

UWEBC ANNUAL CONFERENCE SPONSORSHIP INVITATION

OCTOBER 6, 2026

uwebc.org/conference



A MESSAGE FROM OUR DIRECTOR



Doug Barton
Director, UWEBC

I'm pleased to invite your company to join us as a sponsor for the 28th Annual Business Best Practices & Emerging Technologies Conference, a signature event that continues to shape the future of business across Wisconsin and beyond.

Recognized as the premier gathering for business and technology leaders, our conference brings together forward-thinking professionals from leading organizations across the Midwest. It's where industry insights meet collaboration, innovation, and community.

This year, we're once again convening at the stunning Monona Terrace in Madison, with a virtual participation option available to ensure an inclusive, accessible experience for all attendees. And, as always, the conference will feature its five signature dynamic tracks—Customer Service, People, Marketing, Supply Chain, and Technology—focused on advancing innovation, strategy, and emerging tools that drive business success.

Our sponsorship opportunities are designed to provide visibility and meaningful engagement with this influential audience:

- **Diamond Sponsors** partner with UWEBC to bring visionary keynote speakers to the main stage, gaining high-profile exposure with every attendee.
- **Platinum Sponsors** align their brand with one of our specialized tracks, fostering direct connections with leaders in that discipline.
- **Gold Sponsors and above** have the opportunity to deliver a 20-minute Sponsor Case Study, showcasing thought leadership, success stories, and practical innovation.

Sponsors are also featured prominently across the conference website, social media, and mobile app, ensuring your brand stays visible before, during, and after the event.

No matter your level of participation, your sponsorship supports a vibrant community of professionals dedicated to learning and sharing best practices. I hope you'll consider joining us for this exceptional opportunity to connect, contribute, and grow at Wisconsin's most respected business conference.

Together Forward,

Doug Barton
Director, UWEBC

SPONSORSHIP BENEFITS

Reach executives at leading companies

By partnering with the UWEBC, you are aligning your brand with a trusted organization and Wisconsin's flagship university. The Business Best Practices & Emerging Technologies Conference offers:

DECISION-MAKERS

The conference attracts an influential group of attendees (including C-level executives, vice presidents, directors and senior managers) who have strategic and budgetary responsibilities. They are passionate about learning innovative strategies and the latest trends in technology and business practices from nationally renowned experts.



LEADING COMPANIES

The audience represents leading B2C and B2B companies from a variety of industries: manufacturing, retail, energy, financial services, transportation, healthcare and telecommunications. Sponsors have several opportunities to share their expertise and have one-on-one dialogues with clients and decision-makers from top companies.

LARGEST GATHERING

The conference has experienced tremendous growth. Five parallel tracks in Customer Service, People, Marketing, Supply Chain, and Technology draw attendees from across the enterprise.

For sponsorship inquiries, contact info@uwebc.wisc.edu.

DIAMOND SPONSOR

As a Diamond Sponsor, your brand touches **every one of our conference attendees**.

Leading up to the conference, your company is featured prominently in our email, online and social media campaigns. On the day of the event, your logo is front and center on stage during live programming, on the main timeline and session in the virtual space, in our mobile app, and at your premium virtual booth.

The Diamond Sponsor has an active role in each part of the agenda. At the Opening or Closing Keynote, your company introduces an exciting, engaging speaker or panel, providing you a valuable forum to speak to every conference participant. Past Keynote speakers or panels have included international futurists and well-known trend analysts, as well as inspiring leaders.

During the conference, you can demonstrate your thought leadership by hosting a Sponsor Case Study and demonstrations in your onsite and/or virtual booths. You can capture high-value leads at your Sponsor Case Study. We track your session's attendees as they enter, so you can directly target the right contacts.

Additionally, you will have the opportunity to host a special luncheon with conference attendees, which they will sign up for at the time of registration. Get excited to make meaningful connections!

This sponsorship provides maximum exposure to all conference attendees.

