

Sponsorship Recap

BOUNDLESS



WIGCOT

LA CROSSE 2025



Thank you to the **50** sponsors and
exhibitors who supported
WIGCOT 2025!



WIGCOT

LA CROSSE 2025



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**Wisconsin
Dells®**

The Waterpark Capital of the World!®

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SPECIAL EVENT/APP SPONSORS



Total Registrants: 644

Sponsor Exhibitor Website Page Views: 6555 (February-March 2025)



SIGNAGE



TOURISM AWARDS CELEBRATION DINNER

TUESDAY, MARCH 11
6:30 PM - 9:00 PM

A celebration in honor of this year's winners of the Governor's Tourism Awards! Join us for an unforgettable evening with friends.

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POST EVENT CELEBRATION

TUESDAY, MARCH 11
9:00 PM - 11:00 PM
The Radisson Ballroom
200 Second Street South,
200 Harborview Plaza, La Crosse

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BREAKFAST, TOURISM AWARDS RECOGNITION AND KEYNOTE

TUESDAY, MARCH 11
8:00 AM - 10:45 AM

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BREAKFAST, KEYNOTE AND SECRETARY'S ADDRESS

MONDAY, MARCH 10
8:00 AM - 10:45 AM

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SIGNAGE



BOUNDLESS BRANDS

MONDAY, MARCH 10
2:00 PM - 3:15 PM

Hear from marketing representatives of Wisconsin's leading outdoor companies about their work, how it ties into tourism, the role Wisconsin plays in their brand identity and the potential for collaboration between tourism and outdoor recreation partners in the future.

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Epsilon®



MARKETPLACE & NETWORKING HUB

MONDAY, MARCH 10
3:30 PM - 5:30 PM

Looking for innovative ideas, new contacts or renewed connections? Marketplace is your chance to meet local, regional and national vendors offering information, resources and solutions to grow your business.

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4imprint



REMINDER:
Download the Whova App to
Connect & Collect Leads!

APP SPONSORED BY
Midwest Grill'n
MIDWEST GRILL'N



PR MIXER

MONDAY, MARCH 10
4:00 PM - 5:30 PM
(Invitation Only)

SPONSORED BY

TURNER
a fahlgren mortine company



REFRESHMENT BREAK

TUESDAY, MARCH 11
10:45 AM - 11:00 AM

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bandwangO™
The Destination Experience Engine

SIGNAGE



MEET HERE FOR THE SUNRISE RUN/WALK

MONDAY, MARCH 10
6:30 AM - 7:30 AM

SPONSORED BY

expedia group
media solutions



REFRESHMENT BREAK

MONDAY, MARCH 10
10:45 AM - 11:00 AM

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miles
PARTNERSHIP



NETWORKING LUNCH: HONORING TRIBAL TOURISM

MONDAY, MARCH 10
12:30 PM - 1:45 PM

This lunch program will honor the 11 federally
recognized Tribal nations in Wisconsin and
illuminate the breadth and diversity of Tribal
tourism offerings in the state.

