



RE: Wisconsin Hand Exhibitor Showcase

This spring, the Wisconsin Hand Experience<sup>SM</sup> is scheduled for May 4-6, 2023 and will be held both in-person at the Crowne Plaza Hotel-Milwaukee South and livestreamed. The title and focus of this year's conference is "Paving the Road to Becoming a Master Clinician." Due to livestreaming the conference, we are expanding our audience base nationally. We are anticipating 160 therapists for the in-person experience and approximately 150 virtually.

We invite you to be an exhibitor at our premier conference. The exhibitor display will be held on Thursday & Friday, May 4-5, 2023. We will provide the live stream experience via WebEx.

#### Standard Exhibitor Booth (\$450)

- Exhibit space with 8' table and two chairs
- Organization profile in the mobile app, WebEx
- Attendee interaction feature on WebEx – opportunity to allow attendees to ask questions and live chat with your organization
- Company name/logo on WI Hand website and in promotional emails
- Opportunity to donate items for the gift basket drawing contest

#### Premium Exhibitor Booth (\$1,000)

- Standard booth inclusions plus...
- Prominent booth location
- Prominent exposure in the mobile app, WebEx
- Company logo rotated on livestream WebEx screens
- Your company flyer placed in conference packets
- Company video/commercial broadcast during event (1-2 minutes) and included in social media posts

For in-person registrants, we will have our committee sponsored "Wisconsin Hand" gift/basket drawing contest. To expand this very successful contest, we are inviting exhibitors to participate. If you would like to donate an item or basket for the contest, please bring it to the event. Each attendee will have to engage with every exhibitor to be eligible for the drawing. Virtual attendees will be included in a contest with the prize being a free registration to the 2023 Wisconsin Hand Conference.

Attached is the exhibitor agreement form to be completed and returned to the University of Wisconsin-Milwaukee as soon as possible to assure access to a booth. Upon receiving your completed exhibitor agreement and fee, a confirmation will be emailed to you. You will also be asked to fill out a digital form to help gather information for the website, emails, and virtual event space.

You can be assured the Crowne Plaza Milwaukee South and the Wisconsin Hand Experience committee have taken every precaution to ensure the safety of its guests. We have devised a decision-making strategy that considers many factors to protect the health and safety of our registrants. Decisions could involve a range of actions, up to and including converting the in-person event to an all-virtual experience. If there are any decisions that impact the conference, you will receive direct communication. Please contact me if you need additional information.

We look forward to your participation at the premier conference on hand therapy in the Midwest!

Sincerely,

Nancy Nelson, Ph.D., MBA, OT, CHT  
Provost's Deputy for Continuing Education