"If you are in business or IT leadership or management in Wisconsin, you should have some representation at this conference. The value for the cost is hard to match." - 2024 attendee







AT A GLANCE

- $25,200
- Only two available - Act fast!
- Sponsor Keynote speaker or closing panel
- 20-minute Sponsor Case Study
- Pre-recorded 30-60 second video message
- Host a separate room for lunch
- Logo on online and presentation materials
- Information about your company in our conference mobile app
- Prominent branding in all digital items, including conference emails
- Promotion on UWEBC social media channels and website
- Receive full attendee list, including contact information
- Physical and virtual booth
- Banner on display during opening or closing keynotes
- Connect with attendees in person and online
- 12 complimentary conference tickets ($10,140 value!)
- Additional tickets at 50% discount

PLATINUM SPONSOR

As a Platinum Sponsor, **you select the track you focus on**: Customer Service, People, Marketing, Supply Chain, or Technology.

By sponsoring a track, you get to be a part of the day's official agenda and showcase your thought leadership to your desired audience. The UWEBC works with Platinum Sponsors to choose sponsorship of one of the presenters our track directors have already selected for the program.

You can continue to demonstrate your expertise by leading a 20-minute Sponsor Case Study, as well as providing additional content, such as a white paper, for inclusion in the conference website and virtual platform. Additionally, you can capture high-value leads at your Case Study. Our system tracks your briefing's attendees as they enter, so you can directly target the right contacts.

Platinum Sponsors enjoy promotion online, via social media and email. During the conference, your contribution is recognized both in the track and during plenary sessions. Your company also receives enhanced promotion in the conference mobile app.

Platinum Sponsorships provide twin benefits: credibility and a targeted audience.



"The conference was a really valuable opportunity to get a break from the 'grind' and get some fresh perspectives on the world of work." -2025 attendee



AT A GLANCE

- $18,900
- Up to six available: two for the Technology track and one for each other track
- Introduce a track speaker
- 20-minute Sponsor Case Study
- Logo on online and presentation materials
- Information about your company in our conference mobile app
- Promotion on UWEBC social media channels and website
- Linked logo in track-specific conference emails and materials
- Receive attendee list and contact information for all your Sponsor Case Study attendees
- Physical and virtual booth
- Banner on display in track room
- Connect with attendees in person and online
- 10 complimentary conference tickets ($8,450 value!)
- Additional tickets at 50% discount

GOLD SPONSOR

Gold Sponsorships position your company as a **subject-matter expert** for an **affordable price**.

As the leader of a 20-minute Sponsor Case Study, you reach numerous attendees in your break-out session. These compact sessions are perfect for positioning your brand ambassadors as thought leaders. Our attendees look forward to Case Studies to learn more from experts in their fields.

Additionally, you can capture high-value leads at your Case Study. Our system tracks your session's attendees as they enter, so you can directly target the right contacts.

During and leading up to the conference, your brand is featured throughout the programming and via our social media campaigns. You can also look forward to seeing your company profile and logo on the conference website, emails and app.

Your sponsorship includes eight complimentary passes to the conference, which you can use to staff your virtual booth, provide to sales staff or give to prospective clients. Additional conference tickets can be purchased at 50 percent off.

"This was my first UWEBC conference and I was thoroughly impressed with the intentionality around speakers, topics, and tracks. I learned a lot, felt challenged, and made some great connections."
-2025 attendee



AT A GLANCE

- $12,600
- Up to 6 available
- 20-minute Sponsor Case Study
- Logo on online and presentation materials
- Promotion on UWEBC social media channels and website
- Receive attendee list and contact information for all your Sponsor Case Study attendees
- Physical and virtual booth
- Logo in conference mobile app
- Connect with attendees in person and online
- 8 complimentary conference tickets ($6,760 value!)
- Additional tickets at 50% discount



SILVER SPONSOR

A Silver Sponsorship is the perfect way to stay top-of-mind with your clients, while initiating and strengthening relationships with key targets.

Before the conference, you can review the attendee list to map out and plan which contacts to meet at your booth. Meanwhile, your company will be promoted on the conference website, app and social media.

Your sponsorship includes six passes to the conference, which you can use to staff your in-person and virtual exhibits, provide to sales staff or give to prospective clients. Additional conference tickets can be purchased at 50 percent off.

During the event, the exhibitor area is integrated into the programming, so it's the hub of conference breaks. Interested in emerging trends and technologies? Your passes to the conference include admittance to any session.





"This sort of real world, hands-on, practical experience is invaluable."

