



ANNUAL CONVENTION EXHIBITOR PACKET

Gave the Date!

JUNE 22 - 24

2026 ANNUAL
CONVENTION

MARRIOTT
MADISON WEST



2026 ANNUAL CONVENTION TRADE SHOW

WHY YOU SHOULD EXHIBIT!



Over 200
Attendees



78% are
Owners/
Operators or
Transportation
Managers



2,000sf of Exhibition
Space



Key OEM's



Includes all
Breakfast and Lunch
functions



Awards Celebration



Educational Sessions

- ✓ Largest Wisconsin School Bus Annual Gathering
- ✓ Expand Your Industry Relationships
- ✓ Showcase products to solve industry challenges
- ✓ WSBA Attracts Top Industry Buyers
- ✓ Opportunities to Close Business
- ✓ Highest Satisfaction Rate in overall value of exhibiting

SPONSORSHIP OPPORTUNITIES



WSBA 2026 CONVENTION

Monday Welcome Reception | \$6,000

What better way to welcome attendees Monday evening other than with this exclusive opportunity! Captivate your target audience as the exclusive sponsor of the Welcome Reception. Sponsor will have the opportunity to address attendees and provide branded items at the tables.

Includes four registrations. May be shared.

Tuesday Breakfast | \$3,500

Breakfast is the most important meal of the day. Be the first thing attendees see in the morning. Sponsor will have the opportunity to address attendees during the meal and provide branded items at the tables. **Includes two registrations.**

Tuesday Coffee Break Stations | \$1,000

Be everyone's hero by providing caffeine and beverages to attendees in between sessions. Sponsor may provide branded items. **Includes one registration.**

Tuesday Lunch on Show Floor | \$7,000

Leverage your company's exposure with this sponsorship which provides lunch on a busy day of networking with attendees on the show floor. Sponsor has the opportunity to address attendees and provide branded items at meal tables. **Includes four registrations.**

Trade Show Ice Cream Social | \$1,000

Connecting with customers on the show floor makes for a long day. Be the sponsor of the sweet treat everyone will be looking forward to the ice cream social on the show floor! Sponsor may provide branded items. **Includes one registration.**

Wednesday Evening Activity | \$1,000

Sponsor a fun night out at the Madison Mallard's game for the last activity of the Convention. Includes dinner and beverages for all attendees. **Includes one registration.**

Wednesday Breakfast | \$3,000

Breakfast is the most important meal of the day. Be the first thing attendees see in the morning. Sponsor will have the opportunity to address attendees during the meal and provide branded items at the tables. **Includes two registrations.**

Wednesday Refreshment Stations | \$500

Be everyone's hero by providing caffeine and beverages to attendees in between sessions. Sponsor may provide branded items.

Wednesday Awards Lunch | \$3,500

WSBA's Awards Luncheon recognizes top drivers and mechanics, and the annual Education Scholarship. Be the exclusive sponsor of this momentous meal and provide branded items for the tables. Sponsor will be able to share announcing awards and provide branded splash screen during the presentations. **Includes two registrations.**

Monday Golf Outing Lunch | \$1,000

Provide golfers nourishment before they head out for a Hole-in-One! **Includes one registration.**

Lanyards | \$1,000

Your Company Logo on 200 Attendee Lanyards worn during the entire Convention. **Includes one registration.**

General Support Levels

Gold Level | \$750

Silver Level | \$500

Bronze Level | \$250

Other Amount: \$ _____

All sponsors are recognized in email, on the website, in the program, and signage



2026
Tentative
Agenda

WSBA Annual Convention
June 22-24
MARRIOTT, MIDDLETON, WI

Monday, June 22

All day	Bus Exhibitors setup inside Convention Center
10:30 am	Golf Registration at The Meadows of Six mile Creek (Waunakee)
11:00 am	Golf Outing Lunch
12:00 – 4:00 pm	Golf Outing (12:00pm shotgun) Must be done by 4:30
12:00 – 6:30 pm	Convention Registration at Marriott
2:00 – 4:00 pm Ballroom	Driver Trainer/Safety Manager Roundtable <i>Peer to peer learning is essential. Take this opportunity to connect with fellow professionals to discuss topics you have questions with. Bring ideas of a hot topic, a new idea you are thinking about, or even something you tried and failed, but want to tweak for the future.</i>
2:00 – 4:00 pm Upper Dells	Mechanics Roundtable <i>Peer to peer learning is essential. Take this opportunity to connect with fellow professionals to discuss topics you have questions with. Bring ideas of a hot topic, a new idea you are thinking about, or even something you tried and failed, but want to tweak for the future.</i>
4:30 – 6:30 pm Ballroom	Welcome Reception – Appetizers/Cocktails Golf Awards Presented * Cash Prize drawings (2)
8:30 – 10:00 pm	Hospitality Suites

