

2023 CO-OP OPPORTUNITIES

TRAVEL
WISCONSIN



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2023 TRAVEL WISCONSIN CO-OP OVERVIEW

The Travel Wisconsin co-op supports the Wisconsin [shared brand promise](#) and helps all of our dollars go further as we drive economic impact. Each year, we evaluate the co-op program to ensure it's still on brand, aligned with the Travel Wisconsin strategy and provides the greatest possible lift. Travel Wisconsin is pleased to offer co-op advertising, public relations and trade show opportunities through December 2023.

The primary objective for the co-op program is to provide strategic and affordable promotional opportunities to help you engage and attract key audiences to your destination. These programs pool your resources with Travel Wisconsin resources to maximize the value of your dollars and offer opportunities that perhaps would be otherwise budgetarily unattainable. The program also allows you to try new tactics in a guided manner, with the potential for less risk than doing so on your own.

Co-op programs reach across a variety of platforms, including newsletter features, special offers and deals, social media, media familiarization trips and more.

The entire Wisconsin tourism industry can participate in co-op programs - convention and visitor bureaus, chambers of commerce, tourism commissions, lodging properties, attractions, performing arts groups, museums, retail outlets, etc. If you're supporting traveler spending in Wisconsin, you're likely eligible to participate.

Registration for all co-op opportunities can be found on the Travel Wisconsin extranet marketplace. Once registered for an opportunity through the Travel Wisconsin marketplace, you'll work with Hiebing, Travel Wisconsin's advertising agency, or Turner, Travel Wisconsin's public relations firm. Registration for all co-op opportunities can be found on the Travel Wisconsin extranet marketplace ([link below](#)).

Most opportunities are limited and available on a first-come-first-serve basis - so sign up today to leverage these Travel Wisconsin resources and secure your spot!

Questions on marketing co-op opportunities?

Contact Co-op Program Supervisor, Sarah Keller at skeller@hiebing.com.

Questions on PR co-op opportunities?

Contact Kate Davis at wisconsin@turnerpr.com.

READY TO SIGN UP?

<https://wisconsin.extranet.simpleviewcrm.com/login/#/login>

MARKETING CO-OP PROGRAMS





WISCONSIN TRAVELER EMAIL CO-OP

Spotlight your destination in a bi-weekly email sent to over 90,000 opt-in subscribers, with an average 38% open rate!

You can purchase a space in Travel Wisconsin's most popular email communication, the Wisconsin Traveler e-newsletter. Whether looking to promote an event, outdoor recreation opportunities, seasonal attractions or increase general awareness for your area, the "Destination Spotlight" section showcases your destination with a photo, text and link to your landing page.

Eligibility

The Wisconsin Traveler email co-op program is open to destination marketing organizations and tourism-related businesses, attractions and events. All participants are subject to Travel Wisconsin approval.

Asset Development

After selecting a deployment and submitting your reservation, you'll receive a registration confirmation. In the month leading up to your chosen deployment, you'll receive an email to submit your content - headline, description, high-quality image and landing page URL.

- Headline (40 character limit)
- Description (140 character limit)
- Travel Wisconsin Brand-centric Image* (1200x800 pixels preferred)
- URL

**Images need to be compelling and engaging. If you are unable to provide appropriate imagery, Travel Wisconsin will access their image library to find an acceptable photo.*

Cost

Program cost is \$400 per deployment. You will be invoiced for your reservation at the end of the month in which your ad runs.

Frequency

This program is limited to six partners per bi-weekly deployment. Limit of one deployment per month, per partner.

2023 WI Traveler Deployment Dates

January	Jan. 12	Jan. 26
February	Feb. 9	Feb. 23
March	Mar. 9	Mar. 23
April	April 6	April 20
May	May 4	May 18
June	June 8	June 22

July	July 13	July 27
August	Aug. 10	Aug. 24
September	Sept. 7	Sept. 21
October	Oct. 5	Oct. 19
November	Nov. 2	Nov. 16
December	Dec. 7	Dec. 21



Deadline

Reservations and materials must be submitted at least four weeks prior to desired deployment date and are accepted on a first-come-first-serve basis. Space fills quickly, so we suggest signing up early. After submitting your reservation, you'll receive an email with a link to submit your content/materials. After your ad runs, you'll receive a report showing how many clicks your links received.