– Sally A. Smith
Johnson Financial Group



AT A GLANCE

- $7,350
- Up to 4 available
- Logo on online and presentation materials
- Promotion on UWEBC social media channels and website
- Receive full attendee list
- Physical and virtual booth
- Logo in conference mobile app
- Connect with attendees in person and online
- 6 complimentary conference tickets ($5,070 value!)
- Additional tickets at 50% discount

OPTIONAL OR ADD-ON SPONSORSHIPS

Enhance the attendee experience and get your name in front of attendees with customized branded conference swag. Each of these items will be limited to one sponsor unless noted, so act fast!

$600



Conference pens

Your logo will be printed along with the name of the conference on a pen that every attendee will receive when they check in.

$2,000



Conference water bottles

Your logo and company name will be printed along with the name of the conference on a water bottle handed to each attendee when they check in.



Conference lanyards

Your logo and company name will be printed along with the name of the conference on a lanyard that every attendee will receive with their name badge at check-in.

$2,500 - 3 sponsorships available at this level!



Conference tote bag*

Your logo and company name will be printed along with the name of the conference on a custom tote bag that will be handed to each attendee when they check in. Totes will be used for attendees to collect swag items from sponsor booths throughout the day, and saved for future personal use.

*Available for 2 sponsors, in 2 different colors, red and black!



Conference notebook

Your logo and company name will be printed along with the name of the conference on a customized notebook that attendees can use throughout the day to take notes in their favorite sessions.

$5,000

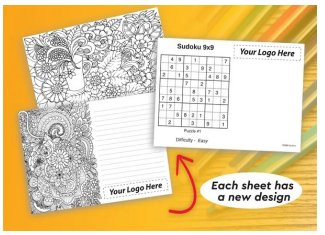


Speaker or keynote books

Book give-aways of a track or keynote speaker (speaker to be determined). You can include a bookmark, sticker, or wrap with your logo and company information on it with each book. Books will be given to attendees.

Example image here from the 2025 conference keynote speaker Ethan Mollick, with a book wrap by YASH Technologies.

$3,500



Post-It Custom Printed Activity or Coloring Pads

Give attendees a fun, unexpected way to pause, recharge, and engage creatively during or after the event. Each custom Post-it® coloring pad features the sponsor's branding on a useful takeaway attendees can bring back to their desk, extending brand visibility well beyond the event day.

$2,500



Cookie break

Sponsor a snack or cookie break during the day. Your company name and logo will be on notecards alongside delicious snacks.

$2,000



After-Party Bar

Put your brand at the center of the event's most memorable networking experience. As the exclusive bar sponsor, your organization will be highly visible during the after-party, when attendees are relaxed, engaged, and actively building connections with peers, speakers, and industry leaders.

$5,000



Graphic Recording

The Graphic Recording Experience is a signature element of our events that consistently drives attendee engagement and post-event visibility. This sponsorship supports a high-impact networking moment while also capturing key ideas from the program through live illustration, creating memorable artifacts that attendees share, reference, and take back to their organizations. Graphic recording will be provided by Sherrill Knezel, founder of Meaningful Marks LLC, a Milwaukee-based graphic recorder, illustrator, and visual literacy educator. Sherrill's work transforms complex conversations into clear, compelling visuals that increase connection, clarity, and collaboration. The resulting artwork becomes a lasting resource for attendees and an enduring extension of the event experience.