Tuesday, June 23

7:00 – 11:30 am	Booth Exhibitors Setup in Convention Center
7:00 am – 4:00 pm	Registration
7:30 – 8:30 am	Breakfast Welcome from WSBA President
8:45 – 9:30 am	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="width: 60%;"> <p style="text-align: center;">KEYNOTE</p> <p style="text-align: center;">“Don’t Keep Score”</p> <p><i>Doing things for others without expecting anything in return while having Purpose and Compassion in the workplace.</i></p> </div> <div style="width: 35%; text-align: center;">  <p style="color: yellow; font-weight: bold; font-size: 1.2em;">Ben Leibl</p> <p style="color: blue; font-weight: bold; font-size: 1.2em;">Kwik Trip</p> </div> </div>

9:45 – 10:45	General Sessions WI DOT DMV, State Patrol, FMCSA Updates <i>Motor Carrier Unit, WI State Patrol Travis Zaremba, WI FMCSA</i>	Maintenance Session TBD
9:45 – 11:45	Reasonable Suspicion Training <i>Mark Magsam, remedyNOW</i>	
10:50 - 11:50 am	TBD	Maintenance Session Electronic Stability Control Training <i>Ed Gresky, Bendix</i>
12:15 – 4:00 pm Rooms	Exhibits	Cash drawings
12:15 – 1:45 pm	Lunch in Expo Hall	
2:00 – 4:00 pm	Ice Cream Social & Open Bar in Expo Hall	
4:00 – 5:00 pm	Networking Roundtables in Expo Hall	
4:00 - 5:00	WSBA Board Of Directors Meeting	
	Dinner on your own	
8:30 – ?	Hospitality Room Presidential Suite	

