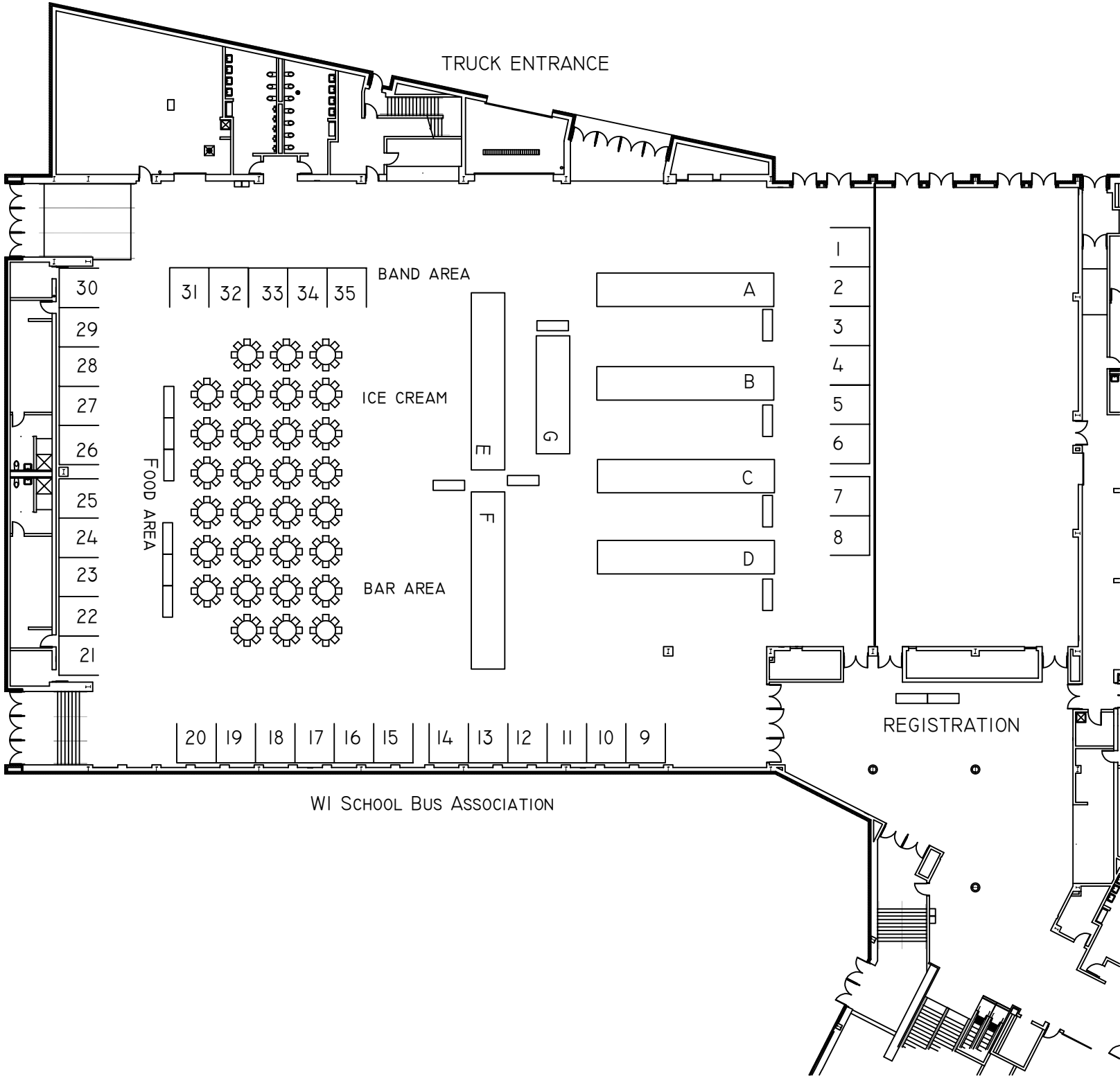


**LA-CROSSE
CENTER**
EXPERIENCE THE MAGNIFICENT

**ANNUAL CONVENTION
TRADE SHOW
JUNE 18, 2024**



TRUCK ENTRANCE



WI SCHOOL BUS ASSOCIATION



WISCONSIN SCHOOL BUS ASSOCIATION

76th Annual WSBA Convention & Trade Show Exhibitor Registration Form

Exhibit Set-Up: Buses: Monday 9:00 am – 4:00 pm. **Booths:** Tuesday: 7:00 am – 11:00 am

Trade Show Hours: Tuesday, June 18 ~ 12:00 – 4:00 pm

Location: The LaCrosse Center, 300 Harborview Plaza, LaCrosse, 54601

Phone: 608-789-7400 * office@lacrossecenter.com

Note: Only Associate Members whose 2024 dues are paid in full are eligible to display at the Trade Show.

