

WISCONSIN CHIROPRACTIC ASSOCIATION

EXHIBITOR GUIDE



FALL CONVENTION 2026

SEPTEMBER 24-26

KI CONVENTION CENTER
GREEN BAY, WI

CONNECT WITH OVER FOUR HUNDRED CHIROPRACTIC PROFESSIONALS

The Wisconsin Chiropractic Association's Biggest Event of the Year

WCA FALL CONVENTION 2026

Join us in Green Bay! September 24-26, 2026

Step into the spotlight at one of the most anticipated chiropractic events of the year!

The Wisconsin Chiropractic Association invites you to exhibit at the 2026 WCA Fall Convention, happening September 24–26 at the Hyatt Regency in Green Bay. This is more than a booth, it's a direct line to decision-makers shaping the future of chiropractic care.

As WCA's premier annual event, the Fall Convention draws hundreds of Doctors of Chiropractic, clinic leaders, and industry professionals who are actively seeking new solutions, services, and partnerships. With two full days of dedicated exhibit time, consistent foot traffic, and an audience primed to engage, your brand won't just be seen—it will be *experienced*.

Whether you're launching something new, expanding your reach, or strengthening relationships, this is your chance to connect face-to-face with the professionals who matter most.

Position your business at the center of innovation, build meaningful connections, and turn conversations into lasting relationships and opportunities.



THE EXHIBIT HALL IS THE HEART OF THE CONVENTION

The Wisconsin Chiropractic Association's Biggest Event of the Year

Exhibitor Hall Details

Theme: Cultivating Community

Attire: Business Casual

Exhibit Hall: Attendee registration, exhibitor booths, food and beverage--all in one room! Exhibitor booths will be positioned on the outside wall and inside circle.

Booth Size: 8'x10' footprint.

- Includes one 8-foot table, tablecloth and two chairs. No pipe and drape.
- Exhibitors may not exceed the 8'x10' booth footprint, including exhibitor signage and equipment.
- **If you need additional space, please purchase a second booth.**

Exhibit Booth Assignments

Assigned by WCA based on corporate partnership level. Booth locations will be announced one week prior to the convention.

Shipped Items: Green Bay Expo Services will deliver and pick up boxes from each exhibitor's booth.

Exhibitor Schedule

Tentative, subject to change

Thursday, September 24	
2-7 PM	Exhibitor Setup (Packer game starts at 8:15 PM)
Friday, September 25	
7-8 AM	Attendee Registration
9:45-10:15 AM	Attendee Break
11:15-12 PM	Exhibitor Lunch (provided)
12-1:30 PM	Attendee Lunch in Exhibit Hall
3:15-3:45 PM	Attendee Break in Exhibit Hall
5:30 PM	Seminars End
Saturday, September 26	
7-8 AM	Attendee Registration
8-9:45 AM	General Session in Exhibit Hall
9:45-10:15 AM	Attendee Break
11:15-12 PM	Exhibitor Lunch (provided)
12-1:30 PM	Attendee Lunch in Exhibit Hall
3:15-3:45 PM	Attendee Break in Exhibit Hall Winners Receive Corporate Partner Giveaway
5:30 PM	Seminars End/Exhibitor Tear Down



Secure your space and be part of
what's next in chiropractic.

Reserve Your Exhibitor Booth Now!

ENHANCE YOUR VISIBILITY AT FALL CONVENTION

Convention Sponsorship Opportunities

CORPORATE PARTNER GIVEAWAY

Capture the attention of convention attendees by having them visit your booth to sign up for your giveaway. While the attendees are signing up, be sure to take the time to transfer your company's product/service knowledge!

As a valued WCA Corporate Partner, we invite you to provide an attendee gift valued at \$100 or more, promoted by WCA, showcased at your booth and available for attendee pickup on Saturday. Gifts in the past have included themed gift baskets, electronics, and gift certificates. Creativity is encouraged! *(Free trial and/or product discount offers are not eligible.)*

WCA will showcase your giveaway in the convention marketing and on our website. Your giveaway item will also be listed in our convention materials.*

***Give away description and photo due August 15.**

SPONSORSHIP OPPORTUNITIES

Sponsorships include complimentary pre-convention and on-site marketing and a chance to address the audience.

WCA Achievement Awards - \$2,000

A Friday night, private, invitation-only awards dinner ceremony (for the award winner and his/her family) that will allow for one-on-one relationship building. *(Expected attendance 50-60)*

Friday or Saturday Lunch - \$4,000/day

Work with us to choose the type of lunch to be served. *(Expected attendance 400).*

Interested in a Custom Sponsorship?

