early. Sponsor will receive an opportunity to introduce the speaker. Signage recognition on-site and recognition in emails and on the website.

Tuesday Breakfast Sponsor | \$5,000

Breakfast is the most important meal of the day. Be the first thing attendees see in the morning with this sponsorship that includes signage recognition on-site and event sponsor recognition in emails and on the website. Sponsor will have the opportunity to address attendees during the meal and provide branded items at the tables.

Tuesday Lunch Sponsor on Show Floor | \$9,000

Leverage your company's exposure with this sponsorship which provides lunch on a busy day of networking with attendees on the show floor. This sponsorship includes signage recognition on-site, in emails and on the website. Sponsor may provide branded items at meal tables and includes (1) full-page ad in the program.

Tue. & Wed. Coffee Break Stations | \$1,000

Be everyone's hero by providing caffeine and beverages to attendees in between sessions. As the sponsor of this item, you can provide beverage napkins and other beverage-related supplies with your logo on it.

Ice Cream Social on the Show Floor | \$1,000

Connecting with attendees on the show floor makes for a long day. An ice cream social on the show floor! Sponsor will receive signage recognition on-site, in emails and on website.

Wednesday Breakfast Sponsor | \$3,000

Breakfast is the most important meal of the day. Be the first thing attendees see in the morning with this sponsorship that includes signage recognition on-site and event sponsor recognition in emails and on the website. Sponsor will have the opportunity to address attendees during the meal and provide branded items at the tables.

Wednesday Awards Lunch Sponsor | \$5,000

WSBA's Awards Luncheon recognizes drivers and mechanics and awards them for their service. This 75th anniversary luncheon is a celebration of past Presidents and their contributions to this momentous meal and receiving signage, recognition in promotions and on the website. Sponsor will be able to share announcing awards.

Welcome Reception Sponsor | \$6,000 (can be shared)

What better way to welcome attendees other than with this exclusive opportunity! Captivate your target audience. As the exclusive sponsor of the Welcome Reception, you can name the event around your company. Sponsorship includes signage recognition on-site, a half-page ad in the program, and recognition in emails and on the website.

Anniversary T-Shirt Logo Sponsor | \$100

Provide a business card size logo on the 75th Anniversary T-Shirt walking billboard. T-Shirt orders will be taken before the Convention and logos will need to be provided early.

Golf Outing Lunch | \$750

Trade Show Entertainment | \$500

Anniversary Gifts to WSBA Past Presidents | \$500

Other Supporting Amount: \$ _____



2023 WSBA 75th Convention and Trade Show

June 19-21

Madison Marriott West

1313 John Q Hammons Dr * Middleton, WI 53562

Room Reservations: 608.831.2000, 888.745.2032

Rates: Standard Room: \$149. Suite: \$179

Room cutoff date: **May 29 – Rooms cannot be guaranteed after this date**

Check-in: 4:00 pm Check-out: 12:00 pm

CONVENTION REGISTRATION FORM

REGISTRATION FEES include anniversary gifts

Early Bird rates good until May 31

Full Rate (Mon-Wed) \$250	Tue only \$150	Wed only \$150	Monday Golf \$150	Reasonable Suspicion (D&A) FREE Training Session Wed. 10 am – 12 pm	Wed. Evening No Charge <u>Must Register</u>	Anniversary T-Shirt \$15 Must order by May 31
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Rates after May 31

Full Rate \$295	Tuesday only \$195	Wednesday only \$195	Monday Golf \$200	<i>Registrations after June 15 incur a Late Fee</i>
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Choose the registration fee types for each attendee and enter the total for that person. **Note:** Monday Golf and Wednesday's Tour are separate and must be registered **in addition to** any other conference day fee(s). Send golf group names to Cherie@wi-sba.org by June 12th.

Attendee(s) Registration (use a separate sheet if needed)

Name:	___ Full Rate ___ Tue. ___ Wed. ___ Golf ___ Wed Eve ___ D&A Session ___ T-Shirt	Total:
Name:	___ Full Rate ___ Tue. ___ Wed. ___ Golf ___ Wed Eve ___ D&A Session ___ T-Shirt	Total:
Name:	___ Full Rate ___ Tue. ___ Wed. ___ Golf ___ Wed Eve ___ D&A Session ___ T-Shirt	Total:
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Name:	___ Full Rate ___ Tue. ___ Wed. ___ Golf ___ Wed Eve ___ D&A Session ___ T-Shirt	Total:
	Total all Fees:	

Organization:		Phone:	
Contact Person:		Email:	
Address:		City:	State: Zip:
Payment options: <input type="checkbox"/> Check enclosed <input type="checkbox"/> Charge credit card (may also be paid online at the Convention Registration page)		Credit Card information: Card # _____ Exp _____ Sec Code _____	

Refunds not available after May 31, 2023.

SEND TO:
WISCONSIN SCHOOL BUS ASSOCIATION
3980 RIVER RD * WISCONSIN DELLS, WI 53965
PHONE: 608.514.5470 * EMAIL: Cherie@wi-sba.org * www.wi-sba.org