Booths include: 8’x10’ space, Back & Side Drape, (1) 8’ skirted table, (2) chairs, Sign, (1) Electrical 110V outlet

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

See the LaCrosse Center Exhibitor Services Form for additional items to order. Pay the LaCrosse Center directly using the Credit Card Form included.

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

___ Display Booth (1-35) Booth choice #1 _____ Booth choice #2 _____	By March 31: \$499 Interior; \$549 Corner By April 30: \$550 Interior; \$600 Corner After April 30: \$599 Interior; \$649 Corner	\$ _____ Registration for (1) included. Additional attendees will need to register.
___ Inside Bus Space (A-F) Bus space choice #1 _____ Bus space choice #2 _____ [Free] *Antique Bus Display _____ (Space will be assigned)	By April 30: 1 st Bus: \$1,300 (A, D, E, F) \$1,100 (B, C, G) 2 nd bus: \$650 (B, C, G) After April 30: 1 st Bus: \$1,500 (A, D, E, F) \$1,300 (B, C, G) 2 nd bus: \$850 (B, C, G)	\$ _____ Registration for (2) included. Additional attendees will need to register. (1) additional registration included with a 2 nd bus.
___ Advertise in the Convention Program	\$75 - 1/2 page (color or b&w, 4” H x 5.5” W, jpg or pdf) Email ad by June 2	\$ _____

TOTAL DUE \$ _____

COMPANY NAME _____

PRODUCT _____

CORRESPONDENCE TO BE DIRECTED TO: _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____

Charge payment option: Credit Card#: _____ Exp Date: _____ Sec.#: _____

ATTENDING PERSONNEL NAME(S): Send separately via email if needed (Please provide names no later than **June 10**)

1. _____ 2. _____ 3. _____

ALL FEES MUST ACCOMPANY THIS FORM Send with Payment of check or credit card 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

ALL PRICES INCREASE BY 50% ON MOVE-IN AND/OR SHOW DAYS. PLEASE PREORDER.

Quantity	Table Size	Advance Rate		Skirt Color	Floor Rate		Table Subtotal
		Cost Un-Skirted	Move-in Day Cost		Cost Skirted	Move-in Day Cost	
_____	21/2' x 4' x 30"	\$24.00	\$40.00	_____	\$40.00	\$60.00	\$ _____
_____	21/2' x 6' x 30"	\$24.00	\$40.00	_____	\$40.00	\$60.00	\$ _____
_____	21/2' x 8' x 30"	\$24.00	\$40.00	_____	\$40.00	\$60.00	\$ _____
_____	21/2' x 4' x 42"	\$24.00	\$40.00	_____	\$40.00	\$60.00	\$ _____
_____	21/2' x 8' x 42"	\$24.00	\$40.00	_____	\$40.00	\$60.00	\$ _____

Table skirting colors: White, Black, Red, Blue, Silver, Burgundy, and Hunter Green

Quantity	Audio/Visual	Days	Price	Move-in Day Cost	A/V Subtotal
_____	DSL Line	_____	\$200 (1st Day)/\$125 (each day after)	\$300 (1st Day)/\$225 after	\$ _____
_____	Restricted Phone Line	_____	\$120 (1st Day)/\$60 (each day after)	\$180 (1st Day)	\$ _____
_____	TV (32" Flat Screen)	_____	\$75/per day	\$112.50 (1st Day)	\$ _____
_____	TV (46" Flat Screen)	_____	\$100/per day	\$150 (1st Day)	\$ _____

Quantity	Furniture	Price for each	Move-in Day Cost	Furniture Subtotal
_____	Tall Cocktail Table	\$20.00	\$30.00	\$ _____
_____	High Backed Stools	\$20.00	\$30.00	\$ _____
_____	Waste Basket	\$5.00	\$7.50	\$ _____
_____	Easel	\$10.00	\$15.00	\$ _____
_____	8' x 10' Carpet	\$60.00	\$90.00	\$ _____

(Includes taping front edge only)

