

WISCONSIN REALTORS® ASSOCIATION PRESENTS

the
POWER
of
YOU

A stylized white line-art graphic of a city skyline. In the center, the letter 'O' from the word 'YOU' is replaced by a house icon. Radiating lines emanate from behind the 'YOU' text, creating a sunburst effect. The skyline includes various building shapes and a central circular structure with arched windows.

2026 WRA ANNUAL CONVENTION

MONONA TERRACE - MADISON, WI

SEPTEMBER 22-24, 2026



2026 ANNUAL CONVENTION PROSPECTUS



ABOUT THE WRA

The Wisconsin REALTORS® Association (WRA) connects more than 18,000 real estate professionals across the state — including sales agents, brokers, appraisers, inspectors, attorneys and lenders. Through advocacy, education and practical tools like the WRA Legal Hotline and market data, the WRA helps Wisconsin REALTORS® stay informed, compliant and competitive.

HOW YOU REACH WRA MEMBERS

From print to email to industry events, the WRA provides consistent opportunities for you to engage a statewide audience of real estate professionals. *Wisconsin Real Estate Magazine* delivers long-form visibility, while placements on www.wra.org and inside member emails keep your brand in regular rotation. Event sponsorships offer a more direct, relationship-driven connection.



OUR MISSION:
ADVOCATE.
EDUCATE.
ELEVATE.

Since 1909, the WRA has been committed to being the most effective advocate and authority for Wisconsin real estate laws, policies and professional development to help REALTORS® excel in their careers. Together, our work empowers communities, drives businesses to grow, and improves our quality of life.



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SPONSORSHIP LEVELS

SPONSORSHIPS	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000
ADVERTISING/EXHIBITING			
Exhibit double booth (\$1,250 value)	X		
Exhibit single booth in ballroom (\$900 value)		X	
Optional golf outing hole sponsorship (\$400 value)	X	X	
ACCESS TO CONVENTION EVENTS			
Foursome with golf cart at golf outing (\$500 value)	X		
Twosome with golf cart at golf outing (\$250 value)		X	
Icebreaker party and networking reception access 5 tickets per event (\$250 value) in addition to 2 tickets included as exhibitor	X		
Icebreaker party and networking reception access 3 tickets per event (\$150 value) in addition to 2 tickets included as exhibitor		X	
Icebreaker party and networking reception access 2 tickets per event (\$100 value) in addition to 2 tickets included as exhibitor			X
Two-minute company presentation at a main convention session	X		
RECOGNITION AS EXHIBITOR/SPONSOR			
Logo on signage at event identifying sponsorship	X	X	X
Logo on WRA convention website identifying sponsorship	X	X	X
Logo on opening session slideshow identifying sponsorship	X	X	X
Logo on signage at golf outing identifying sponsorship	X	X	
Custom exposure Choice of direct sponsorship recognition toward the following: (1) Icebreaker party food or beer, (2) Chairman's dinner wine or dessert, (3) Exhibit hall reception beer or snacks, (4) Wednesday lunch, (5) Thursday breakfast	X		
ADDITIONAL BENEFITS			
Listing of pre- and post-convention attendee roster	X	X	X
Listing in the WRA's statewide <i>Wisconsin Real Estate Magazine</i>	X	X	X
Listing on convention website	X	X	X