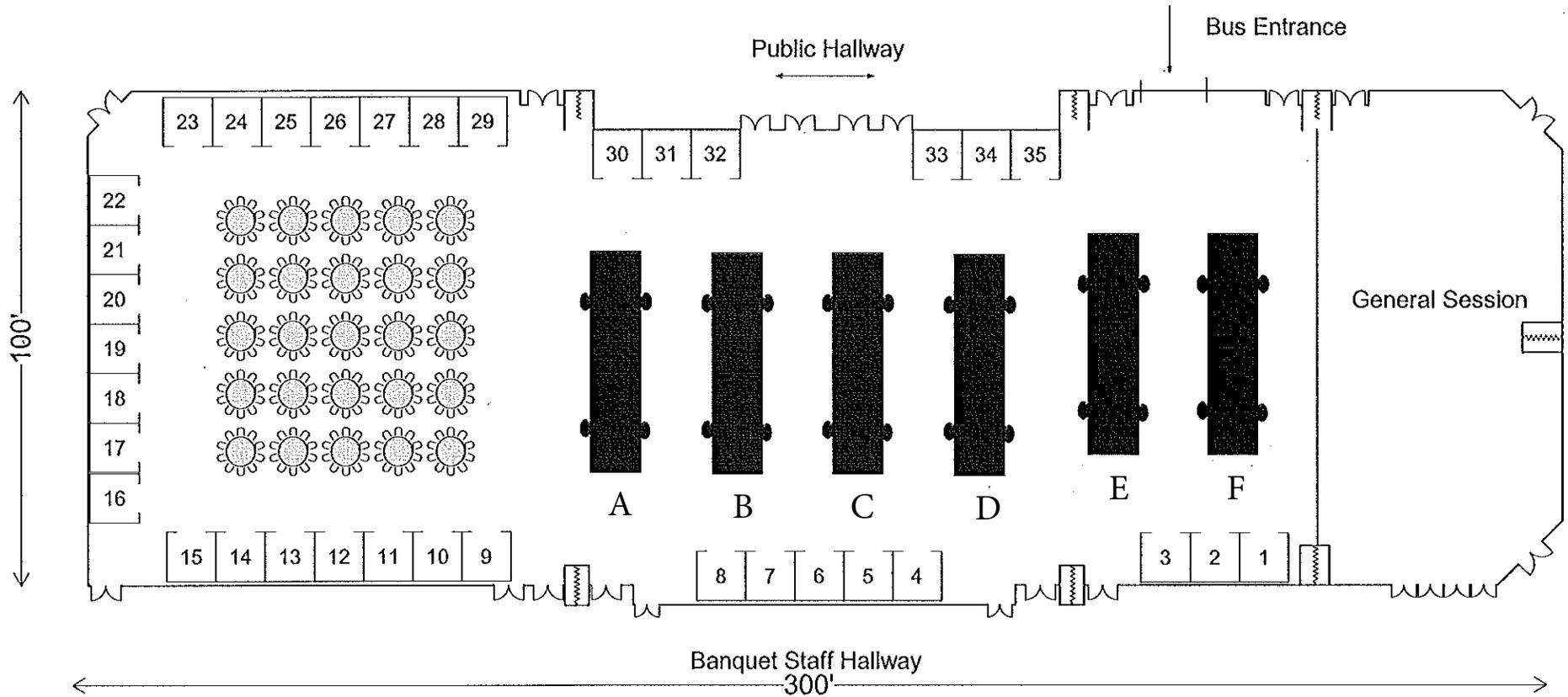
Wednesday, June 24

7:30 – 12:00 pm	Registration
8:00 – 9:00 am Rooms	Breakfast
8:30 am Rooms	WSBA Annual Business Meeting *Cash drawing for members* (3)

<p>9:30 – 10:30 am</p>	<p align="center"><u>General Sessions</u> Room “Recovery Friendly Workplace” <i>Second chance policies</i></p>	<p align="center"><u>Maintenance Sessions</u> Room TBD</p>
<p>10:45 – 11:45 am</p>	<p align="center">AI Technology in Student Transportation <i>Samsara</i> <i>Advanced safety, telematics, navigation, and ridership insights for Student Transportations</i></p>	<p align="center">School Bus Market Engines <i>Matthew Weinzatl, Cummins</i></p>
<p>12:00 – 1:00 pm</p>	<p align="center">Lunch Outstanding Drivers & Mechanics Awards Scholarship Award</p>	
<p>1:15 – 2:30 pm 2:40 – 3:45</p>	<p align="center"><u>General Sessions</u> Award Winning Safety Program Presentations Contest Train the Trainer CDL Testing Preparation * Manual highlights * Sample quiz questions * Challenging road maneuvers * Emergency situations <i>Edgar Rosado, WI DOT DMV, CDL 3rd Party Lead Auditor</i></p>	
	<p align="center">Break until Evening Activity</p>	
<p>5:00 pm 6:00 – 9:00 pm</p>	<p align="center">Evening Activity (separate fee) Depart Marriott Madison Mallards Game (Includes Food & Drinks) in the Duck Blind Additional Fee: \$30 (soda) or \$40 (beer)</p>	
	<p align="center">Hospitality in Presidential Suite</p>	
<p align="center">CONVENTION CONCLUDES ~ SEE YOU NEXT YEAR!</p>		



WISCONSIN SCHOOL BUS ASSOCIATION
ANNUAL CONVENTION TRADE SHOW
TUESDAY, JUNE 23, 2026
12:00 - 4:00 pm
MADISON MARRIOTT WEST, MIDDLETON



Convention center



WISCONSIN SCHOOL BUS ASSOCIATION

Annual WSBA Convention & Trade Show Exhibitor Registration Form

Exhibit Set-Up: Monday: Buses 10am – 4pm. Tuesday: Booths 7am – 11:30am

Trade Show Hours: 12:00 – 4:00 pm on Tuesday, June 22nd

Location: Marriott Madison West, 1313 John Q Hammons Dr, Middleton 53562

Phone: 608-831-2000, 888-745-2032 * Fax: 608-831-2040

Note: Only Associate Members whose 2026 dues are paid in full are eligible to display at the Trade Show.

Booths include: 8'x10' space, Side Drapes, (1) 8' skirted table, (2) chairs, Wastebasket, Sign

Bus spaces include: (1) 8' skirted table and (2) chairs

See the Marriott Exhibitor Services Form for electrical and other items. Order and Pay Marriott directly.