Quantity	Electrical	Cost	Move-in Day Cost	Electrical Subtotal
_____	110 volt AC outlet (20 amps)	\$65.00	\$97.50	\$ _____

Larger amps are available, please call (608) 789-7400

LABOR RATES **LABOR SUBTOTAL**

\$55.00 per person-minimum 1 hour \$60.00 forklift and operator per hour-minimum 1 hour \$50.00 per banner hung from Catwalk

Work Authorization-We will require labor according to the following schedule:

	# of Workers	Date	Time	Approx. hours
Labor to Set up Display				
Labor to Dismantle Display				
Forklift move-in				
Forklift move-out				
Banner(s) hung from Catwalk	# of Banners	Date		

Note: Forklift will be set up on a time schedule at the service desk. All work is done **only** under the supervision of the Exhibit Representative.

Set-Up: Number of workers _____ X Hrs. _____ X Rate (\$55.00) = \$ _____

Dismantle: Number of workers _____ X Hrs. _____ X Rate (\$55.00) = \$ _____

Load - in: Forklift hours _____ X Rate (\$60.00) = \$ _____

Load - out: Forklift hours _____ X Rate (\$60.00) = \$ _____

Shipment Handling Fee: Receiving and transporting to and from booth = **\$40.00**

Banners: Number of Banners _____ X Rate (\$50.00)=\$ _____

Labor Subtotal

\$ _____

ALL PRICES INCREASE BY 50% ON MOVE-IN AND/OR SHOW DAYS. PLEASE PREORDER.

Cancellations NOT Refundable within Five days of Show. Please make checks (U.S. currency only)

Payable to: La Crosse Center, 300 Harborview Plaza, La Crosse, WI 54601

Email: office@lacrossecenter.com

Phone: 608-789-7400

All Subtotal \$ _____

5.5 % tax* \$ _____

Total Cost \$ _____

There is a \$35.00 Charge for Returned Checks.

Tax-exempt certificates must be sent with payment

Name of Show: _____ Show Date: ____/____/____ Booth Number: _____

Company Name: _____ Phone Number: ____/____/____

Representative Name: _____ Address: _____

City/State: _____ Zip Code: _____ Signature on Card: _____

>>>>>Do not email credit card payment<<<<<<

>>>All Credit Card Payments must be phoned in, mailed in, or paid in person<<<<

Please mail original form with payment

Effective January 1, 2024

SPONSORSHIP OPPORTUNITIES



2024 ANNUAL CONVENTION OPPORTUNITIES

Tuesday Keynote Sponsor | \$3,000

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. Includes two registrations.

Tuesday Breakfast Sponsor | \$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.

Tuesday Lunch Sponsor on Show Floor | \$5,000

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. The sponsorship includes three 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.

Ice Cream Social on the Show Floor | \$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 at the ice cream social on the show floor! Sponsor may provide branded items.

All sponsors are recognized in emails, on the website, and on-site signage.

Secure your Sponsorship Today!
Contact Cherie at 608-514-5470
or email: cherie@wi-sba.org

Wednesday Breakfast Sponsor | \$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 Coffee Station | \$500

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

Wednesday Awards Lunch Sponsor | \$3,000

WSBA's Awards Luncheon recognizes top drivers and mechanics and awards an 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. Includes two registrations.

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

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 during the meal and provide branded items at the tables. Includes three registrations.

Golf Outing Lunch | \$750

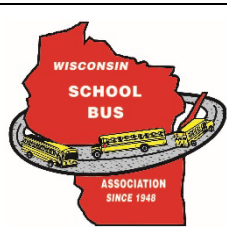
Trade Show Entertainment | \$700

Gold Level | \$750

Silver Level | \$500

Bronze Level | \$250

Other Supporting Amount: \$ _____



2024 WSBA Convention and Trade Show

June 17-19

Radisson Hotel

200 Harborview Plaza * LaCrosse, WI 54601

Room Reservations: 608.784.6680

Rates: King: \$131; 2 Queen: \$141

Room cutoff date: **May 27 – Rooms cannot be guaranteed after this date**

Check-in: 3:00 pm Check-out: 12:00 pm

CONVENTION REGISTRATION FORM

REGISTRATION FEES

Early Bird rates until May 31

Full Rate (Mon-Wed) \$250	Golf \$150	Monday only \$100	Tue or Wed only \$175	Wed. Evening Boat Cruise Adult: \$25 Child (1-11): \$15
--	-----------------------	----------------------------------	--------------------------------------	--

Rates after May 31

Full Rate \$299	Golf \$200	Monday only \$150	Tue or Wed only \$200	<i>Registration after June 12 incurs a Late Fee</i>
----------------------------	-----------------------	----------------------------------	--------------------------------------	---

Choose the registration fee types for each attendee and enter the total for that person.

