



Wisconsin Athletic Directors Association

TO: All Past and Future WADA Conference Vendors/Exhibitors
RE: 57th Annual WADA Fall Conference
DATE: August 2023

The planning for the 57th Annual Wisconsin Athletic Directors Association (WADA) Conference at the Kalahari Resort in the Wisconsin Dells is underway! My name is James Sekel, the Vendor Coordinator for the WADA Conference. I have retired from being an active athletic director from D.C. Everest and Cadott. However, WADA has graciously asked me to continue in my role as the Vendor Coordinator for our annual conference.

I hope that you consider joining us in the Dells and look forward to your presence at the Conference. Thank you in advance for your continued or new support of education based athletics and our organization! What follows is some vital information:

- 1) **Conference exhibitor dates are Sunday, November 5th and Monday, November 6th.**
- 2) **NEW FOR 2023. Each of our participants receives a “goodie bag” when they check in for the conference. For \$100, payable during registration, WADA will put your flier or brochure in the “goodie bag” for you. You or your company need to get the fliers or brochures to the Kalahari prior to Friday, November 3, 2023. We will provide information in October, if you choose to have us distribute your information for you.**
- 3) **REMINDER FOR 2023.** Vendors are not permitted to conduct socials in their Kalahari Resort hotel rooms, or in any other part of the Kalahari Resort during WADA scheduled activities.
- 4) **REMINDER FOR 2023.** No exhibitor may assign, sublet, or apportion his or her space in whole or in part, nor exhibit any products or services other than those manufactured or handled in the normal course of its business, nor permit any agent or any exhibiting firm to solicit business in its space. If special circumstances warrant an exception, permission must be obtained in writing from the WADA Vendor Coordinator and WADA Executive Director, who reserves the right to render final judgment with regard to the appropriateness of the request.
- 5) **Electronic Registration.** will be available on our website at <https://www.gowada.org/> on Monday, August 23, 2023.
- 6) **Exhibitor Fees.** will be \$450.00 per booth, if paid prior to Monday, October 23, 2022. Exhibitor Fees for registration on Monday, October 23, 2023, and thereafter, will be \$550.00.
- 7) **Electricity.** If you need electricity to your booth, there is an additional \$50.00 charge.
- 8) **Vendor Traffic Ticket Game.** There is a \$50.00 charge to be a participant in this activity. Each participating vendor is provided 150 tickets that you will distribute as you see fit, but is based on the quality of the visit you have with an Athletic Director. AD's that receive tickets from you will have an opportunity to deposit those tickets with a chance to win prizes; the objective of the activity is to get visitors to your booth. If you do, your booth will be specially marked in the Vendor Program, so that you are easier to find.
- 9) This year we will again offer an opportunity for vendors to collaborate with WADA through sponsorship that allows for added benefits with additional values. If interested, please contact me at 715-271-0288 or email me at jsekell.wada@gmail.com.
- 10) Vendors will receive shipping information upon completed registration, as well as, information regarding any special accommodations or equipment needs you have that are not part of the contracted agreement with the WADA.

- 11) Tentative Set Up/Take Down. Exhibitors can set up their displays between 9:00 AM and Noon on Sunday, November 5th and maintain them through Noon on Monday, November 6th.
- 12) Vendor Hours, at this time, are listed below.. Any changes will be announced in an email, if necessary. The tentative schedule is:

Sunday, Noon – 3:30 PM

There will be an NFL Game Party running in conjunction with the exhibitor opening at noon in the vendor hall. The tentatively scheduled game is the Los Angeles Rams @ the Green Bay Packers. This will be a great time to be open. If your travels limit your opportunity to be set up by noon, we understand and simply ask that you set up as soon as possible after that time.

Sunday, 7:30 PM – 10:00 PM

The evening session will include another NFL Game Party, based around the Sunday Night NFL broadcast. The tentatively scheduled game is the Buffalo Bills @ the Cincinnati Bengals. Our evening crowd should be good and will likely mingle for most, if not all, of the game.

Monday, 7:30 AM – 12:00 PM (Noon)

Traditionally, during this time we see the number of AD's visiting the vendors begin to dwindle. However, this year we have again intentionally scheduled no activities from 9:30 AM – 10:30 AM in order to give you uninterrupted vendor business time with the athletic directors.

If you are participating in the Vendor Traffic Ticket activity, the expectation is that you will maintain your booth to the 12:00 PM (Noon) completion time, or a previously agreed to time with the Vendor Coordinator. We want our athletic directors to have full access to you.

- 13) Periodic breaks are set aside to provide athletic directors the opportunity to visit the exhibit area. The exhibit area is closed and secured at 3:15 PM on Sunday, will re-open at 7:30 PM, and secured again at 10:00 PM, on Sunday evening. On Monday, we will be open from 7:30 AM through 12:00 PM (Noon).

We are planning on approximately 100 exhibitors for the 2023 Conference. On Monday, August 21, 2023, the Exhibitor Reply Form/Contract Agreement will be available electronically. Exhibitors who were participants in the 2022 Conference will retain their previous booth location(s) with your confirmation, payment, and a postmark prior to Monday, October 23, 2023. On Monday, October 23, 2023, remaining booth assignments are available on a first come, first served basis, according to registration postmark date. Years of continued service to WADA and the Fall Conference are the method to assign preferred booth locations.

Thank you once again for your support of WADA. We look forward to the 2023 Conference and being a great success and we appreciate the contribution your company continues to make toward that end. Please contact me anytime if you have any questions.

Sincerely,

James Sekel

James Sekel, CAA
Retired Director of Athletics
D.C. Everest High School and Cadott High School

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