SPONSORED BY



REFRESHMENT BREAK

TUESDAY, MARCH 11
3:15 PM - 3:30 PM

SPONSORED BY

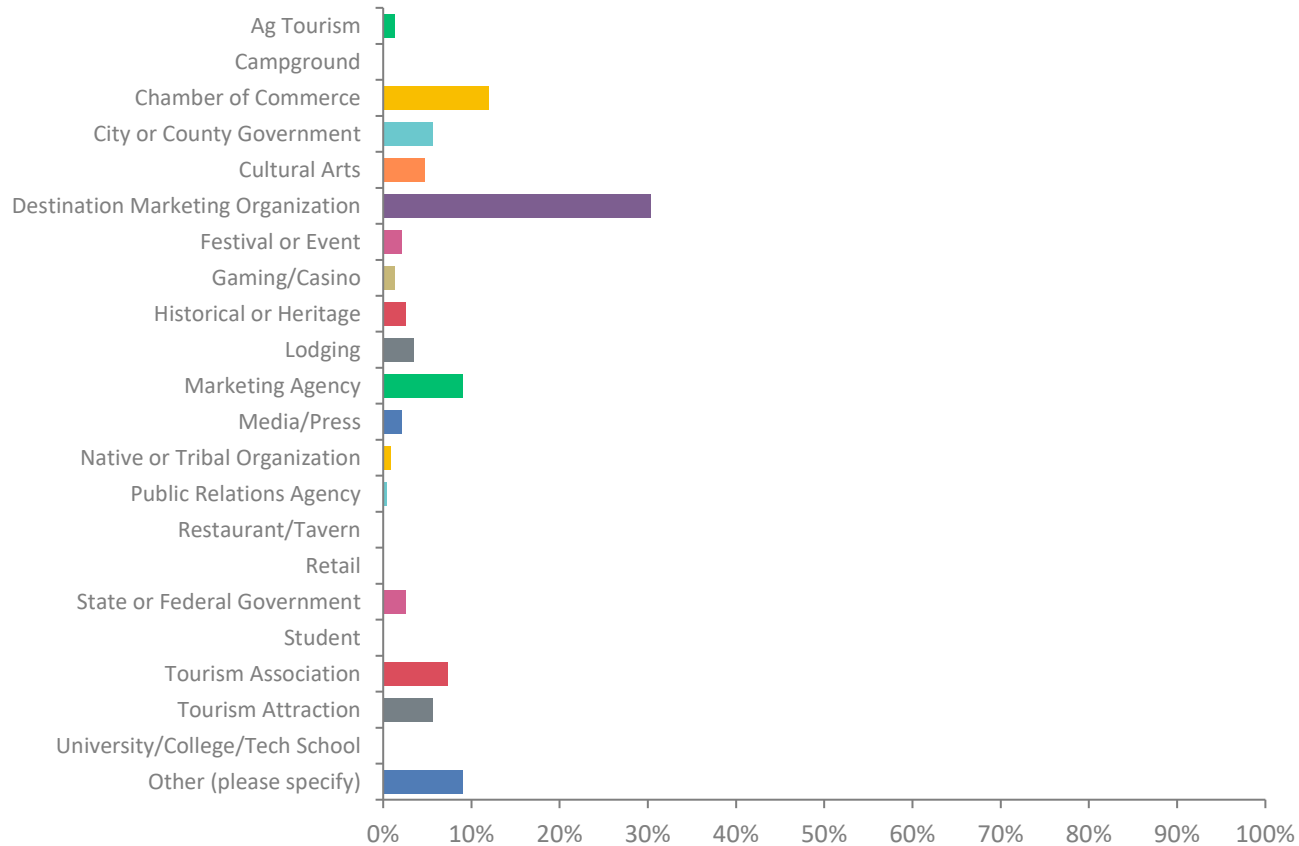
Longwoods
INTERNATIONAL



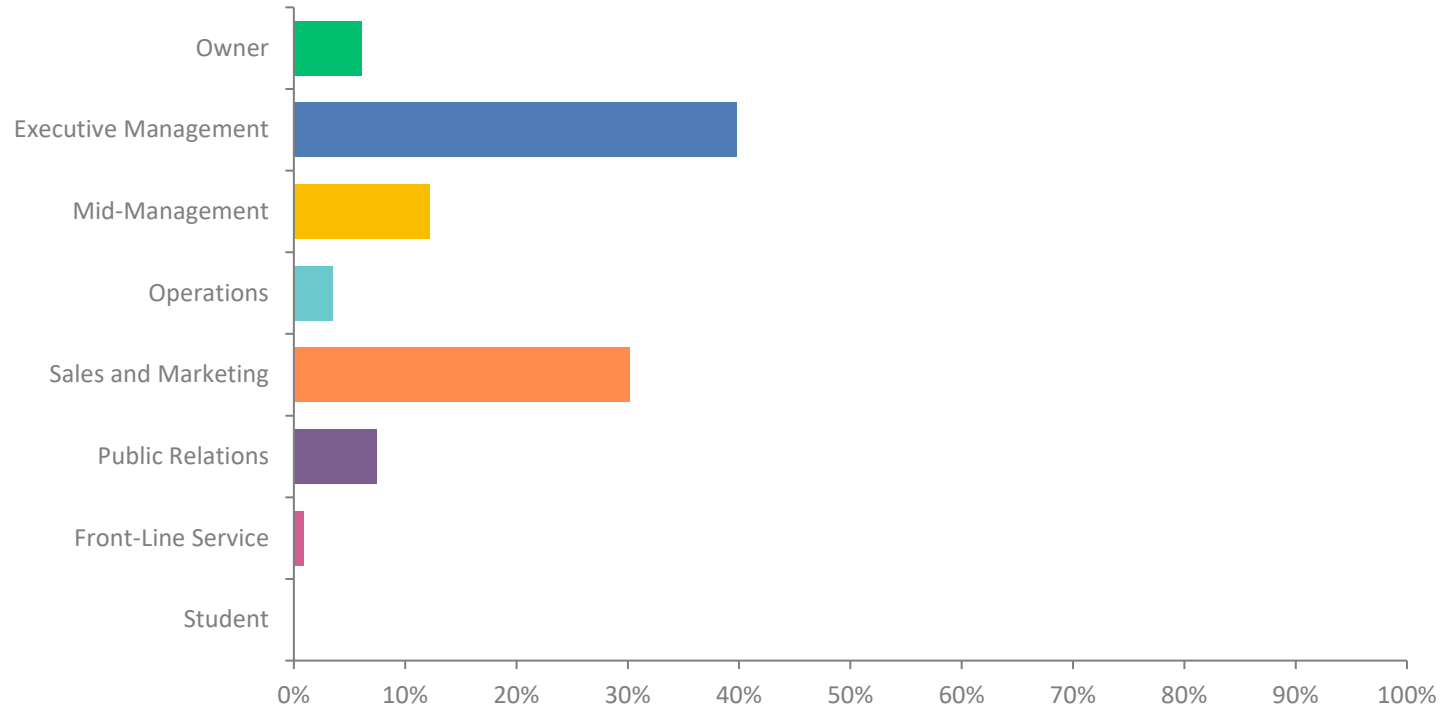
ATTENDEE SURVEY HIGHLIGHTS

- More than 90 percent of attendees gave their overall experience at the conference positive ratings
- 75 percent have attended in the past and 92 percent plan to attend the 2026 event in Milwaukee
- Top two reasons people attend are educational sessions and networking
- More than 75 percent found the Whova app helpful and easy to navigate while enjoying the notification options and the social networking opportunities
- Programming received high marks on quality of presenters and offering opportunities to connect with people who have similar positions, as well as interests and concerns.

