WAPP VENDOR SPONSORSHIP GUIDELINES

Does your company sell to government entities? Looking for a low-cost and effective way to reach government purchasing professionals in Wisconsin?

A WAPP SPONSORSHIP IS THE SOLUTION!

The Wisconsin Association for Public Procurement (WAPP) is a non-profit organization providing professional development for public purchasing staff and management throughout Wisconsin. WAPP invites sellers of goods and services to advertise on the WAPP website and at WAPP events. WAPP has more than 250 professional members, representing state and local units of government across the entire State of Wisconsin. The information below describes the various opportunities. Pricing is listed at [WAPP SPONSORSHIP](#) and must be paid via credit card through the WAPP website. Interested parties should contact the [Vendor Sponsorship Chair](#) with questions.

Website Sponsorship Opportunities

The WAPP website is a resource for public procurement professional – managers, buyers and decision makers. Your presence on the site shows support for WAPP educational programs and can make a great, long-lasting impression on WAPP members. Sponsorship includes your logo and company name on the WAPP website, with a link back to your website. The opportunities listed below are available to vendors on a regular basis and take effect within 5 business days upon full payment:

- WAPP website footer sponsorship (small vendor logo with link to website, rotating with other vendors)
- WAPP website banner sponsorship (large vendor logo with link to website, exclusively limited to 1 vendor per year, on a first come, first served basis)

The annual opportunities listed below are available to vendors for a single occurrence (limited quantities available) and take effect upon full payment:

- Vendor Expo and Conference (September, Wisconsin Dells, 100+ attendees, including buyers, contract managers, facility managers, office supervisors and other government officials)
  - Meeting sponsorship, including vendor logo with link to website on meeting announcements, registration materials, welcome signage and agenda
  - Insertion of printed promotional materials in attendees packets
  - Booth rental
  - Reverse Trade Show admittance
  - Entertainment/networking sponsorship
• Spring VALUE Conference (March, Milwaukee area, 60+ attendees, including buyers and contract managers)
  o Meeting sponsorship, including vendor logo with link to website on meeting announcements, registration materials, welcome signage and agenda
  o Insertion of printed promotional materials in attendee packets

• Winter Education Conference (December, Madison area, 60+ attendees, including buyers and contract managers)
  o Meeting sponsorship, including vendor logo with link to website on meeting announcements, registration materials, welcome signage and agenda
  o Speaker sponsorship, including acknowledgement prior to session and logo on agenda
  o Insertion of printed promotional materials in attendee’s packets

• Member Training Sessions (typically May-June, various Wisconsin locations, 20+ attendees, including buyers and contract managers)
  o Meeting sponsorship, including vendor logo with link to website on meeting announcement, registration materials, welcome signage and agenda
  o Insertion of printed promotional materials in attendees packets

SPONSORSHIP CONDITIONS

All sponsorships are donations for educational benefit to WAPP members and not considered fees or other types of charges.

• All sponsorships must be fully paid in advance before stated deadlines.
• All sponsorships shall be of WAPP or WAPP-related programs or shall be of potential benefit to WAPP and its members as determined by WAPP.
• All sponsorships shall be formatted as sponsorships with no specific offers, pricing or comparative statements of any kind.
• The presence of a sponsorship at any WAPP event or on any WAPP publication does not imply endorsement of the company or product. Further, preference will not be given to any company by WAPP or its members as a result of a company providing a sponsorship and there shall be no expectations or guarantees of WAPP or its members to do business with your company because a sponsorship was provided to WAPP.
• No sponsorships from tobacco or alcohol suppliers will be accepted.
• No sponsorships of religious nature or containing political content will be accepted.
• Sponsors must be in good standing with the Wisconsin State Bureau of Procurement.
• Sponsors must be in compliance with Wis. Stats. 77.66, Certification for collection of sales and use tax.
Following review by the WAPP Vendor Sponsorship Committee, sponsorships that may cause conflict of interest with WAPP programs will be discussed with the WAPP Executive Board. Unresolved conflicts may result in sponsorships being refused or pulled. If a sponsorship is pulled by WAPP for any reason, the sponsor shall be relieved of liability for payment of a pro rata portion of the contract price, calculated by dividing the total number of inserts, events, or web postings included in the contract price by the number of paid for canceled as a result of WAPP’s action. Nothing in this section shall permit a sponsor to receive any refund, credit or forgiveness of payment if the sponsor decides to withdraw an insert prior to the publication deadline.

WAPP will have sole and absolute discretion with respect to interpretation and enforcement of this policy and all other issues associated with sponsorships with WAPP.

WAPP’s sponsorship fees and policies may be revised periodically.