**ALL EXHIBITING PERSONNEL MUST BE REGISTERED FOR THE CONVENTION.
REGISTRATION BADGE MUST BE WORN AT ALL CONVENTION ACTIVITIES.**

<p>___ Display BOOTH (1-35) Booth choice #1 _____ Booth choice #2 _____</p>	<p>By March 31: \$549 Interior; \$599 Corner By April 30: \$599 Interior; \$649 Corner After April 30: \$649 Interior; \$699 Corner</p>	<p>\$ _____ Registration for (1) included. Additional attendees will need to register.</p>
<p>___ Inside BUS Space (A-F) Bus space choice #1 _____ Bus space choice #2 _____</p>	<p>By April 30: 1st Bus: \$1,400 (A or F) \$1,100 (B - E) 2nd bus: \$750 (B - E) After April 30: 1st Bus: \$1,600 (A or F) \$1,300 (B-E) 2nd bus: \$950 (B - E)</p>	<p>\$ _____ Registration for (2) included. Additional attendees will need to register. (1) additional registration included with a 2nd bus.</p>
<p>___ ADVERTISE in Convention Program</p>	<p>\$150 – Full page ad (8.25”H x 5.5”W) \$75 – Half page ad (4.25”H x 5.5”W) Send full color ad image file in PNG, JPG, or PDF BY JUNE 5</p>	<p>\$ _____</p>

TOTAL DUE \$ _____

COMPANY NAME _____

PRODUCT _____

CORRESPONDENCE TO BE DIRECTED TO: _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____

Charge option: Credit Card#: _____ Exp Date: _____ Sec.#: _____ CC Zip: _____

(Note: credit card charges will incur a 3.5% processing fee)

ATTENDING PERSONNEL NAME(S): Send separately via email if needed (Please provide names no later than **June 9**)

1. _____ 2. _____ 3. _____

ALL FEES MUST ACCOMPANY THIS FORM Send with Payment of **check or credit card** (ACH available) to:

Wisconsin School Bus Association (WSBA) * 3980 River Rd, Wisconsin Dells, WI 53965

Email: Cherie@wi-sba.org

Phone: 608.514.5470

www.wi-sba.org

Cancellation Policy: Full refund available if received in writing by May 31. Refunds are not available after May 31.

Madison Marriott West - 2026 Exhibitor Services Form

Please submit form via email to sonja.dedrick@atriumhospitality.com, by 6/10/2026

Name of Show:	WI School Bus Assoc Annual Mtg	Date of Show:	6/22/2026
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Exhibitor Company Name:		Booth Number:	
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Contact Name:		Phone Number:	
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Email Address:	
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	ITEM	QTY	Price	Late QTY	Late Price	Amount
	Extra Stack Chair		\$10.00		\$17.50	\$0.00
	Extra 8' Table		\$30.00		\$52.50	\$0.00
	6' Table		\$30.00		\$52.50	\$0.00
	High Top Cocktail Round		\$30.00		\$52.50	\$0.00
	Easel		\$10.00		\$17.50	\$0.00
	Wireless High-Speed Internet (for 1 user)		\$25.00		\$43.75	\$0.00
	Wired High-Speed Internet		\$150.00		\$262.50	\$0.00
	10 AMP Circuit w/Extension Cord (Laptop, Low AMP, and Booth Lights)		\$50.00		\$87.50	\$0.00
	20 AMP Circuit (Medical Equipment, Food Service Equipment)		\$75.00		\$131.25	\$0.00
	Box Handling Under 40 lbs		\$5.00		\$8.75	\$0.00
	Box Handling Over 40 lbs or Display Cases		\$20.00		\$35.00	\$0.00
	Pallet Handling		\$50.00		\$87.50	\$0.00
TAX	5.50%		Total Amount			\$0.00
	\$0.00		Final Amount			\$0.00

Please provide an email address for secure credit card link:	
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After this form is received, a secure link for your credit card payment will be emailed to you.

Madison Marriott West

Shipping & Receiving Policies

Please use the following address to ship all packages:

Madison Marriott West
 1313 John Q. Hammons Drive
 Middleton, WI 53562

Hold For:

(Name of Show) and (Date)
 (Booth Name) and (Booth Number)
 BOX 1 OF 4 (BOX 2 OF 4, ECT.)

All packages should be scheduled to arrive no more than 72 hours before the (Show Date). Packages that arrive before that will incur a storage fee in addition to the handling fee.

FedEx/Ground and UPS Air/UPS Ground are required to be scheduled for pickup by the client wishing to ship. This service IS NOT PROVIDED by the hotel. We do have FedEx/UPS forms on the property for your convenience.