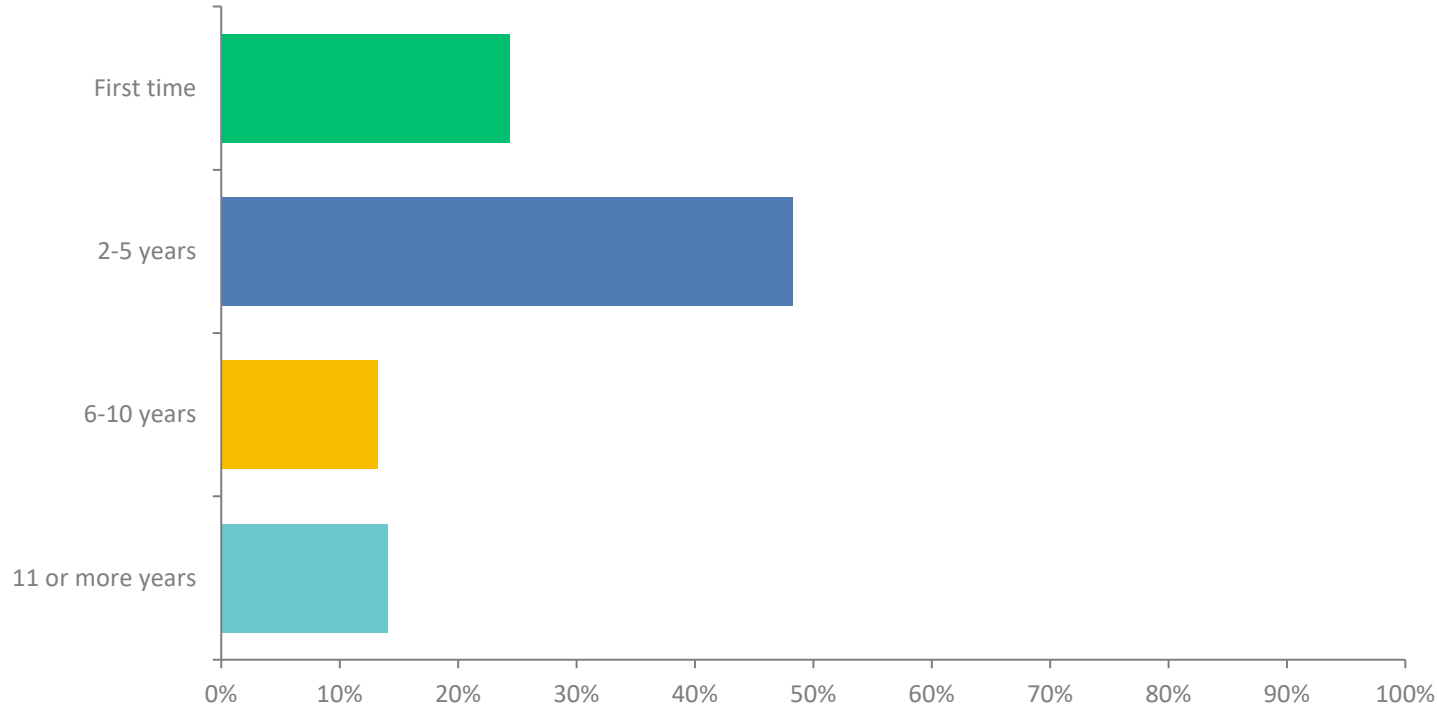




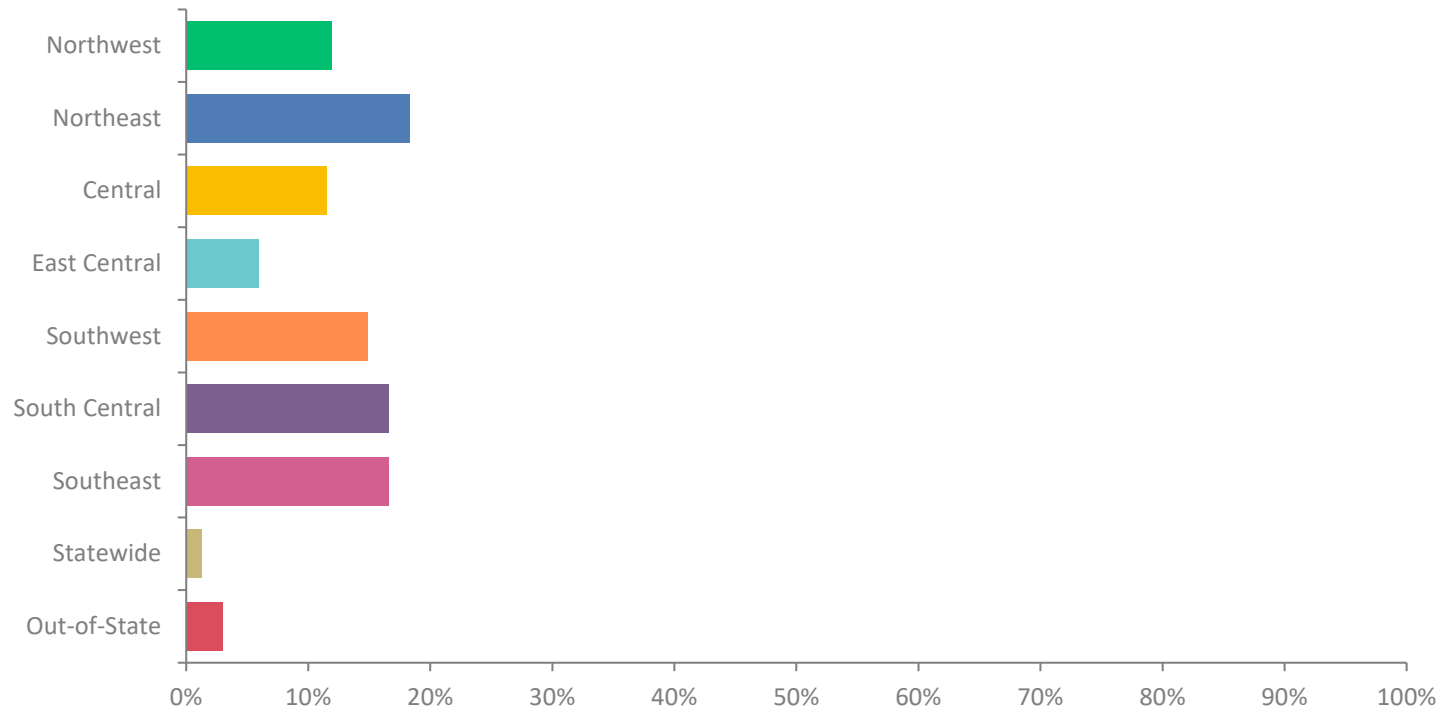
What best describes your organization?