Questions on marketing co-op opportunities?

Contact Co-op Program Supervisor, Sarah Keller at skeller@hiebing.com.

*Email layouts are for sample purposes only and subject to change.




7 STOPS FOR UNFORGETTABLE WISCONSIN BREAKFASTS

The most important meal of the day can also be the most fun when you're surrounded by good company and know you've found a special spot. Whether your crew prefers a classic diner or a quirky cafe, we can help you find the perfect breakfast place for your personality. Check out this list featuring restaurants that offer only-in-Wisconsin specialties, have been featured on the Food Network, and include mystery specials for a discounted price. And don't forget the coffee!

[Show Me the Specials >](#)


DESTINATION SPOTLIGHT



Don't Miss The Nature of Light in Oshkosh

The Nature of Light at the Paine in Oshkosh closes Oct. 30! See fall colors like never before with an immersive experience of nature, art, and light.


[Learn More >](#)




Choose Your Ag-Venture in Whitewater

The Whitewater area offers recreational opportunities to sustain local farms. From breweries to orchards, there's something for everyone. Happy ag-venture!


[Learn More >](#)



Jack-O'-Lantern Nights at Racine Zoo




See Oibrich Gardens in a Whole New Light



See What's New at the H-D Museum

With two all-new retail stores, an enhanced Experience Gallery and a recently-opened event space, the H-D Museum has reshaped its campus!

[Learn More >](#)



Signature Sights and Festive Flavors

Explore corn mazes, fall foliage on ancient bluffs and autumn festivals like Oktoberfest USA. Celebrate the season where fun knows no bounds - the La Crosse Region awaits!

[Learn More >](#)



SPECIAL OFFERS EMAIL CO-OP

Promote your special offer, discount or deal in this monthly email sent out to over 31,000 opt-in subscribers, with a whopping 54% average open rate!

The Travel Wisconsin special offers program is an opportunity to promote your package, special offer, discount or promotion and attract more visitors. Your offer will click through to a listing on TravelWisconsin.com/Deals, where consumers can learn more and purchase your offer by clicking through to your website.

Eligibility

The Special Offers co-op program is open to destination marketing organizations and tourism-related businesses, attractions and events. Submissions should contain a package, discount or promotion for travelers containing a specific and compelling offer. All participants and offers are subject to Travel Wisconsin approval.

Asset Development

After selecting a deployment and submitting your reservation, you'll receive a registration confirmation. In the month leading up to your chosen deployment, you'll receive an email to submit your content - headline, basic details or description of the offer (including the date range the offer runs), a click-through URL and high-quality imagery.

Cost

Program cost is \$200 per deployment. You will be invoiced for your reservation at the end of the month in which your ad runs.

Frequency

Special offer emails deploy once per month. This program is limited to 6 partners per monthly deployment. Limit of one deployment per month, per partner.

2023 Special Offer Deployment Dates

January	Jan. 18	July	July 19
February	Feb. 15	August	Aug. 16
March	Mar. 15	September	Sept. 13
April	April 12	October	Oct. 11
May	May 10	November	Nov. 8
June	June 14	December	Dec. 13


Deadline

Reservations and materials must be submitted at least four weeks prior to desired deployment date and are accepted on a first-come-first-serve basis. Space fills quickly, so we suggest signing up early. After submitting your reservation, you'll receive an email with a link to submit your content/materials. After your ad runs, you'll receive a report showing how many clicks your links received.

Questions on marketing co-op opportunities?

Contact Co-op Program Supervisor, Sarah Keller at skeller@hiebing.com.


*Email layouts are for sample purposes only and subject to change.



\$49

\$49 Golf & Fireworks on Sundays
Grand Geneva Resort & Spa in Lake Geneva is the place to be on Sundays. 18-holes of golf for \$49 after 2pm every Sunday on The Highlands. Come for the golf and stay for the fireworks!


[Buy Deal >](#)



Brookfield Getaway

Summer in the Town!
Discover Brookfield is partnering with Town businesses to bring guests a "Summer in the Town" hotel getaway package, available through Aug. 15. Whether visiting with your sweetie or the whole family, the Town is a great place for a mini-getaway.


