

Exhibit at the 2026 Wisconsin Library Association (WLA) Annual Conference!

October 20-23, 2026

Marriott Madison West, Middleton, WI



Connect with library professionals from across Wisconsin and showcase your products, services, and expertise at the state's premier library conference—where visibility meets meaningful connections.

RESERVE YOUR BOOTH TODAY!

REACH PURCHASING DECISION MAKERS

- **600+ attendees** at recent conferences
- Attendees from **public, academic, school, and special libraries**
- Representation from over **200 library organizations and systems** across Wisconsin
- Decision-makers in attendance, including directors, managers, and trustees

JOIN INDUSTRY LEADING VENDORS

- Vendors include publishers, tech companies, library suppliers, architects, consultants, professional associations, and more
- Past participants: Baker & Taylor, Demco, SirsiDynix, WiLS, Bibliotheca, OPN Architects, and many more industry leaders

SHOWCASE YOUR ORGANIZATION

- This year's theme, "Rooted in Community," celebrates the innovation, passion, and impact of Wisconsin's diverse library community. With 600+ library professionals expected—including directors, librarians, and staff from public, academic, and special libraries—this is your opportunity to connect directly with decision-makers and showcase your organization.
- From exhibit booths to sponsorships and advertising, we offer a variety of high-impact ways to get involved. Have something specific in mind? We're happy to discuss custom options.
- Support libraries year-round with a WLA Institutional Membership. Visit www.wisconsinlibraries.org or email beam@wisconsinlibraries.org to learn more.
- We look forward to partnering with you to make the 2026 WLA Fall Conference a Huge Success!



**Rooted in
Community**
2026 WLA Annual Conference

Contact event@wisconsinlibraries.org.

Wisconsin Library Association, PO 6437, 112 Owen Road #6437, Monona, WI 53716



Wisconsin Library Association Annual Conference!

October 20-23, 2026

Marriott Madison West, Middleton, WI



Venue & Hotel

Madison Marriott West

1313 John Q Hammons Dr, Middleton, WI 53562
(608) 831-2000

<https://www.marriott.com/en-us/hotels/msnwe-madison-marriott-west/overview/>



Refer to the Wisconsin Library Association Exhibitor Room Block to receive the discounted group rate.
[Book your group rate for Vendors - Wisconsin Library Association Annual Conference 2026](#)
Or call 1-888-745-2032

Guest room exhibitor rates: \$143.00 for a one bedroom king suite or a one bedroom suite with two double beds per night (plus applicable taxes).

All guest rooms in the WLA Exhibitor block are run of the house. Guest room types (kings, double doubles etc.) cannot be guaranteed and will be reserved on a first come, first served basis.

General Schedule at a Glance

Times are subject to change

Tuesday, October 20, 2026

- Noon - 4:00 PM: Exhibitor set up
- 6:00 - 8:00 PM: Opening Reception with Attendees in the Exhibit Hall

Wednesday, October 21, 2026

- 8:00 - 9:00 AM: Breakfast in the Exhibit Hall
- 9:00 AM - Noon: Conference Keynote and Breakout Sessions
- Noon - 1:00 PM: Lunch in the Exhibit Hall
- 1:00 - 2:00 PM: Afternoon Sessions Resume
- 2:15 - 3:30 PM Refreshment Break in the Exhibit Hall
- 4:30 - 5:30 PM Conference day wrap up in the Hall

Thursday, October 22, 2026

- 8:00 - 9:00 AM: Breakfast in the Exhibit Hall
- 11:15 AM - Noon: No Conflict time in the Exhibit Hall
- Noon - 1:00 PM: Exhibitor and Attendee sit-down networking luncheon. Exhibit Hall is closed.
- 2:30 - 3:45 PM: Exhibitor Appreciation Showcase Wrap Up with Refreshment Break, including our popular exhibitor trivia with prizes
- 4:00 PM: Exhibitor Tear Down and Load Out

KEYNOTE SPEAKERS INCLUDE:

- **Luke Zahm** – James Beard nominated chef, owner of the Driftless Cafe and host of the hit PBS Show “Wisconsin Foodie”
- **Aaron Boyd** – Award-winning author and illustrator
- **Dasha Kelly Hamilton** – Community builder, teaching artist, multi-hyphenate creative, and Poet Laureate Emerita for the City of Milwaukee and State of Wisconsin
- **Jason Kotecki** – Internationally renowned professional speaker, artist and six time author

[CLICK HERE TO REGISTER FOR AN EXHIBIT BOOTH, SPONSORSHIP, OR AD ONLINE!](#)

(You will be directed to the WLA website and prompted to log in. If you do not have a login, you'll need to establish one to register.)

