


SPONSORSHIP OPPORTUNITIES

The logo for WIGCOT Milwaukee 2026. It features the word "WIGCOT" in large, bold, dark blue capital letters. To the right of "WIGCOT" is a dark blue silhouette of the state of Wisconsin. Below "WIGCOT" is a horizontal line, with the words "MILWAUKEE 2026" in smaller, dark blue capital letters to the right of the line.

March 15 - 17, 2026
Baird Center
Milwaukee, WI

You're invited to **WIGCOT 2026** — a gathering place of ideas, innovation and inspiration to build Wisconsin tourism **Brick by Brick**.



What is WIGCOT?

The **Wisconsin Governor's Conference on Tourism** is one of the nation's leading state tourism conferences, pairing education and networking to uplift Wisconsin's powerful tourism industry. This renowned annual conference brings together people and organizations from throughout the state who have the common goal of keeping Wisconsin's tourism industry on the cutting edge of research, trends and tools. Each year, we also honor the Governor's Tourism Award winners and nominees.

With approximately 700 participants annually, WIGCOT is one of the largest state tourism conferences in America and provides the resources for participants to become expert tradespeople in tourism. Conference programming includes marketing, communications, data, trends, economic outlook, grant writing, organization management, strategic leadership and more.

WHO ATTENDS WIGCOT?

- Destination Marketing Organizations
- Trade Associations
- Chambers of Commerce
- Tribal Tourism Partners
- Vendors & Consultants
- Tourism Attractions
- Large-Scale Events
- Resorts & Lodging Partners
- Restaurants & Hospitality Groups

Benefits of Sponsoring WIGCOT 2026

Your conference sponsorship will go directly toward conference costs, helping make WIGCOT affordable for conference participants. Sponsorship offers a unique opportunity to connect and align with decision makers, develop business leads and nourish existing relationships.

Sponsors will receive special recognition through a variety of channels, including the opportunity to engage with participants and showcase your brand with an interactive display at the Marketplace. All sponsorships include logo placement on signage, the website and in the conference app. Additional recognition, including mentions from the podium, the opportunity to provide branded items for attendees and speaking engagements are outlined below.

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Sponsorship Opportunities

	PLATINUM LEVEL	GOLD LEVEL	SILVER LEVEL	BRONZE LEVEL
Pricing	\$20,000	\$15,000	\$10,000	\$5,000
Sponsorships Available	2 available	2 available	4 available	Unlimited
Recognition at a special event. Includes logo presence, mention from the podium and opportunity to brand the event with your signage, gifts, etc.	Choose one: Sunday Evening Opening Reception Tuesday Evening Awards Dinner	Choose one: Monday Welcome Breakfast and Keynote Presentation Tuesday Governor's Tourism Awards Nominee Breakfast and Keynote Presentation	Choose one: Monday Tribal Recognition Lunch General Session Tuesday Networking Lunch Registration	Not included
Opportunity to address the attendees at the sponsored event	5 minutes	4 minutes	3 minutes	Not included
Digital promotional static ad in rotating placement during programming	✓	✓	✓	Not included
Reserved sponsor table for up to 10 people	All scheduled meal functions & awards	Sponsored event plus Tuesday Evening Awards Dinner	Sponsored event plus Tuesday Evening Awards Dinner	Tuesday Evening Awards Dinner
Exhibit booth at the Marketplace (80 sq. ft), including lead retrieval scanning	Up to four continuous booth spaces	Up to three continuous booth spaces	Up to two continuous booth spaces	One booth space
Scrolling logo on main landing page of conference app	✓	✓	✓	✓
Personalized sponsor page in conference app with ability to upload documents	✓	✓	✓	✓
Push notification(s) through conference app (you provide the message content)	3 notifications	2 notifications	1 notification	Not included
Complimentary conference registration(s) for your organization's representatives	4	3	2	1

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A La Carte Sponsorship Opportunities

Marketplace & Networking Hub - \$10,000

The Marketplace is a great place to network, learn about industry resources and generate leads. Attendees utilize the passport function in the conference app, which encourages them to visit as many booths as possible to win great prizes. Sponsor will receive complimentary beverage tickets featuring your company logo to distribute to attendees and logo will also be prominently displayed on signage, in the event app and on the event website. This sponsorship also includes two complimentary conference registrations.

Public Relations Mixer - \$5,000

Join us for Monday's invitation-only public relations mixer, which will include travel journalists, public relations agencies and in-house PR practitioners. Your logo will be prominently displayed on the event signage and on the conference website and app. We'll offer special drink tickets featuring your company logo and the option to provide branded gifts to attendees. This sponsorship also includes one complimentary conference registration.

Conference App - \$5,000

You will be recognized as the sponsor on the main landing page of the app. This sponsorship also includes a banner ad on the main landing page of the app, as well as your company logo prominently displayed on all signage and the conference website. You'll have a personalized sponsor page in the app as well. This sponsorship also includes one complimentary conference registration.

WIGCOT Fun Run/Walk - \$2,500

This optional fun run will put you front and center with participants who are ready to kick-off the conference by socializing outside, getting some exercise and exploring the city. In addition to exposure to participants Monday morning, your company logo will be prominently displayed on event signage, website and app.

Refreshment Break - \$2,000

There are several refreshment breaks scheduled throughout the conference. Your sponsorship will give you the opportunity to brand a refreshment break and even a chance to work with our team to develop a specific theme for your sponsored break, such as using locally made products, etc. Your company logo will be prominently displayed on conference signage, website and app.



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Marketplace Exhibit Booths

There's no better way to connect with those seeking products and services at WIGCOT than by having a presence in the Marketplace. The Marketplace will take place on Monday, March 16 in the afternoon.

Booths include:

- 8' x10' exhibit space with 8' high back drape and 4' high side drape
- One 110V electrical outlet
- Draped table with two chairs
- Two marketplace-only credentials for booth staff (if not attending conference)

Standard Booth Price: \$1,000

Nonprofit Booth Price: \$500

[CLICK HERE TO RESERVE YOUR BOOTH](#)

New This Year!

Please contact us if you are interested in exhibiting for an extended period. There are a limited number of opportunities to exhibit in a premier location, either all day Monday or the entire conference. Pricing will be based on the amount of time requested and the space needed. See contact information below.

**For more information please contact
Kristi Chuckel, Operations Director,
Travel Wisconsin at kchuckel@travelwisconsin.com
or (608) 264-6150.**

Who Exhibits?

- Media and production companies
- Marketing and communications agencies
- State agencies
- Web vendors
- Data providers
- Television shows
- Tour operators
- Tourism attractions
- Trade associations... and more!



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