



# BI-STATE

Healthcare Marketing & Public Relations

# CONFERENCE

PRESENTED BY ISHMPR & WHPRMS

**ISHMPR/WHPRMS Bi-State Conference**  
**Engage, Inspire, Advance**

October 2 - 4, 2024  
The Ridge | Lake Geneva, WI



Vendor Prospectus | Visit [bit.ly/bi-state-conference-sponsorship](https://bit.ly/bi-state-conference-sponsorship) to register online

## All Levels Include...

- Skirted exhibit table in exhibitor showcase
- One complimentary full conference registration - includes all programming and meals (Additional registrations are \$300 per person)
- Roster of attendees distributed at conference arrival
- Recognition in conference promotional materials and event Welcome slideshow
- Inclusion in Exhibitor Bingo Game
- Exhibitor ribbon recognition on individual name badge

## Event Sponsorship Opportunities (\$2,500)

### Lanyard Sponsor (1 available)

*\*Includes cost of materials. Must register and provide company logo by September 1st to allow enough time for lanyards to be printed*

- Exclusive sponsorship of conference lanyards - printed with your company's logo
- Promote your company with this high-visibility collateral that all guests will receive
- Social media feature on all ISHMPR and WHPRMS platforms

### Event App Sponsor (1 available)

- Exclusive sponsorship in the Event App
- Social media feature on all ISHMPR and WHPRMS platforms

### Coffee Sponsor (1 available)

*\*Must register and provide company logo by September 1st to allow enough time for printing*

- Exclusive sponsorship of coffee throughout the conference
- Company name and logo signage displayed at coffee station
- Company name and logo placed on the coffee cups
- Social media feature on all ISHMPR and WHPRMS platforms

### Awards Dinner Sponsor (1 available)

- Exclusive sponsorship of the Thursday night banquet and awards presentation
- Two-minute presentation opportunity to introduce your company at Awards Dinner kickoff
- Social media feature on all ISHMPR and WHPRMS platforms

### After Party Sponsor (1 available)

- Exclusive sponsorship of the Thursday night reception
- Two-minute presentation opportunity to introduce your company at After Party kickoff
- Social media feature on all ISHMPR and WHPRMS platforms

## Premier Sponsorship Opportunities (\$2,000)

### Speaker Sponsor - (4 available)

- Exclusive sponsorship of a keynote speaker
- Opportunity to introduce your company before the speaker's presentation
- Social media feature on all ISHMPR and WHPRMS platforms

### Lunch Sponsor - (2 available)

- Exclusive sponsorship of a lunch
- Two-minute presentation opportunity to introduce your company during the lunch
- Company name and logo signage displayed at food and beverage stations
- May place promotional items on lunch tables
- Social media feature on all ISHMPR and WHPRMS platforms

### Reception Sponsor - (1 available)

- Exclusive sponsorship of the Wednesday night reception
- Two-minute presentation opportunity to introduce your company during the reception
- Social media feature on all ISHMPR and WHPRMS platforms

### Cocktail Hour Sponsor - (1 available)

- Exclusive sponsorship of the Thursday night cocktail hour
- Company name and logo signage displayed at the bar
- Two-minute presentation opportunity to introduce your company during the cocktail hour
- Social media feature on all ISHMPR and WHPRMS platforms

## Friend Sponsorship Opportunities (\$1,500)

### Breakfast Sponsor - (2 available)

- Exclusive sponsorship of a breakfast
- Company name and logo signage displayed at food and beverage station during breakfast
- Social media feature on all ISHMPR and WHPRMS platforms

### Break Sponsor - (1 available)

- Exclusive sponsorship of all breaks
- Company name and logo signage displayed at food and beverage station
- Social media feature on all ISHMPR and WHPRMS platforms

## Exhibit Only (\$1,000)

ISHMPR/WHPRMS Members who register to exhibit receive one additional complimentary registration. (2 total)



# Exhibitor Information

Exhibitors may set up on Wednesday, October 2, beginning at 3 p.m.; all exhibitors are asked to be set up by 5 p.m. Electricity is available for an additional fee.

## EXHIBITOR DISPLAY TIMES

(subject to change)

### Thursday

11 a.m. – 11:15 a.m. Break  
Noon – 1 p.m. Lunch and Exhibitor Showcase  
1:45 p.m. – 2:15 p.m. Break and Visit with Exhibitors  
3 p.m. – 3:15 p.m. Break  
5:30 p.m. – 6:30 p.m. Cocktail Hour with Exhibitors

### Friday

9:30 a.m. – 10 a.m. Break and Visit with Exhibitors  
10:45 a.m. – 11 a.m. Break  
1 p.m. – 1:15 p.m. Exhibitor Give Aways

## EXHIBITOR SHOWCASE

The Exhibitor Showcase will kick off with introductions from each exhibitor. Please prepare a 2-minute self-introduction to present to the audience

## HOTEL ACCOMMODATIONS

Reserve your overnight accommodations before September 2, 2024, to receive the group rate of \$139. To make reservations, call the hotel directly at (262) 249-3800 and request the room block for the “Bi-State Conference.”

## REQUEST LETTERS

Request letters and W9 forms are available by contacting the Event Management office at [WHPRMS@badgerbay.co](mailto:WHPRMS@badgerbay.co)

## SHIPPING MATERIALS

Exhibitors must coordinate any materials shipped in advance of the event with The Ridge. A \$5 per box charge will be required for all boxes received and delivered by the Hotel (up to 40 pounds). Boxes over 40 pounds will require a charge of \$10 each. Pallets will be charged at a rate of \$100 each. Outgoing packages and boxes will be charged at the same rate plus shipping cost.

The Ridge cannot guarantee prompt delivery of improperly labeled packages. Therefore materials being shipped should read:

### ISHMPR-WHPRMS Bi-State Conference 2024

C/O The Ridge Hotel  
W4240 State Hwy 50  
Lake Geneva, WI 53147

## REGISTRATION DEADLINE / CANCELLATIONS

Please register by September 18, 2024, to guarantee your space and inclusion in program materials. Cancellations and requests for refund must be received in writing and will be subject to a \$50 administrative fee. No refunds will be issued after September 18 or for no-shows.

## SPECIAL REQUESTS

If your exhibit requires additional equipment or special set-up assistance, please contact the WHPRMS office. Any special arrangements are made at the exhibitor's expense. Please include any restrictive dietary needs on your registration form.

## PARKING

Complimentary parking is available on site.

## DISCLAIMER

This program is designed for ISHMPR and WHPRMS members and exhibitors whose products and services align with the organizations' missions. All applications for exhibit space will be considered. ISHMPR and WHPRMS reserve the right to reject any application that is deemed inconsistent with the mission of the organization.

## QUESTIONS?

Please contact our event management office at **920-560-5647** or [WHPRMS@badgerbay.co](mailto:WHPRMS@badgerbay.co) with questions.

Visit [bit.ly/bi-state-conference-sponsorship](https://bit.ly/bi-state-conference-sponsorship) to register online.