EXHIBITOR BENEFITS

Includes over 10 hours of dedicated, no-conflict Exhibit Hall time!

HOSPITALITY ROOM FOR EXHIBITORS

Exhibitors will have access to a designated hospitality room with complimentary snacks, soft beverages, and quiet seating to ensure your comfort. The hospitality room, in close proximity to the Exhibit Hall, will be open at the following times:

- **Tuesday:** Noon – 4:00 PM
- **Wednesday:** 7:30 AM – 3:30 PM
- **Thursday:** 7:30 AM – 2:30 PM



FOOD AND BEVERAGE PACKAGE INCLUDED FOR ALL REGISTERED EXHIBITORS

In addition to the exhibitor hospitality room offerings, the following food and beverage package is included in your registration fee this year:

- **Tuesday:** Premier Wisconsin Harvest Themed Opening Reception and Buffet
- **Wednesday:** Breakfast; Afternoon Refreshment Break; Lunch
 - Note: On Wednesday, you will be required to remain in your booth while lunch is served. Exhibitor lunch will be served at 1:00 PM when attendees return to their sessions.
- **Thursday:** Breakfast; Afternoon Refreshment Break; Networking Luncheon
 - We are pleased to offer you the opportunity to relax and enjoy a sit-down networking luncheon with attendees. The Hall will be closed during this time; and the cost is included in your registration.
 - Don't miss the opportunity to invite attendees to join your table.

STAGE FOR LIGHTNING TALKS, PRODUCT DEMONSTRATIONS

A stage will be available in the Exhibit Hall, offering you the opportunity to present a brief (5 -10 minutes) lightning talk about your organization or a product demonstration. Sign up on the registration form and we will assign you a time.

ATTENDEE LISTS

Keep your name in front of potential customers after the conference is over! All exhibitors will receive a list of attendees who have opted in for post-conference promotions from exhibitors.

Lists will include names, institutions and email addresses.

Lists will be distributed to exhibitors by November 20, 2026.



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BOOTH OPTIONS

Register by the early bird deadline of Monday, August 31, 2026, at 5:00 PM.
The final date to register is Monday, September 28, 2026, at 5:00 PM

PLATINUM

OUR MOST VISIBLE OPTION!

This package features larger 8 X 10 booths located in prime locations in the foyer and just inside the Exhibit Hall. Platinum-level booths have guaranteed foot traffic throughout the conference.

- \$1,700 if reserved by August 31, 2026
- \$1,900 if reserved after August 31, 2026
- 50% off pricing for each additional booth space!
 - \$850 if reserved by August 31, 2026
 - \$950 if reserved after August 31, 2026

GOLD

This package features 8 X 8 booths in the most high-traffic areas of the Exhibit Hall.

- \$1,500 if reserved by August 31, 2026
- \$1,700 if reserved after August 31, 2026
- 50% off pricing for each additional booth space!
 - \$750 if reserved by August 31, 2026
 - \$850 if reserved after August 31, 2026

SILVER

This package features hard to miss 8 X 8 booths with exceptional exposure to attendees.

- \$1,400 if reserved by August 31, 2026
- \$1,600 if reserved after August 31, 2026
- 50% off pricing for each additional booth space!
 - \$700 if reserved by August 31, 2026
 - \$800 if reserved after August 31, 2026

BRONZE

This package is a wonderful value with 8 X 8 booths in desirable locations.

- \$1,300 if reserved by August 31, 2026
- \$1,500 if reserved after August 31, 2026
- 50% off pricing for each additional booth space!
 - \$650 if reserved by August 31, 2026
 - \$750 if reserved after August 31, 2026

Booth registration includes one representative. Three additional full privilege representatives may be added for each booth space, at a cost of \$400 per representative. Four representatives will be the maximum allowed per booth.

