



Wisconsin State Reading Association

WSRA... providing leadership, advocacy, and expertise

Exhibit Hall:

2025 Wisconsin State Reading Conference

Infinite Pages: The Unfolding Story of Literacy

February 6-7, 2025

Baird Center

400 W. Wisconsin Avenue

Milwaukee, WI



Exhibit Booth Fees:

Booth Size	Booth Price
Friday 3:30 Security Deposit Fee	\$100
10 X 10 inline (100 sq. ft.)	\$680
10 X 20 inline (200 sq. ft.)	\$860
10 X 30 inline (300 sq. ft.)	\$1050
10 X 40 inline (400 sq. ft.)	\$1325

20 X 20 square (400 sq. ft.)	\$1325
10 X 10 nonprofit (100 sq. ft.)	\$490
10 X 20 nonprofit (200 sq. ft.)	\$760

◆ The Exhibit Hall will once again be on the first floor in Ballrooms A/B across from Registration.

◆ Lunch Buffet will be included. It will be the same buffet used by attendees.

**** In addition to the above fees, a \$100 Friday 3:30 Security Deposit Fee will also be charged.**

If your exhibit booth remains intact and staffed until 3:30 PM on Friday February 7, 2025, the \$100 deposit will be credited back to your credit card or by check depending on how you paid.

This is the link to the online exhibitor request application form:

https://wsra.memberclicks.net/exhibitor_application_2025

Please note that there is an approval process this year. Once you have put in your request and are approved, you will receive a letter of approval with a link to the online booth reservation form. Upon completion of that form, please pay with a VISA, MasterCard, or Discover card.

Your approved reservation will include your booth, skirted table, chairs, wastebasket, and WiFi Internet connection. Other options including extra tables or chairs, and shipping will be available through Wisconsin Expo, Inc. Expo will email the vendor kit during the month of December 2024. Expo's phone: 262-670-1300 ext. 206 (Michelle) and email: orders@wi-expo.com. Electrical and technical support is provided by the Baird Center. Please contact Courtney Covey 414- 908-6053/fax 414-877-0995 or email: CCovey@wcd.org. For AV, contact Tim: 414-908-6185.

Exhibit Hall Schedule:

Wednesday, February 5, 2025	Thursday, February 6, 2025	Friday, February 7, 2025
Set-up: 1:00 to 6:00 pm	Exhibit Hall Hours: 7:30am-4:00 pm	Exhibit Hall Hours: 7:30am-3:30 pm
Exhibit Hall will not be open Wednesday evening this year.	Thursday Exhibit Hall Activities ♦ Lunch Buffet ♦ Door Prizes provided by Exhibitors	Friday Exhibit Hall Activities ♦ Lunch Buffet ♦ Door Prizes provided by Exhibitors

WSRA is dedicated to providing a professional, safe, and harassment-free environment. If you have questions regarding contracts or payments, email wsra@wsra.org or by phone at 262-825-7109. Other questions or suggestions can be answered through the WSRA Conference Exhibits Chair, Mary Kenas at: exhibits4wsra@gmail.com. WSRA has a no cancellation policy concerning our conference, including inclement weather.