[Buy Deal >](#)



TRAVEL WISCONSIN


These deals make planning your next trip even easier. Make lasting vacation memories with your crew in Wisconsin's open spaces, activities and unique accommodations!

Check out these featured deals:



Complimentary Foursome

Putt, Chill and Repeat at Destination Geneva National
Destination Geneva National would like to extend to all Travel Wisconsin subscribers a complimentary foursome on The Dance Floor during the rest of the 2022 season! GN's Dance Floor presents 27 holes of illuminated putt-putt on grass plus surround sound, a cocktail bar, bocce ball and firepits.



BOGO 50% OFF

BOGO 50% Off Lake Geneva Waterpark
Two nights are always better than one! Buy one night and get the second night 50% off this fall at Timber Ridge Lodge & Waterpark in Lake Geneva. That's right, choose any day of the week and receive 50% off your second night. Reserve your fall getaway today.

[Buy Deal >](#)



SOCIAL MEDIA CO-OP

Tap into Travel Wisconsin's following and promote your destination through a paid social media partnership!

Our social media co-op program allows tourism industry partners to buy in to monthly Facebook and Instagram ad content and gain valuable exposure using the Travel Wisconsin brand.

Eligibility

The Social Media co-op program is open to destination marketing organizations and tourism-related businesses, attractions and events. All participants are subject to Travel Wisconsin approval.

Asset Development

After signing up for your chosen social platform and month, you'll receive a registration confirmation. In the month leading up to your chosen deployment, you'll receive an email to submit your content. This will include the ideal ad start date (to run for a 3-day window), basic content direction, any interest-based targeting parameters, a click-through URL and a high-resolution photo. All ads run in-state (Wisconsin only).

Travel Wisconsin handles ad copy development, which you will have the opportunity to review and approve. If you are unable to provide a brand-centric photo, Hiebing will attempt to select one from our image library or work to obtain a user-generated photo from the Crowdriff platform. If no image is approved, the ad will not be accepted.

Cost

1. Facebook Newsfeed Ad - \$450 (includes \$100 media spend)
2. Facebook + Instagram Newsfeed Ads - \$800 (includes \$200 media spend)

You will be invoiced for your reservation at the end of the month in which your ad runs.

Frequency

This program is limited to 12 partners per month.

Each partner is limited to two ads per season.

Summer: June - August | **Fall:** September - November | **Winter:** December - February | **Spring:** March - May

Deadline

Reservations must be made at least one month prior to desired ad timing. Reservations are accepted on a first-come-first-serve basis. Space fills quickly, so we suggest signing up early. After submitting your reservation, you'll receive an email with a link to submit your content/materials. After your ad runs, you'll receive a basic performance report.

Questions on marketing co-op opportunities?

Contact Co-op Program Supervisor, Sarah Keller at skeller@hiebing.com.



A screenshot of a Facebook post from the Hayward Lakes Visitor and Convention Bureau. The post features a woman in a blue cap and white jacket holding a large fish on a boat. The text of the post includes the organization's name, a sponsored status, a location tag for Hayward Lakes, and a link to learn more about fishing in the area. Engagement metrics show 144 likes, 5 comments, and 1 share.

Travel Wisconsin with Hayward Lakes Visitor and Convention Bureau, Sawyer County, WI USA. Sponsored · 🌐

Keepin' it reel 🎣 in Hayward Lakes!

HAYWARD AKFS.COM

Fishing at Hayward Lakes – Hayward Lakes [Learn more](#)

Fishing in the Hayward Lakes Area The Hayward ...

👍 Deb Zickert and 144 others 5 Comments 1 Share

👍 Like 💬 Comment ➦ Share 🌐



DIGITAL OOH EVENTS CO-OP PROGRAM

With the return of so many amazing Wisconsin events, take advantage of this first-ever out-of-home co-op program!

Spotlight your destination's event during a 2-week flight on digital billboards throughout the state, with a 1:1 media cost match from Travel Wisconsin, making this impactful out-of-home offering affordable for almost any budget.

Eligibility

The digital out-of-home co-op program is open to Wisconsin tourism industry partners that are promoting a specific event. Event submissions are subject to Travel Wisconsin review and approval.

Asset Development

Travel Wisconsin will design the digital outdoor boards, which will feature your event, dates and city/county. After registering, Hiebing (Travel Wisconsin's advertising agency) will work with you to obtain your event name/dates, chosen season and market(s) and mock up your outdoor board/flight for your review and approval.