Contact Leah Knope at
lknope@wichiro.org.

Not a Corporate Partner Yet?

The Short-term Benefits:

- FREE Exhibitor Booth
- Attendee list (400+ emails)
- Corporate Partner booth recognition
- Convention attendee brochure listing

Annual Partnership Benefits:

- Recognized as a WCA trusted partner
- Marketing opportunities to chiropractic professionals (2,700+) via email, web and social media.
- Complimentary ads in our digital magazine, Buyer's Guide, speaker sponsorships and more!

Begin your 2026 WCA Corporate Partnership! Contact Leah Knope at lknope@wichiro.org

FALL CONVENTION HOTEL ACCOMMODATIONS

Join us in the heart of downtown Green Bay at the Hyatt Regency

ROOM BLOCK DETAILS

Room Reservation Deadline: September 2

The Hyatt Regency Green Bay, connected to KI Convention Center, is our official WCA Fall Convention hotel.

A block of rooms is set aside for WCA Convention attendees, speakers and exhibitors until September 2, 2026.

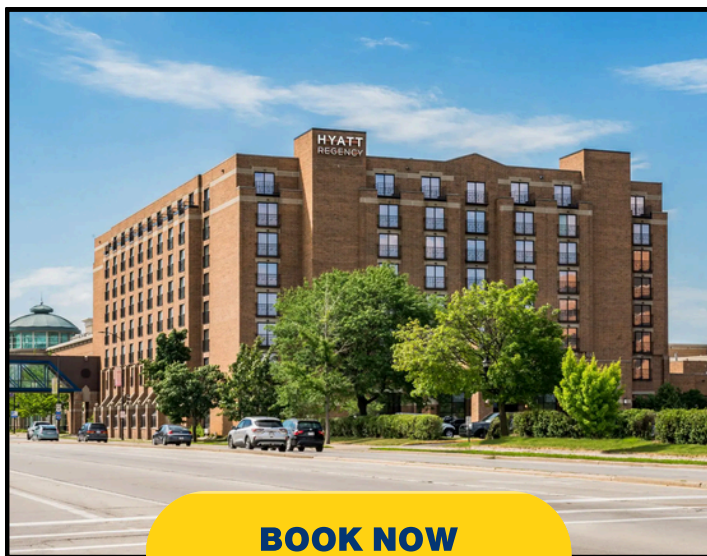
Parking in the main hotel surface lot is available at a 50% discount off the prevailing rate (currently \$10 per day) for overnight guests.

- **1 Bedroom Suite, King - \$172**
 - (\$197 for 3-4 people)
- **1 Bedroom Suite, Two Doubles - \$162**
 - (\$187 for 3-4 people)



BOOK EARLY!

**There is a Green Bay Packer
Game Thursday night at 8:15 pm**



BOOK NOW
USE CODE: WCAF

Or call Hyatt Regency Green Bay, **920-432-1234** and be sure to mention the **Wisconsin Chiropractic Association (WCA)** room block. **Block Code: WCAF.**

Reservation requests for the room block received after September 2 will be based on availability at the Hotel's prevailing rates.

Shipping? Complete the Green Bay Expo Services form on page 8 and email it to info@gbexposition.com



EXHIBITOR REGISTRATION

2026 Fall Convention | September 24-27
KI Convention Center, Green Bay, WI

Company Name (as it should appear on booth signage) _____

Contact Name _____

Address _____

City/State/Zip _____

Contact Phone _____

Contact / Payment Email _____ Website _____

Event Staff (Names as they should appear on name tags)

Email / Cell Phone

Product Description _____

8X10' BOOTH SELECTION

Booth Agreement: Do not exceed the boundaries of your 8x10 booth (8 foot table) which includes exhibitor signage and additional tables.

Attendee Lists are provided to Corporate Partner exhibitors only.

☐ **CORPORATE PARTNER BOOTH** (One complimentary booth; \$500 for each additional booth)

☐ **WCA MEMBER BOOTH** (\$500 per booth)

☐ **NON-CORPORATE PARTNER BOOTH** (\$825 per booth)

☐ **BOOTH ELECTRICITY** (\$100 per booth)

Shipping? Contact Green Bay Expo @
info@gbexposition.com or
920-405-0100
(Forms attached to the Exhibitor
Brochure)

CUSTOM SPONSORSHIP PACKAGES AVAILABLE

Enhance the attendee experience and increase your visibility throughout the convention!

WCA is pleased to create a custom sponsorship package for exhibitors. Contact Leah at Lknope@wichiro.org

PAYMENT

Booth Cost \$ _____ Electricity Fee \$ _____ Sponsor Package \$ _____ = TOTAL \$ _____

WCA staff will email an electronic invoice for payment by credit card or echeck. Payment due no later than August 30.

