



Wisconsin Society of Land Surveyors

Affiliated with the National Society of Professional Surveyors



74th Annual Surveyors' Institute

Sponsored by the Wisconsin Society of Land Surveyors

October 15, 2022

RE: Exhibit space for the 74th Annual Surveyor's Institute.

Greetings Exhibitors,

The Wisconsin Society of Land Surveyors Annual Surveyors' Institute will be held on January 25th, 26th and 27th as an in-person event.

The location is the Kalahari Resort & Conference Center, located at 1305 Kalahari Drive in Wisconsin Dells. Institute participants will be Professional Land Surveyors, survey technicians, and other interested persons from Wisconsin and the Midwest area. We routinely host to over 1,000 registered participants in-person and hope to have as many again this year.

The exhibits will be held concurrently with the Institute on Wednesday, January 25th and Thursday January 26th according to times listed in our final program. Booths will be available for set up on Tuesday from 4:00 – 8:00 PM and again on Wednesday morning from 8:00 AM to noon.

For no extra cost, Exhibitors will have the ability to also have a virtual booth thru the Whova app as we did last year.

Tear down will begin at the close of exhibits on Thursday the 26th at 4:30 pm. There will be large company nametags attached to each booth prior to set-up time so you will know which booth is yours.

There will be an introduction of the companies at the lunch on Wednesday prior to the exhibits opening.

There will be a Wednesday evening Exhibitors Social. The Social will be partially funded from the exhibitor fees and you will be recognized as contributing to the event. As in the past, we will be holding a survey trivia contest entitled "Bucky's Challenge" that you are invited to be part of. If you are interested in having games or contests of your own, this will be a great time to announce winners and/or tell the group a little bit about your company.

You will receive a complete listing of all attendees as well as a complimentary gift as part of your exhibit fee. Additionally, we invite you to join us for lunch each day. Two meals each day will be included with each booth registration.

This year, the Institute Committee will be auctioning off the two open lounge spaces located just outside of the Exhibit Hall, as a gathering place for our Exhibitors to meet potential clients or reconnect with current clients. There is a bar in each location as well as seating.

- Maji Lounge – Across from Africa West (Dining Room – closer to resort)
- Barranco Lounge – Across from Africa East (Exhibit Hall – closer to parking lot)



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To be fair for everyone, these two spaces are going to be placed in a Silent Auction. You can bid on one or both areas. There are a couple rules in using these spaces:

1. According to Kalahari rules, all food and beverages will need to be purchased/contracted through the Kalahari.
2. Space use should not conflict with WSLs events such as Bucky's Challenge.
3. Each space can be configured however you would like, within reason.

The Silent Auction begins October 19th and will close at 12:00 p.m. (noon) Central Time on Friday, November 11. No late bids will be accepted.

We will promote your space and events to conference attendees on the Institute website, the conference brochure, in Whova, and in the printed program book.

See the attached map for location of the two lounges.

There will be a second email soon with the Silent Auction bid details.

Door Prizes and Raffle Prizes

Many exhibitors donate items to be used as door prizes throughout the Institute meetings. If you are interested in contributing it will be greatly appreciated. If you have items you wish to donate, please bring them to the show and get them to us as soon as you can for cataloging. The winners' names will be drawn at random and posted in the Exhibit Hall.

These door prizes are not to be confused with the WSLs Foundation raffle prizes.

You will note that on the application, we have a reduced fee for our Sustaining members. If your company would like to join WSLs as a Sustaining Member, please contact Bob Welch at 608-819- 0150 or email bob@thewelchgroup.org for more details.

If you join prior to the event, you will receive the member rate.

As sponsor of the event, WSLs, in accordance with the requirements of the Kalahari Convention Center, we are requiring exhibitors to unload their booth materials thru the loading dock provided. Unloading of exhibit materials through the front doors by the Double Cut restaurant will no longer be allowed.

Also, no vehicles will be allowed to park in front of the Double Cut/ main entrance. Any vehicles parked in this area, for any purpose, will be towed at the owner's expense. This policy has been established by the WSLs Institute Committee.

As we did this past January, we will be doing booth reservations online only. Booth reservation



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applications can be found on the WSLs.org/Store page. (<https://wsls.org/shop>)

We recommend that you make your personal room reservations as early as possible. WSLs has reserved a block of rooms at the Kalahari.

Please make your room reservation today at: <https://book.passkey.com/e/50364229>

Room rates are published when you reserve your room.

Rooms are only available at the reduced rate until December 24, 2022 or the resort is sold out. Please reserve your room as soon as possible. UWSP Continuing Education, the Conference Planning Team, and WSLs do not have control over Kalahari policies or room rates once the room block expires or fills to capacity.

Please contact us with any questions or comments.

We look forward to seeing you in January.

Sincerely,

Bob Beilfuss, PLS

Institute Planning Committee

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