Cost

Costs associated with each two-week flight are shown below by market. Costs reflected in the charts indicate your total cost to participate, per flight, and are inclusive of media space, creative production and project management. These costs have been greatly reduced by Travel Wisconsin's 1:1 media cost match.

Madison Market

Your event OOH digital boards will be a mix of digital posters and bulletins. Bulletins are along main arteries such as US 12/18, US 151 and outside of Madison along I-94, between Madison and Johnson Creek. Posters are in the suburbs such as Middleton, Waunakee and DeForest.

Summer 2023 Flight Choice

Flight 1: May 22 - June 4

Flight 2: June 5 - June 18

Flight 3: July 10 - July 23

Flight 4: July 24 - Aug. 6

Cost (per flight)

\$3,400

Estimated Displays

Min. 25K exposures per flight

Fall 2023 Flight Choice

Flight 1: Sept. 11 - Sept. 24

Flight 2: Sept. 25 - Oct. 8

\$2,300

Min. 16.5K exposures per flight

Winter 2024 Flight Choice

Flight 1: Jan. 15 - Jan. 28

Flight 2: Jan. 29 - Feb. 11

\$2,000

Min. 12.5K exposures per flight

Milwaukee Market

Your event OOH boards will be mostly standard bulletins (large and medium sized), located mainly along major interstates such as I-94, I-41, I-894 and I-43, along with a few within the city.

Summer 2023 Flight Choice

Flight 1: May 22 - June 4

Flight 2: June 5 - June 19

Flight 3: July 10 - July 23

Flight 4: July 24 - Aug. 6

Cost (per flight)

\$3,000

Estimated Displays

Min. 21K exposures per flight

Fall 2023 Flight Choice

Flight 1: Sept. 11 - Sept. 24

Flight 2: Sept. 25 - Oct. 8

\$2,500

Min. 16.5K exposures per flight

Winter 2024 Flight Choice

Flight 1: Jan. 15 - Jan. 28

Flight 2: Jan. 29 - Feb. 11

\$2,000

Min. 12.5K exposures per flight

Appleton / Green Bay Market

Your event OOH boards will be a mix of digital posters and bulletins. Bulletins are mainly along major interstates and arterials such as I-41, Hwy 172 and Hwy 32, while posters are primarily within the city limits.

Summer 2023 Flight Choice

Flight 1: May 22 - June 4

Flight 2: June 5 - June 19

Flight 3: July 10 - July 23

Flight 4: July 24 - Aug. 6

Cost (per flight)

\$1,600

Estimated Displays

Min. 25K exposures per flight

Fall 2023 Flight Choice

Flight 1: Sept. 11 - Sept. 24

Flight 2: Sept. 25 - Oct. 8

\$1,200

Min. 16.5K exposures per flight

Winter 2024 Flight Choice

Flight 1: Jan. 15 - Jan. 28

Flight 2: Jan. 29 - Feb. 11

\$1,100

Min. 12.5K exposures per flight

Frequency

This program is limited to three partners per flight, per market, and is available on a first-come, first-served basis. You may purchase multiple markets for your event.

This program is limited to the promotion of one event per flight, per partner. You may promote multiple events by purchasing multiple flights.

Out of home flights are two consecutive weeks in length, and each flight you purchase will promote the same event for those consecutive two weeks.

Your creative will rotate on the digital boards in your chosen market amongst other messaging, with the minimum number of displays indicated in the chart above. After your campaign, you will receive an actualized report of displays.

Deadline/Timing

Reservations and materials must be submitted at least six weeks prior to chosen flight.

Because reservations are accepted on a first-come basis, spots fill quickly so reserve your space as early as possible. After submitting your reservation, Hiebing will reach out to request your event information.

Questions on marketing co-op opportunities?

Contact Co-op Program Supervisor, Sarah Keller at skeller@hiebing.com.



*Digital OOH layouts are for sample purposes only and subject to change.

PR CO-OP PROGRAMS





INDIVIDUAL FAMILIARIZATION TRIPS

Host your target media! Work with Travel Wisconsin to bring a single journalist to your destination.

Eligibility:

PR co-op programs are open to Destination Marketing Organizations (DMOs). All participants are subject to Travel Wisconsin approval. This co-op is limited to one destination and cannot be combined with others.