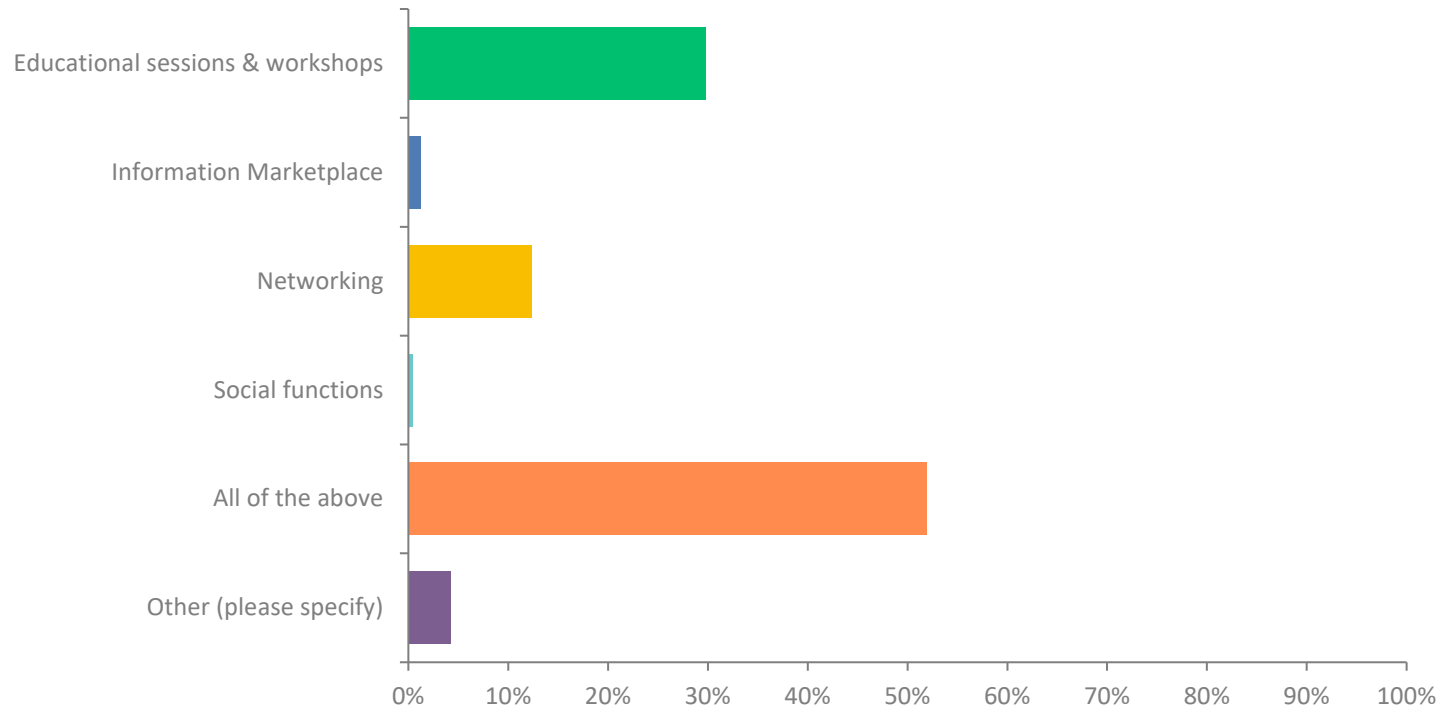
What best describes your primary position or job title?



How many years have you participated in WIGCOT events?



What region of the state are you from?



What was your primary reason for attending the 2025 conference?

EVENT APP USAGE

DOWNLOAD RATE
EVENT APP

77%

LOVED WHOVA
% OF ATTENDEES

76%

ACTIVE USERS
TOTAL

528

MOBILE APP USERS
TOTAL

502

WEB APP USERS
TOTAL

224

SPONSORS & EXHIBITORS

SPONSOR IMPRESSIONS
TOTAL

131905

EXHIBITOR LEADS
TOTAL COLLECTED

2653

STAMPS COLLECTED
PASSPORT CONTEST

2651

ENGAGEMENT

COMMUNITY BOARD
MSG TOTAL

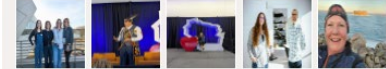
646

PHOTOS SHARED
TOTAL

180

ATTENDEE PROFILE VIEWS
TOTAL

2770

POPULAR PHOTOS
MOST LIKES[See all photos](#)

