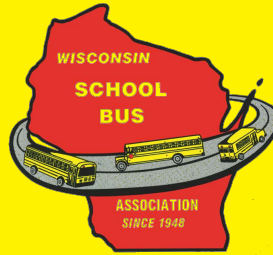


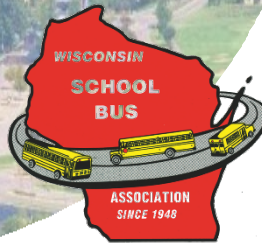
WSBA 2025 ANNUAL CONVENTION EXHIBITOR PACKET

CHULA VISTA RESORT
WISCONSIN DELLS, WI

JUNE 17, 2025



SPONSORSHIP OPPORTUNITIES



**JUNE 16 – 18,
2025**

**CHULA VISTA
RESORT
WISCONSIN DELLS**

<https://www.wi-sba.org/>

WSBA 2025 CONVENTION

☐ **Tuesday Keynote | \$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. Includes **two** registrations.

☐ **Tuesday 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.

☐ **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.

☐ **Tuesday Lunch on Show Floor | \$6,000**

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 **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.

☐ **Trade Show Entertainment | \$750**

Sponsor everyone's favorite annual entertainment, Jerry Schmidt Band, during the trade show.

☐ **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 | \$750**

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

☐ **Wednesday Awards Lunch | \$4,000**

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 Welcome Reception | \$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 and provide branded items at the tables. Includes four registrations.

☐ **Monday Golf Outing Lunch | \$1,500**

Provide golfers nourishment before they head out for a Hole-in-One!

General Support Levels

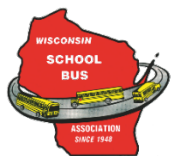
☐ **Gold Level | \$750**

☐ **Silver Level | \$500**

☐ **Bronze Level | \$250**

Other Amount: \$_____

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



WISCONSIN SCHOOL BUS ASSOCIATION

2025 Annual WSBA Convention & Trade Show

EXHIBITOR REGISTRATION FORM

[ONLINE REGISTRATION](#)

Exhibit Set-Up: Booths: Tuesday: 7:00 am – 11:00 am;
Buses/Equipment Spaces: Outside, Mon all day & Tue a.m.

Trade Show Hours: Tuesday, June 17 ~ 12:00 – 4:00 pm

Location: [Chula Vista Resort](#), 1000 Chula Vista Pkwy, Wisconsin Dells, 53965, P: 608-254-8366

Note: Only Associate Members whose 2025 dues are paid in full are eligible to display at the Trade Show.

Booths include: 8' x 8' space. Back & Side drapes, (1) 8' skirted table, (2) chairs, electricity upon request

Bus spaces are outside the Convention Center in North parking lot.

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

EXHIBIT AREA RESERVATION & ADVERTISING OPTIONS BELOW:

<u>Display Booth</u> (1-34) Booth choice #1 _____ Booth choice #2 _____	<u>By March 31:</u> \$499 Interior; \$549 Corner <u>By April 30:</u> \$550 Interior; \$600 Corner <u>After April 30:</u> \$599 Interior; \$649 Corner	\$ _____ <u>Includes (1) registration.</u> Additional attendees must register.
<u>Outside Bus/Equipment Space</u> Reserve # _____ of spaces Parking is in Bennett Tower (North) parking lot near the Convention Center.	<u>By April 30:</u> 1 st Space: \$450 2 nd : \$300 <u>After April 30:</u> 1 st Space: \$550 2 nd : \$400 1st Space includes (1) registration fee. Additional exhibitors must register (use Convention Registration form)	\$ _____
<u>Advertise</u> in the Convention Program	\$75 - 1/2 page \$150 - full page 4" H x 5.5" W 8" H x 5.5" W Email ad <u>by June 3</u> – jpg, png or pdf	\$ _____

Refunds not available after May 31.

TOTAL \$ _____

COMPANY NAME _____

PRODUCT description for directory _____

CORRESPONDENCE TO BE SENT TO: _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____

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

Note: CC payments have an additional 3.5% processing fee

PERSONNEL NAME(S): Send separately via email if more than 3 (Provide names no later than **May 30**)

1. _____ 2. _____ 3. _____

Total payment MUST ACCOMPANY THIS FORM Send with Payment of check or credit card info to:

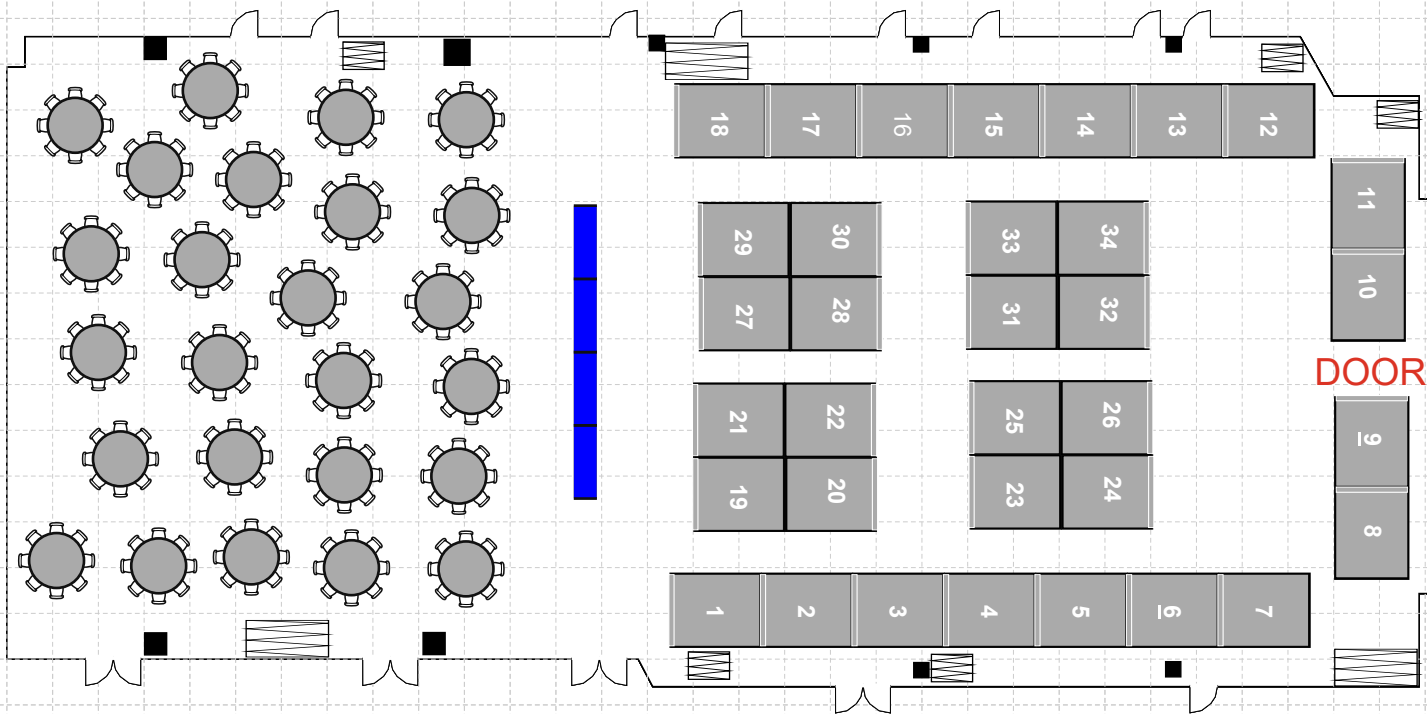
Wisconsin School Bus Association (WSBA) * **3980 River Rd, Wisconsin Dells, WI 53965**

Email: Cherie@wi-sba.org

Phone: 608.514.5470

www.wi-sba.org

WISCONSIN SCHOOL BUS ASSOCIATION 2025 EXHIBIT MAP






2025
Tentative
Agenda

WSBA Annual Convention
June 16-18
Chula Vista Resort, WI Dells

Monday, June 16

9:30 am – 4:00 pm	Bus Exhibitors setup outside Convention Center
10:30 am	Golf Registration at Chula Vista Golf Course
11:00 am	Golf Outing Lunch
12:00 – 4:00 pm	Golf Outing Starts (shotgun)
12:00 – 6:30 pm	Convention Registration at Chula Vista
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
8:30 – 10:00 pm	Hospitality Suite

Tuesday, June 17

7:00 – 11:30 am	Booth Exhibitors Setup in Convention Center	
7:00 am – 4:00 pm	Registration	
7:30 – 8:30 am Ballroom	Breakfast Welcome from WSBA President	
8:30 – 9:30 am Ballroom	<p>KEYNOTE</p> <p>Challenging Behaviors on School Buses</p> <p><i>*Special Education Focus*</i></p>	 Jo Mascorro

9:45 – 10:15 am 10:20 – 11:15	General Sessions Ballroom WI DOT DMV & State Patrol Updates FMCSA <i>Travis Zaremba, WI FMCSA</i>	Maintenance Sessions Upper Dells Air Disc Brakes <i>Ed Gresky, Bendix</i> Cost Reduction with Sustainable Lubricants & Fuel Improvers <i>John McHugh, Schaeffer Oil</i>
11:20 - 12:00 pm Ballroom	TSA Surface Operations and CISA in the Bus industry (Transportation Security Administration) (Cybersecurity and Infrastructure Security Agency)	
12:00 – 4:00 pm	Exhibits	Cash drawings
12:15 – 1:45 pm	Lunch in Expo Hall	
2:00 – 4:00 pm	Entertainment	
2:00 – 4:00 pm	Ice Cream Social & Open Bar in Expo Hall	
3:00 – 4:00 pm	School Bus Corn Hole Games	
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 – 10:00 pm	Hospitality Suite	