Cost:

Program investment is \$3,000.

Price includes transportation (flight and/or rental car) to destination. Partner is responsible for all on-the-ground expenses once media is in destination.

Development:

Travel Wisconsin will handle inviting media, booking and payment of travel to the destination, creation of media briefing document and all follow-ups. Destination oversees the itinerary, with approval from Travel Wisconsin. Destination handles booking all elements of the visit including, but not limited to, lodging and meals, media gifts, on-the-ground transportation (if journalist is flying in) and creation of the final itinerary document in a shareable form for media.

Deadline:

Individual FAMs are limited to twelve (12) per year and a maximum of three (3) programs per season. Reservations are accepted on a first-come-first-serve basis and must be reserved at least three months in advance of execution. Sign-up is limited to one program per partner until January 1, 2023. Any open spots available after January 1 will be available for partners who have already signed up.

For more information, please contact wisconsin@turnerpr.com.



SOCIAL MEDIA CONTENT CREATOR PROGRAM

Want to cultivate relationships with content creators to visit your destination in order to capture authentic content to share on their social channels and get assets for your owned channels?

Travel Wisconsin will develop and execute three total customized campaigns for the winter, summer and fall seasons. The team will work with partners to target the right content creators to deliver on partner campaign goals.

Eligibility

PR co-op programs are open to Destination Marketing Organizations (DMOs). All participants are subject to Travel Wisconsin approval. This co-op is limited to one destination and cannot be combined with others.

Cost:

Campaign investment is \$10,000. Package includes:

- Up to five content creators (depending on programs negotiated)
- Content creators to have between 5,000-150,000 followers and will be thoroughly vetted according to campaign's objectives and goals
- Includes payment for content creators, with deliverables including image/video assets, specific reach and/or traffic KPIs
- Coordination of travel (flight and/or rental car) for each content creator

Development:

Travel Wisconsin will build a target content creator list, handle outreach for proposals, negotiate individual contracts, handle asset gathering and deliver final campaign reporting while ensuring the campaign adheres to legal requirements.

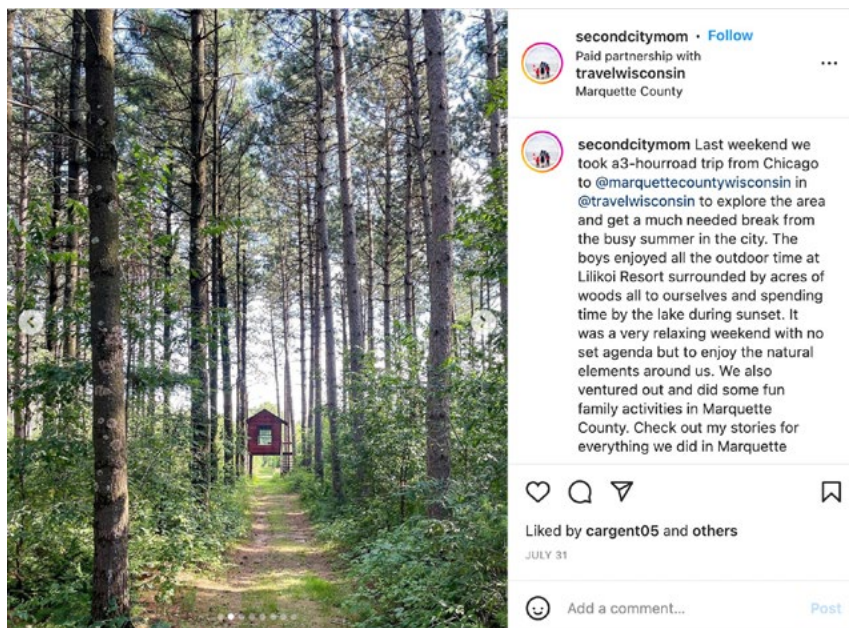
Destinations will handle coordinating the itinerary, with approval from Travel Wisconsin. Partner will handle coordinating activities including, but not limited to, lodging and meals, any gifts, transportation and more.

Deadline:

Content creator campaigns are limited to three partners per seasonal campaign. Reservations are accepted on a first-come-first-serve basis and are required by the dates listed below.