NETWORKING

MEET-UPS CREATED
TOTAL

12

BUSINESS CARDS
SCANNED & EXCHANGED

83

PRIVATE MESSAGES
1-ON-1

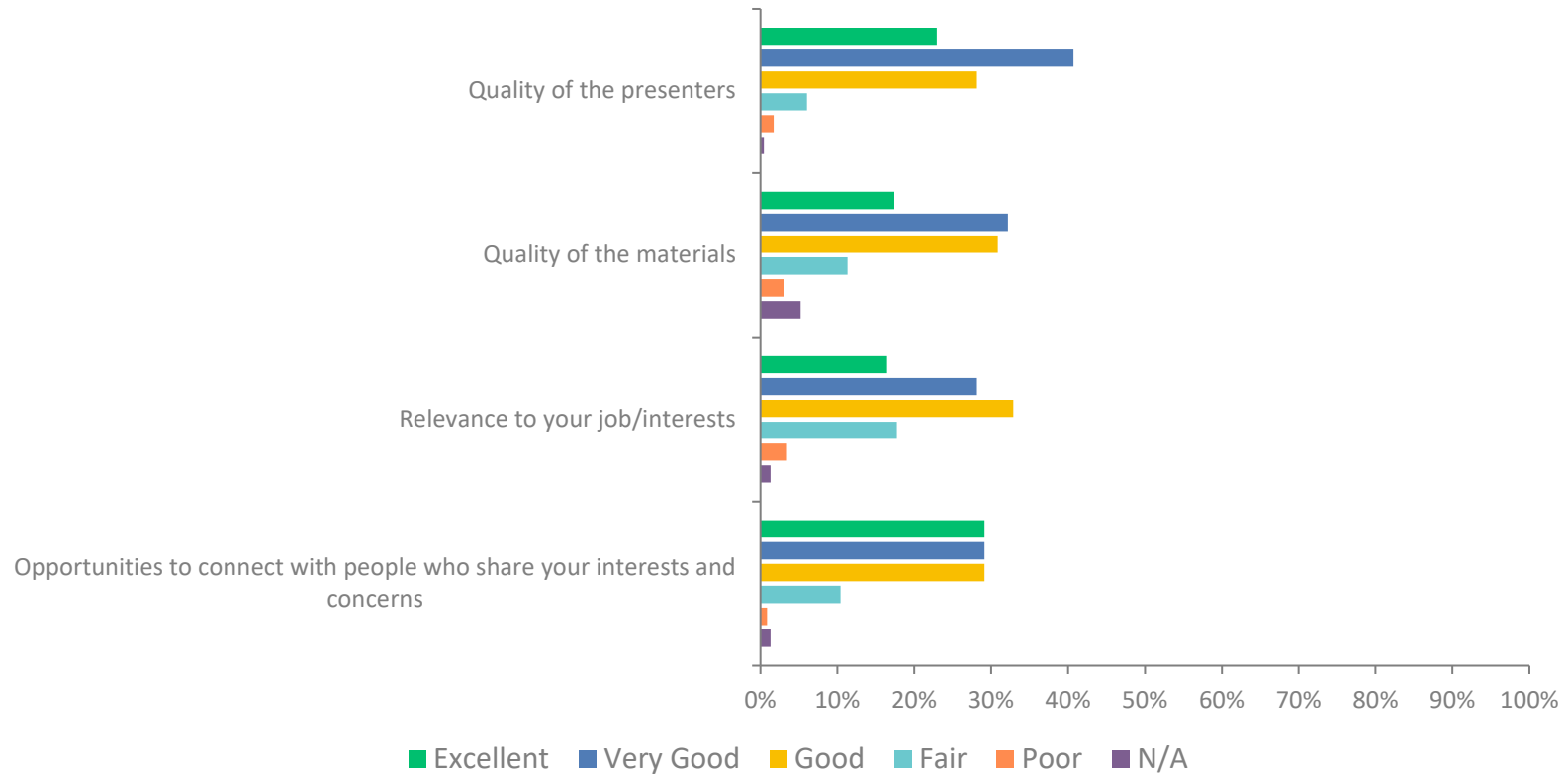
760

WhoVA

WISCONSIN GOVERNOR'S CONFERENCE ON TOURISM 2023



Please rate the following features of the WHOVA app.



Overall rating of sessions.

Please check out the conference photo gallery and watch the [conference recap video](#). Scroll down to the Photos section on the [WIGCOT homepage](#) for instructions on how to access the gallery.

Thank you for your support! We can't wait to see you in Milwaukee, March 15-17, 2026.