FedEx Home Delivery is also a ground service and is required to be scheduled by the client in advance for pick-up.

The form of payment is a valid FedEx account number or a UPS account number. If no form of payment is applied, the packages will not be shipped.

When packages are ready to be shipped out, please have all the necessary paperwork on all packages (FedEx or UPS Labels) and leave them in the booths for the banquet department to pick up. You are welcome to call the banquet staff by using any house phone located on the walls of the trade center. DO NOT label them as Marriott being the sender. This is NOT accurate. Your company and/or your name should be listed as the sender.

Our Marriott staff will pick up the packages and deliver them to the appropriate pickup area for outgoing shipping.

If you have any questions regarding our shipping procedures, please contact Jason Hiestand.

Jason Hiestand
608-831-2000 ex 1061



2026 WSBA Convention and Trade Show

June 22-24

Madison Marriott West

1313 John Q Hammons Dr * Middleton, WI 53562

Room Reservations: 608.831.2000, 888.745.2032

Rates: Standard Room: \$154. Suite: \$184

Room cutoff date: June 2 – Rooms cannot be guaranteed after this date

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

Parking fee Waived for rooms booked in the WSBA Room Block. [Online Booking Link](#)

CONVENTION REGISTRATION FORM

REGISTRATION FEES

Early Bird rates good until May 31

Full Rate (Mon-Wed) \$295	Mon only \$100	Tue or Wed only \$175	Monday Golf \$150 (includes Monday registration)	Reasonable Suspicion (D&A) FREE Training Tuesday 9:45 am – 11:45 am MUST Register for Tuesday at minimum	Wed. Evening Mallards Game \$30 (Soda) \$40 (Beer) MUST Register Below to participate
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Rates after May 31

Full Rate \$345	Monday only \$150	Tue or Wed only \$200	Monday Golf \$200	<i>Registrations after June 15 incur a \$30 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, Reasonable Suspicion, and Wednesday's Game are separate and must be registered **in addition to** any other convention day fee(s).

Send golf group names to Cherie@wi-sba.org by June 15th.

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

Name:	___ Full Rate ___ Mon ___ Tue. ___ Wed ___ Golf ___ Wed Eve: ___ Soda or ___ Beer ___ D&A Session	Total:
Name:	___ Full Rate ___ Mon ___ Tue. ___ Wed ___ Golf ___ Wed Eve: ___ Soda or ___ Beer ___ D&A Session	Total:
Name:	___ Full Rate ___ Mon ___ Tue. ___ Wed ___ Golf ___ Wed Eve: ___ Soda or ___ Beer ___ D&A Session	Total:
Name:	___ Full Rate ___ Mon ___ Tue. ___ Wed ___ Golf ___ Wed Eve: ___ Soda or ___ Beer ___ D&A Session	Total:
Name:	___ Full Rate ___ Mon ___ Tue. ___ Wed ___ Golf ___ Wed Eve: ___ Soda or ___ Beer ___ D&A Session	Total:
Name:	___ Full Rate ___ Mon ___ Tue. ___ Wed ___ Golf ___ Wed Eve: ___ Soda or ___ Beer ___ D&A Session	Total:

Name:	___ Full Rate ___ Mon ___ Tue. ___ Wed ___ Golf ___ Wed Eve: ___ Soda or ___ Beer ___ D&A Session	Total:
Name:	___ Full Rate ___ Mon ___ Tue. ___ Wed ___ Golf ___ Wed Eve: ___ Soda or ___ Beer ___ D&A Session	Total:
Name:	___ Full Rate ___ Mon ___ Tue. ___ Wed ___ Golf ___ Wed Eve: ___ Soda or ___ Beer ___ D&A Session	Total:
	Total all Fees:	

****Food allergies? Let us know here:** _____

Organization:		Phone:	
Contact Person:		Email:	
Address:		City:	State: Zip:
Payment options: ___ Check enclosed ___ Charge credit card (may also be paid online at the Convention Registration page)		Credit Card information: Card # _____ Exp _____ Sec Code _____ Card Zip Code: _____ <i>(Charge payments incur 3.5% processing fee)</i>	

Cancellation Policies

All cancellations must be in writing. Cancellations received prior to June 6 will receive a full refund. Cancellations received June 6 - 13 will receive a refund of their registration fees, minus \$50 per cancelled day, up to \$150 for a full convention cancellation. No refunds will be made for cancellations received on or after June 14 or for no shows.

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