- **Winter campaign deadline:** December 2, 2022
- **Summer campaign deadline:** April 28, 2023
- **Fall campaign deadline:** July 28, 2023

For more information, please contact wisconsin@turnerpr.com.





TRAVEL WISCONSIN MEDIA MISSIONS

Join the Travel Wisconsin team on one of our target market media missions!

Depending on the market (Tier 1, 2 or 3), partners will join for individual deskside meetings and/or attendance at a Wisconsin-themed media event (10-15 target journalists), with attendance from top tier regional and national travel and lifestyle media. These in-person deskside appointments allow the opportunity to connect with five to seven target journalists one-on-one (pending media availability), sharing news and story ideas about your destination or tourism business.

Cost:

Program investment varies by market (see breakdown below):

- New York City (Tier 1 market) with media event (10-15 target journalists) + deskside appointments: \$7,500
- Minneapolis (Tier 2 market) with small media event (4-6 target journalist) + deskside appointments: \$5,000
- Virtual deskside appointments only (Tier 3): \$2,500

Investment does not include cost of media gift, cost of partner's activation at media event, travel to target market or on-the-ground expenses (ie. hotel, dining, transportation, etc.) which is at the expense of the partner.

Development:

Travel Wisconsin handles building a target media list, media outreach, scheduling of appointments, media briefing documents and support for talking points, top-level media training and attendance to deskside to help guide conversation. Partner handles drafting talking points and attendance to the deskside where they are expected to join the conversation and share story ideas and news with the journalist. In addition, partner can provide a media gift for the journalist.

Deadline:

Limit two (2) partners per media mission. Partners can sign up for this program at any time to receive details on each upcoming media mission opportunity. Partners must apply by providing an overview of news and highlights to share with media and will be notified if selected at least two months in advance of execution.

For more information, please contact wisconsin@turnerpr.com.



MIDWEST BROADCAST + MEDIA TRAINING

Reach your target markets via broadcast!

Partner with Travel Wisconsin to amplify your marketing efforts and key messaging in your target markets via paid broadcast opportunities. Opportunities vary across Iowa (Des Moines, Cedar Rapids), Chicago and the Twin Cities. For each program that includes an interview, media training will be included.

Cost:

Program costs vary by station and opportunity, ranging from \$2,000 - \$5,500 (see breakdown by station below). Price includes transportation (flight and/or rental car) for broadcast team to destination and media training for interviews. Partner is responsible for all on-the-ground expenses once crew is in the destination.

Des Moines (WHO-TV)

Wisconsin Week with Hello Iowa! as well as ad spots throughout the week for each participating partner.

- Total investment: \$2,000 per partner (maximum five partners).

Minneapolis / St. Paul (KSTP)

Twin Cities Live includes a five-to-seven minute segment as well as verbal and logo mentions throughout the segment and a call-to-action or special offer. Additionally, the segment will be posted on the Twin Cities Live website. This opportunity can also include a takeaway item for the studio audience (55 guests/day) in the form of brochures, etc.

- Total Investment: \$3,500 per partner (maximum five partners).

Cedar Rapids (KGAN) + Des Moines (KDSM)

This program includes a 12-week Road Trippin' campaign to run summer 2023 in partnership with Ketelson RV. It includes weekly segments (pre-recorded, shot on-location in Wisconsin) shared on KDSM, banner ads on Road Trippin's web page, a weekly branded content article (which includes digital support) and a digital video campaign targeted towards viewers interested in travel or family vacations.

- Total investment: \$5,020 per partner (maximum six partners) + on-the-ground expenses to host in-state.

Chicago (WGN)

This program includes a two-week flight with content inclusion in one live read during morning news, inclusion in a Chicago Scene video posted to the Chicago Scene social channels and website (filmed on-site in WI), WGN mobile video overlay and AM news commercial spots throughout the two weeks.

- Total Investment: \$5,500 per partner (maximum four partners) + on-the-ground expenses for hosting Chicago Scene in-state.

Development:

Travel Wisconsin handles the coordination of each opportunity and acts as point of contact with the station. This includes compiling any assets from the partners, outlining schedules, as well as media training of each participant who will appear on-air (if the program includes).

Deadline:

For each program, reservations are accepted on a first-come-first-serve basis and are required by January 6, 2023.

