

Marketplace Opportunities

WHEDA Conference

November 12 & 13, 2025 | Madison, WI



Virtual Booth Only - \$500 (unlimited booths available)

- Virtual booths will be live for two days of the conference
- Customizable virtual booth - Companies can create a branded virtual space within the Whova app, featuring their logo, company information, and relevant media
- Content Showcase - Upload brochures, videos, photos, and other marketing materials to highlight products, services, or company culture
- Booth Staff Integration - Includes a choice to add booth staff members to manage the virtual booth, interact with attendees, and answer questions
- Community Interaction - Post updates and engage with attendees on the event's community board
- Lead Generation - Access and import lead information collected through the virtual booth. Utilize promotional offers and giveaways to collect leads



10' X 10' Booth and Virtual Booth - \$750 (36 booths available)

- Vendor Marketplace with physical booths open Day 1 ONLY of the conference
- Virtual booths will be live for both days of the conference
- A 10' x 10' booth in the Vendor Marketplace for Day 1
- Booth includes sign with company name, table, two chairs, and choice of electrical
- Company branding on Vendor signage and other key promotional mediums
- Admission to Vendor Marketplace and optional lunch on Day 1 (conference registration can be purchased separately if desired)
- Invitation to the networking Welcome Breakfast on Day 1
- A 15% discount on up to four conference registrations at the standard rate of \$400/person



10' X 20' Booth and Virtual Booth - \$1,500 (14 booths available)

- Vendor Marketplace with physical booths open Day 1 ONLY of the conference
- Virtual booths will be live for both days of the conference
- A 10' x 20' booth in the Vendor Marketplace for Day 1
- Premier exhibit booth location in the Vendor Marketplace
- Booth includes sign with company name, two tables, four chairs, and choice of electrical
- Company branding on Vendor Marketplace signage and other key promotional mediums
- Admission to Vendor Marketplace and optional lunch on Day 1 (conference registration can be purchased separately if desired)
- Invitation to the networking Welcome Breakfast on Day 1
- A 20% discount on up to eight conference registrations at the standard rate of \$400/person