SPONSORSHIP BENEFITS - 2026	DIAMOND	PLATINUM	GOLD	SILVER
Price	**$25,200**	**$18,900**	**$12,600**	**$7,350**
Maximum quantity available	2	up to 6	up to 6	up to 4
Receive attendee list pre- and post-conference (with name, title, company name)	✓	✓	✓	✓
SPEAKING OPPORTUNITIES				
Sponsor and introduce Keynote Speaker	✓			
Sponsor and introduce one conference track speaker		✓		
Lead a Sponsor Case Study session (20 minutes)	✓	✓	✓	
Host a set of tables (in a designated room) during lunch to discuss key topics with attendees who opt in during registration	✓			
PRE-CONFERENCE PROMOTION				
Linked logo on general conference emails	✓	✓	✓	✓
Linked logo on track-specific emails		✓		
Promotion via UWEBC social media channels leading up to and during conference	✓	✓	✓	✓
Company profile, logo and social media links on conference website	✓	✓	✓	✓
Sponsor banner on main timeline	✓	✓		
Featured linked logo in conference website header	✓			
Additional linked logo on conference track webpage		✓		
Session and speaker profile on Sponsor Case Study page	✓	✓	✓	
DAY OF: ON-SITE				
Booth in exhibit and refreshment area with wireless internet access	✓	✓	✓	✓
Logo on name badges	✓			
Display a 30-60 second video or promotional message to all attendees (pre-recorded)	✓			
Sponsor-provided retractable banner on-stage during opening or closing keynote	✓			
Sponsor-provided retractable banner on display in track room		✓		
Logo on keynote session title slide and signage	✓			
Logo on track session title slide and signage		✓		
Logo on Sponsor Case Study signage	✓	✓	✓	
Recognition during lunch	✓	✓	✓	✓
Logo on signage in registration area and around the venue	✓	✓	✓	✓
DAY OF: IN THE VIRTUAL PLATFORM AND MOBILE APP				
Booth in virtual exhibition	✓	✓	✓	✓
Peer Connect Feature: Connect with attendees through the Peer Connect feature to set up personal meetings or share contact info	✓	✓	✓	✓
Sponsor Case Study recording available to attendees post-conference	✓	✓	✓	
EventStream: Using private social media stream (EventStream), sponsors can post information or prize draws to attendees on virtual platform and mobile app	✓	✓	✓	✓
Logo and company information included in the conference mobile app	✓	✓	✓	✓
CONFERENCE TICKETS				
Complimentary admissions (may be used for staff, speakers or clients)	12	10	8	6
Opportunity to purchase additional tickets at 50 percent discount (unlimited)	✓	✓	✓	✓



SPONSORSHIP BENEFITS

Definitions

- **Sponsored Keynote speaker** – Diamond Sponsors introduce the keynote at the Opening or Closing session, attended by all conference participants.
- **Sponsored Platinum speaker** – The UWEBC will work with Platinum Sponsors to engage an industry-specific executive to speak to the sponsor's choice of track. If proposing a speaker, the topic and speaker are subject to UWEBC approval and due by April 1.
- **Sponsor Case Study** – This 20-minute breakout session is available to sponsors at Gold level and higher. It is not a sales presentation, but instead a chance to highlight strategic opportunities and implications of cutting-edge technologies and emerging trends. Sponsor Case Study speaker and topic are subject to UWEBC approval.
- **Pre-recorded message** – At the beginning of the day, Diamond Sponsors have the opportunity to provide a 30-60 second pre-recorded message to be played to all conference attendees. These messages are recorded by the sponsor and subject to UWEBC approval.
- **Virtual Booth** – All sponsors receive a booth in the virtual booth exhibit area. Diamond Sponsors receive premium placement. You can provide PDFs, videos and web links that attendees can view whether the booth is actively staffed or not.
- **Logo and company information in mobile app** – Sponsor logos and company information will be available via the conference mobile app for attendees to access and view thorughout the day and leading up to the conference.
- **Conference tickets** – Every sponsorship level includes free conference passes, as well as the opportunity to purchase unlimited additional conference tickets at 50% off for clients, prospects and staff, which they can make available with a discount code.
- **Attendee list** – Every sponsor is provided with a list of registrants before the conference and attendees after the event. Due to privacy regulations, the UWEBC includes first name, last name, title and company name (but no contact information) on pre- or post-conference lists. However, you do receive the lists from your Sponsor Case Studies and virtual booth visitors, which also include email addresses.

"UWEBC provides relevant, current, actionable and inspirational content that every business who wants to succeed and stay ahead of emerging trends should be taking advantage of. On top of this, it is simply one of the best organized conferences I've ever been to in over 20 years."

BY THE NUMBERS

Attending Companies:

2025 = 144 unique companies
2024 = 156 unique companies
2023 = 132 unique companies

Registrants and attendees:

2025 = 797 registrants and 736 attendees
2024 = 669 registrants and 605 attendees
2023 = 774 registrants and 602 attendees

Sponsor Case Studies (formerly known as strategic briefings):

2025 = 8 sponsor case studies with an average of 119 attendees in each
2024 = 10 strategic briefings with an average of 82 attendees in each
2023 = 9 strategic briefings with an average of 81 attendees in each