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MAP OF CONVENTION CENTER SPACE

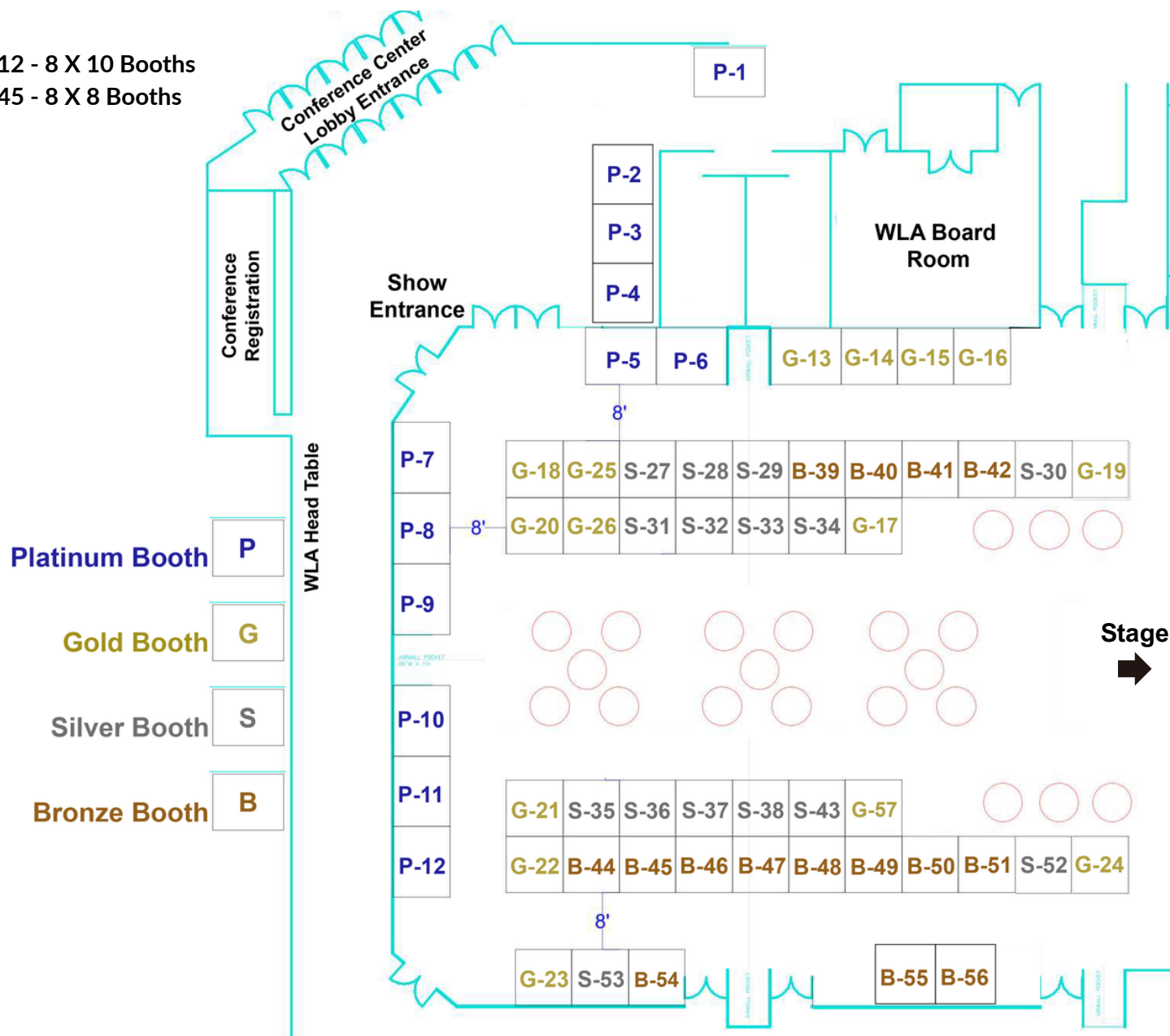


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12 - 8 X 10 Booths

45 - 8 X 8 Booths



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