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CONVENTION FLOOR MAP

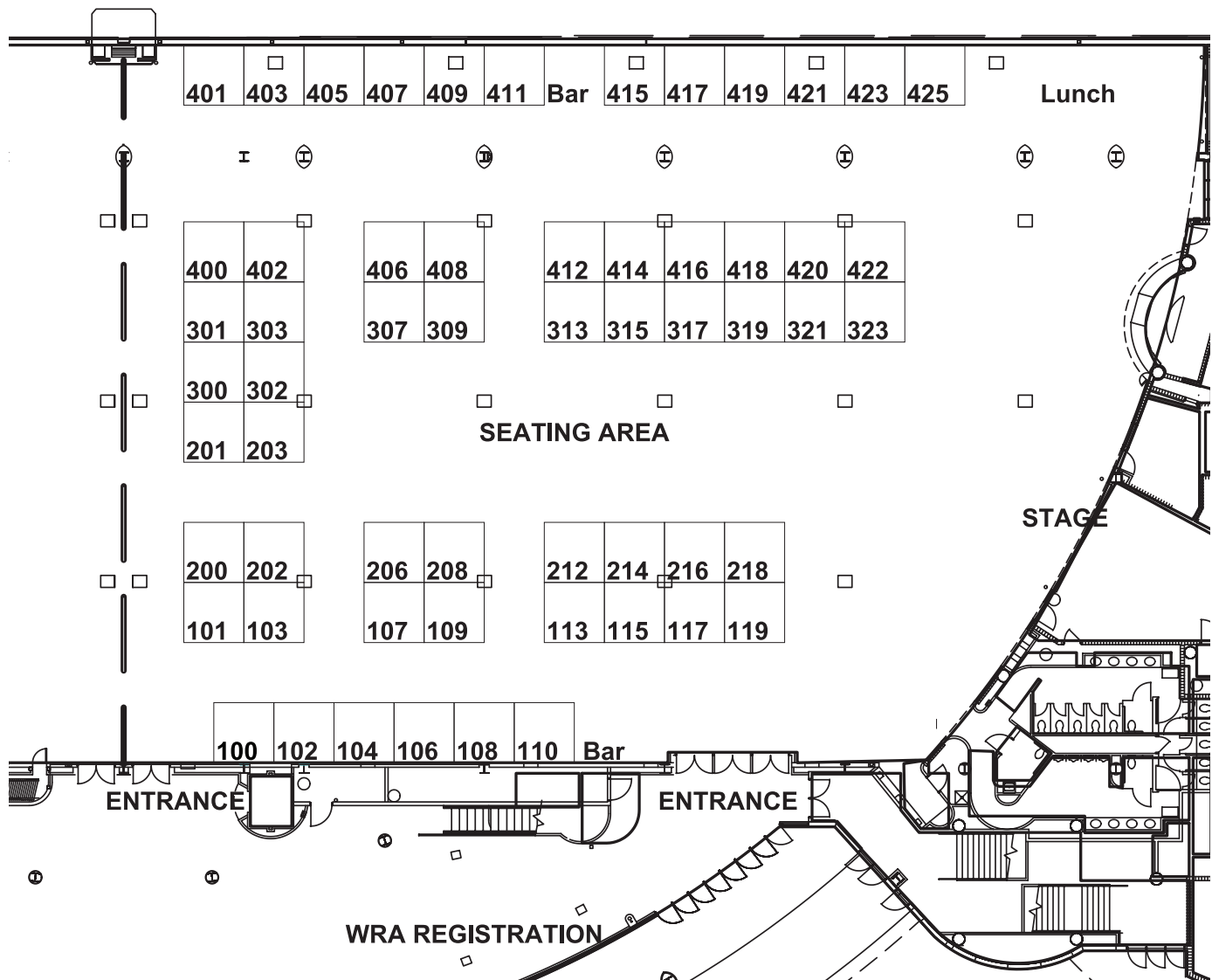


EXHIBIT HOURS

TUESDAY, SEPTEMBER 22, 2026

- Exhibits open: 4:00 p.m. – 6:00 p.m.

WEDNESDAY, SEPTEMBER 23, 2026

- Exhibits open: 8:00 a.m. – 5:30 p.m.
- Lunch: 11:45 a.m. – 1:00 p.m.
- Exhibit hall reception: 5:30 p.m. – 6:30 p.m.

THURSDAY, SEPTEMBER 24, 2026

- Breakfast with exhibitors: 7:00 a.m. – 8:00 a.m.

PRICING

STANDARD RATES

Standard booth (8' x 10'):	\$900
Double booth (8' x 20'):	\$1,250

See page 5 for additional booth information.



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EXHIBITOR CONTRACT

EXHIBITOR RULES AND REGULATIONS: These rules and regulations are part of the convention exhibit sign-up sheet to be submitted to the WRA by the exhibitor. The purpose of this information is to assure that all exhibitors are given equal opportunity to conduct business in a safe and professional exposition. The exhibitor is responsible for reading and understanding these rules and regulations.

SETUP AND TEARDOWN:

Setup schedule:

- Tuesday, September 22: 11:00 a.m. – 3:00 p.m.

Teardown schedule:

- Thursday, September 24: 8:30 a.m.

Exhibitors are not required to register for the convention unless they wish to attend convention programs. See www.wra.org/Convention for a complete list of programs and prices.

ELECTRICITY/TABLES/SHIPPING: Arrangements must be made prior to August 21, 2026. Request forms will be available in the exhibitor information portal after you secure exhibit space.

EXHIBIT SERVICE CONTRACTOR:

Valley Expo & Displays

4950 American Road, Rockford, IL 61109

815-387-2121 | www.valleyexpodisplays.com

CANCELLATION POLICY: Exhibitor may only cancel booth space by written notice to the WRA by August 21, 2026, to receive a refund minus a \$50.00 cancellation fee.

EXPO CANCELLATION: If the WRA should be prevented from holding the exposition for any reason beyond the WRA's control (such as but not limited to damage to building, riots, strikes, breach by exposition location, acts of government or acts of God), the WRA has the right to cancel the exposition or any part thereof with no further liability to the exhibitor other than a refund of exhibit fees paid to the WRA for that event including deposit.