For more information, please contact wisconsin@turnerpr.com.

TRADE SHOW CO-OP PROGRAMS





WISCONSIN STATE FAIR BOOTH

Market your destination alongside Travel Wisconsin for one day at the 2023 Wisconsin State Fair, which will take place from Aug 3-13.

Travel Wisconsin will host a booth in the Wisconsin Products Pavilion at the Wisconsin State Fair, an event which celebrates all things Wisconsin. The Fair bills itself as a family-friendly, affordable, safe and educational event for all. Once again, in 2023, the Fair hopes to welcome over one million attendees over 11-days. Partnering with us, will allow your DMO the opportunity to market your destination alongside the Travel Wisconsin brand.

Eligibility

A total of 22 Destination Marketing Organizations are encouraged to join us, as this is a great opportunity to highlight and promote your destination to thousands of potential visitors.

Currently only two spots available due to first right of refusal for previous participants.

Cost

Program cost is \$250 for inclusion in the booth. You will be invoiced for your reservation prior to the fair.

Deadline

Reservations are accepted on a first-come-first-serve basis and are required by June 1, 2023.

Program Information

As a partner, each DMO will receive space in the Travel Wisconsin Booth for one day, six entrance tickets and three parking passes.

Partners are expected to pay for their own travel expenses and for any additional parking or entrance fee requirements. Partners are expected to staff the booth from open to close, normally 10am-10pm, and utilize time provided on the stage inside the Wisconsin Pavilion. Partners should provide the marketing materials they want to utilize during the show.

Questions on state fair opportunities? Contact Andrew Nussbaum at Andrew.Nussbaum@travelwisconsin.com or 715-299-5422.



CHICAGO TRAVEL AND ADVENTURE SHOW

Connect with over 10,000 travel consumers from the Chicago Metro Area at the Chicago Travel and Adventure Show which will be held on January 14 -15, 2023.

Travel Wisconsin will host a tourism promotion booth at the Chicago Travel and Adventure Show. This show is a two-day leisure and group travel show held annually at the Donald E. Stephens Convention Center in Rosemont, Illinois. The show offers consumers a wide variety of destination booths, a world class speaker lineup and opportunities for travel advice. The show organizers target their advertising to high net-worth communities in the Greater Chicago metro area. In 2022, total attendance to the show was 10,722. Partnering with us, will allow your DMO the opportunity to market your destination alongside the Travel Wisconsin brand.

Eligibility

A total of four Destination Marketing Organizations are encouraged to join us, as this is a great opportunity to highlight and promote your destination to thousands of potential visitors.

Currently only two spots available due to first right of refusal for previous participants.

Cost

Program cost is \$500 for inclusion in the booth. You will be invoiced for your reservation prior to the show.

Deadline

Reservations are accepted on a first-come-first-serve basis and are required by December 1, 2023.

Program Information

As a Travel Wisconsin partner, each DMO will receive space in the Travel Wisconsin Booth for one day.

Partners are expected to pay for their own travel, parking, tolls, lodging and meals.

Partners should provide the marketing materials they will utilize during the day at the show.



MEETING AND CONVENTIONS, SPORTS TRADE SHOWS

Meet in Wisconsin and Sports Wisconsin are represented at multiple trade shows throughout the year.

Trade shows provide us the opportunity to meet with multiple meeting and sport event planners on-site and in-person, to showcase Wisconsin and build relationships which in turn, bring business to the state.

Eligibility

Any Wisconsin destination marketing organization that markets their destination or property to either the meeting or sports markets are eligible to partner with Meet in Wisconsin and Sports Wisconsin to participate in and attend selected trade shows. These shows include:

- **Sports ETA** - typically held in April
- **Connect Marketplace** - August
- **American Society of Association Executives Annual Meeting** - August
- **IMEX** - October or early-November

Based on budget and industry partner interest, Meet in Wisconsin and Sports Wisconsin may opt to attend additional trade shows throughout the year.

Cost

The cost for partners to participate is determined 3-4 months prior to the show and is based on the registration rates determined by the trade show, and the number of interested Wisconsin organizations, destinations or properties.

Deadline

Partners will need to commit to a show 4 months out in order to determine final costs and show attendee meetings.

For more information on these shows, please reach out to Dawn Zaroni at dzaroni@travelwisconsin.com.