Wednesday, June 18

7:30 – 12:00 pm	Registration	
8:00 – 9:00 am	Breakfast	
8:30 am Room I	WSBA Annual Business Meeting *Cash drawing for members*	
9:30 – 10:30 am	General Session Room I “Preparing for a DOT Audit” <i>Acrisure</i>	Maintenance Session Room G-H “Protektor Series Mechanics Workshop” <i>Maritza Valentin, AMF Bruns</i>

	<div>General Session</div> <div>Room I</div> <div>Wheelchair Restraint Training</div> <div>Maritza Valentin, AMF Bruns</div> <div>Training platforms on how to secure properly.</div>	<div>Maintenance Session</div> <div>Room G-H</div> <div>School Bus Market Engines</div> <div>Cummins</div>
<div>10:45 – 11:45 pm</div>		
<div>12:00 – 1:00 pm</div> <div>Rooms A-F</div>	<div>Lunch</div> <div>Outstanding Drivers & Mechanics Awards</div> <div>Cash drawings</div>	
<div>1:15 – 2:15 pm</div> <div>Room I</div> <div>2:30 – 3:15</div>	<div>General Sessions</div> <div>Award Winning Safety Program Presentations</div> <div>TBD</div>	
	<div>Break until Evening Activity</div>	
<div>6:40 pm</div> <div>7:00 – 8:00 pm</div>	<div>Evening Activity (separate fee)</div> <div>Dinner on your own</div> <div>Depart for Escape Room activity</div> <div>Escape Room (up to 12 in a room)</div> <div>Downtown Dells tour on your own</div>	
<div>9:00 – ?</div>	<div>Hospitality Suite</div>	
<div>C O N V E N T I O N C O N C L U D E S</div>		



2025 WSBA Convention and Trade Show

June 16-18

Chula Vista Resort

1000 Chula Vista Pkwy * Wisconsin Dells, WI 53965

Room Reservations: 855.994.8683 or 800-388-4782 (Phone only)

Booking ID: "WI School Bus Assn"

Rates: Tower Jr. Suite or Fairway Villa: \$159. *No Resort Fee*

Room cutoff date: May 25 – Rooms cannot be guaranteed after this date

All Reservations require the first room night as a deposit. Reservation cancellation incurs a processing fee.

Check-in: 4:00 pm Check-out: 10:30 pm

CONVENTION REGISTRATION FORM

REGISTRATION FEES

Early Bird until May 31. Rates are per person.

Full Rate (Mon-Wed) \$275	Golf \$150	Monday only \$100	Tue or Wed only \$175	Wed. Evening Escape Room \$35/ person
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Rates after May 31

Full Rate \$325	Golf \$175	Monday only \$150	Tue or Wed only \$200	Registration after June 12 incurs a Late Fee
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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 10th**.

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

Name:	<input type="checkbox"/> Full Rate <input type="checkbox"/> Mon <input type="checkbox"/> Tue. <input type="checkbox"/> Wed. <input type="checkbox"/> Golf <input type="checkbox"/> Wed Eve	Total:
Name:	<input type="checkbox"/> Full Rate <input type="checkbox"/> Mon <input type="checkbox"/> Tue. <input type="checkbox"/> Wed. <input type="checkbox"/> Golf <input type="checkbox"/> Wed Eve	Total:
Name:	<input type="checkbox"/> Full Rate <input type="checkbox"/> Mon <input type="checkbox"/> Tue. <input type="checkbox"/> Wed. <input type="checkbox"/> Golf <input type="checkbox"/> Wed Eve	Total:
Name:	<input type="checkbox"/> Full Rate <input type="checkbox"/> Mon <input type="checkbox"/> Tue. <input type="checkbox"/> Wed. <input type="checkbox"/> Golf <input type="checkbox"/> Wed Eve	Total:
Name:	<input type="checkbox"/> Full Rate <input type="checkbox"/> Mon <input type="checkbox"/> Tue. <input type="checkbox"/> Wed. <input type="checkbox"/> Golf <input type="checkbox"/> Wed Eve	Total:
Name:	<input type="checkbox"/> Full Rate <input type="checkbox"/> Mon <input type="checkbox"/> Tue. <input type="checkbox"/> Wed. <input type="checkbox"/> Golf <input type="checkbox"/> Wed Eve	Total:
Name:	<input type="checkbox"/> Full Rate <input type="checkbox"/> Mon <input type="checkbox"/> Tue. <input type="checkbox"/> Wed. <input type="checkbox"/> Golf <input type="checkbox"/> 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 _____ Card Zip Code: _____ <i>(Charge payments incur 3% processing fee)</i>	

Refunds not available after May 31, 2025.

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