INDEPENDENT SERVICE CONTRACTORS: Exhibitors may choose to use independent service contractors (ISC) for installation and dismantling. If such contractors are used, exhibitor must provide the name, address and phone number of the ISC to the WRA and to Valley Expo & Displays no later than 30 days prior to exhibit setup; the ISC otherwise will not be permitted to service the exhibitor. Also, the ISC must provide a copy of its general liability insurance certificate showing specific coverage amounts to Valley Expo & Displays.

EXHIBIT SECURITY: The WRA and the Monona Terrace will take reasonable precautions to safeguard exhibit property. However, neither party will assume liability for loss or damage through any cause of goods, exhibits or other materials owned, rented or leased by exhibitors. Exhibitor shall indemnify and hold the WRA harmless from complaints, suits or liabilities resulting from or in connection with the exhibitor's contract for and use of display space.

Americans with Disabilities Act: Exhibitor represents and warrants that its exhibit and product/service information shall comply with the Americans with Disabilities Act, its regulations and guidelines; collectively "ADA." Exhibitor shall indemnify, defend and hold harmless the WRA, its directors, officers, employees and agents, and each of them, from and against any and all claims and expenses, including attorney's fees and costs, arising out of or related to the exhibitor's breach of this provision or noncompliance with any provision of the ADA.

EXHIBITOR POLICIES: The WRA reserves the right to accept or reject exhibitor space applications and to cancel any previously accepted exhibitor space applications or contracts, at any time in its sole discretion, for any reason, or no reason, without liability to the exhibitor or any other party. The WRA does not guarantee any exclusivity for any exhibitor and its related service or product.

All matters and questions not specifically covered by this agreement are subject to the decision of the WRA, whose decisions will be final. The exhibitor agrees to accept and abide by such decisions.

The WRA reserves the right to interpret, amend and enforce these regulations as it deems proper to assure the success of the event.

The WRA cannot be responsible for the exhibitor's merchandise or display. Special insurance to cover exhibit material against damage and loss, and public liability insurance against injury to the person and property of others, is preferred.

The exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of local, state and federal governing bodies concerning fire, safety and health, together with the rules and regulations of the operators and/or owners of the property wherein the exhibit is held. All hazardous items must be properly safeguarded, protected, registered and/or avoided as deemed necessary by the WRA.

The WRA has full power to interpret and enforce all regulations of the event and power to make amendments and/or further regulations that are considered necessary for the proper conduct. Such decisions shall be binding on exhibitors. Failure to comply with these or any other regulations or amendments may be sufficient cause for the WRA to require immediate removal of exhibit and/or offending exhibitor at expense of the exhibitor. Failure to comply may also result in forfeiture of all further rights to exhibit at future shows sponsored by the WRA, together with all fees paid. The WRA may license any space forfeited to another exhibitor and retain all revenues collected.



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CONVENTION GOLF OUTING

September 22, 2026 | Pleasant View Golf Course

Be part of the action at the WRA 2026 golf outing at Pleasant View Golf Course! Set high above Lake Mendota, the course offers sweeping views of Madison and 27 holes of well-maintained, championship-level play — an ideal backdrop for showcasing your brand, making meaningful connections and networking with REALTORS®.

Hole Sponsorships

With 18 holes to choose from, tailor your sponsorship with contests like longest drive, closest to the hole or longest putt at your preferred hole. Plus, enjoy networking opportunities with golfers, enhancing your sponsorship experience.

Hole sponsorship (exhibitor/sponsor)	\$300
Hole sponsorship (non-exhibitor/sponsor)	\$400

Note: Hole sponsorship included with Gold and Silver sponsorships (see sponsorship options on page 3).

Benefits of Sponsorship

- Company name listed in the August issue of *Wisconsin Real Estate Magazine* (Deadline: July 1, 2026).
- Company name listed on play-for-the-day sheets attached to each golf cart.
- Company name listed on WRA website.
- Signage at event provided by the WRA.

Additional Sponsorship Opportunities

Lunch	\$1,000 (logo on boxed lunches)
Drinks on course	\$2,000 (logos on drink tickets)
Awards party hors d'oeuvres	\$1,000 (custom logo signage)
Awards party beer	\$500 (custom logo signage)

Door Prizes

Boost your visibility with door prizes tailored to your brand or company. Consider offering product samples, gift certificates or other relevant giveaways. To explore details, contact Chris Dregne at chrisd@wra.org.



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HOTEL INFORMATION

Park Hotel

22 S. Carroll Street
Madison, WI 53703

Reservations

Reservation deadline: **August 22, 2026**

Room rates: **\$174**

(traditional and deluxe rooms with 1 or 2 beds)

\$244

(king suites)



BOOKING LINK

Embassy Suites by Hilton

231 S. Pinckney Street
Madison, WI 53703

Reservations

Reservation deadline: **August 22, 2026**

Room rates: **\$175**



BOOKING LINK



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