Note: Golf and Wednesday Trip are separate and must be registered **in addition to** any other 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 ___ Mon ___ Tue. ___ Wed. ___ Golf ___ Wed Eve	Total:
Name:	___ Full Rate ___ Mon ___ Tue. ___ Wed. ___ Golf ___ Wed Eve	Total:
Name:	___ Full Rate ___ Mon ___ Tue. ___ Wed. ___ Golf ___ Wed Eve	Total:
Name:	___ Full Rate ___ Mon ___ Tue. ___ Wed. ___ Golf ___ Wed Eve	Total:
Name:	___ Full Rate ___ Mon ___ Tue. ___ Wed. ___ Golf ___ Wed Eve	Total:
Name:	___ Full Rate ___ Mon ___ Tue. ___ Wed. ___ Golf ___ Wed Eve	Total:
Name:	___ Full Rate ___ Mon ___ Tue. ___ Wed. ___ Golf ___ Wed Eve	Total:

Name:	___ Full Rate ___ Mon ___ Tue. ___ Wed. ___ Golf ___ Wed Eve	Total:
Name:	___ Full Rate ___ Mon ___ Tue. ___ Wed. ___ Golf ___ Wed Eve	Total:
	Total all Fees:	

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 _____	

Refunds not available after May 31, 2024.

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



2024
Tentative
Agenda

WSBA Annual
Convention
June 17-19
Radisson, LaCrosse

Monday, June 17

8:00 am – 4:00 pm	Bus Exhibitors setup inside Convention Center
10:30 am	Golf Registration at Forest Hills Course
11:00 am	Golf Outing Lunch
12:00 – 4:00 pm	Golf Outing (shotgun start)
12:00 – 6:30 pm	Registration at Radisson
2:00 – 4:00 pm	Driver Trainer/Safety Manager Roundtable
2:00 – 4:00 pm	Mechanics Roundtable
4:30 – 6:30 pm	Welcome Reception – Appetizers/Cocktails Golf Awards Presented * Cash Prize drawings Ballroom
8:30 – 10:00 pm	Hospitality Suite

Tuesday, June 18

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	<p style="text-align: center;">KEYNOTE Patty Hendrickson</p> 
9:45 – 10:15 am	<p style="text-align: center;"><u>WI DOT Updates</u> Wisconsin State Patrol Wisconsin DMV CDL Unit</p>

10:00 – 12:00 pm	Maintenance Session Training and Programs for Organizations <i>Shari Vergara and Kevin Roberts, Advanced Auto</i>	
10:30 - 12:00 pm	Clean School Bus Panel Update With Districts' Experiences School Districts * Dousman Transport * Thomas/IC/Blue Bird/Lion Xcel Energy, EPA Region 5	
12:00 – 4:00 pm	Exhibits at LaCrosse Center EV Driving Demos	Cash drawings
12:30 – 1:45 pm	Lunch in Expo Hall	
1:00 – 4:00 pm	Entertainment	
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	
5:30 – 6:30	GO Riteway Terminal visit	
8:30 – 10:00 pm	Hospitality Suite	

Wednesday, June 19

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	General Session TBD	Maintenance Session Engine Upgrades in the School Bus Market <i>Tereza Hettel, Cummins</i>
10:45 – 11:45 pm	<u>Breakout Session Options – TBD</u> TBD, Denny Coughlin TBD, Josh Rice, Thomas Bus Sales	
12:00 – 1:00 pm	Lunch Drivers & Mechanics Awards Cash drawings	

1:15 – 2:15 pm	TBD, Denny Coughlin
2:30 – 3:15	TBD, Josh Rice, Thomas Bus Sales
	Break until Evening Activity
5:00 5:30 - 7:00	Leave for evening event (0.5 mile walk) <i>Bus also provided</i> LaCrosse Queen Public Cruise – 1.5 hours <i>Includes Pizza buffet, Beer & Soda (Wine & Liquor available to purchase)</i>
9:00 – ?	Bowen Hospitality Suite
C O N V E N T I O N C O N C L U D E S	

Contact us with any questions:

Elizabeth Poh

epoh@lacrossecenter.com

608-789-7421