Signature _____

Date _____

CANCELLATION POLICY: Full refund minus \$100 admin fee through August 24, 2026. No refunds after August 24, 2026. **PLEASE RETURN TO: Leah Knope | Lknope@wichiro.org**



Green Bay Expo Services
A Division of Midwest Event & Expo, LLC.
598 Borvan Ave
Green Bay, WI 54304
(920)405-0100

Completed Exhibitor Kits can
be submitted via email to
info@gbexposition.com
or sent by mail to the address
shown in the header

Material Handling Order Form

Exhibitors may choose to ship freight to the advanced warehouse. Green Bay Expo Services will receive and manage the freight at the warehouse and deliver materials to your booth. Material handling fees are paid to GBES for these services and are separate from freight transportation charges which are paid to a carrier of the exhibitor's choosing. Exhibitors are responsible for arranging freight transportation to and from the advanced warehouse address referencing the inbound/outbound dates below.

Advance Warehouse Freight Address		Advance Warehouse Freight Deadlines	
To: EXHIBITING COMPANYS NAME, Box X of X WCA Fall Convention C/O Green Bay Expo Services 598 Borvan Avenue Green Bay, WI 54304	Inbound Dates: *\$75 fee added to shipments received after deadline	9.1.2026–9.21.2026	
	Outbound Date:	9.28.2026	
	Receiving Hours:	Monday-Friday *Excluding federal holidays 7:00a - 2:00p	
Important Information			
1. All shipments must be prepaid- collect shipments will be refused. 2. All inbound shipments must have a Bill of Lading and/or certified weight ticket showing the number of pieces, type of merchandise and weight. If received weights differ from the order form an additional invoice will be sent. 3. Outbound shipment must send a copy of their shipping labels/BOL as a confirmation that outbound shipping has been ordered/paid 4. Outbound shipments should be packaged following the show with your outbound labels applied to your material(s). These materials should be left in your booth. Green Bay Expo will pick the materials up from your booth and bring them back to our warehouse for outbound processing.			
Category	Description	Rate	
A	Cartons, Packages, Crated/Skidded shipments - 100lb minimum (both inbound and outbound) - Always round your weight to the next 100lbs	\$125/cwt	
B	Small Package - NOT EXCEEDING 30 LBS PER SHIPMENT: (Shipment totaling any number of pieces received on the same day, from the same shipper & delivered by the same carrier)	\$65 first box	Each additional box = + \$18

	Category	Qty of Pieces	Weight 100lb minimum category A	CWT Round up to next 100lbs Divide by 100 = cwt	Rate	Inbound Total Cost	Outbound Total Cost
Shipment 1			lbs	cwt	x	\$	\$
Shipment 2			lbs	cwt	x	\$	\$
Shipment 3			lbs	cwt	x	\$	\$

Examples:

- If you ship 245lbs, you will be charged \$375 for inbound (3 cwt x \$125)
- If you ship 3 small boxes (10lbs, 5lbs, and 2lbs), you will be charged \$101 (\$65 first pkg and \$18 for each additional pkg)



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or sent by mail to the address
shown in the header

Event Name: Wisconsin Chiropractic Association- Fall Convention
Event Date(s): September 24-27, 2026

Payment Authorization Form

*Please fill out form in its entirety and ensure handwriting is legible to allow for proper data entry

Company Name:

Booth #:

Address:

City:

State:

Zip:

Phone #:

E-Mail:

Ordered By (print):

Date:

METHOD OF PAYMENT:

IF YOU ARE TAX EXEMPT, YOU MUST INCLUDE A COPY OF YOUR CERTIFICATE WITH YOUR ORDER.

COMPANY CHECK

Please make check payable to: Midwest Event & Expo (use mailing address in header)

CREDIT CARD ** Processing Fees

AMERICAN EXPRESS

DISCOVER

MASTERCARD

VISA

Card Number:

Exp. Date:

Security Code:

☐ Personal Credit Card

☐ Company Credit Card

Cardholder Name (print):

Signature:

Cardholder Billing Address (if different from above):

City:

State:

Zip:

Furnishing/ Accessories	5.5% Tax	Sub Total	Install/ Dismantle Labor	Booth Cleaning	Material Handling	Electrical Services	Total
			Untaxed	Untaxed	Untaxed \$	Untaxed	\$

- Confirmation of order will be sent within 2 business days- if you do not receive this, please call (920)405-0100 to follow up
- Receipt of payment will be sent to the email you list above- emails will come from Good Shuffle