



Trusted peers engaged in deep conversation and strategic insight

The CEO Retreat offers an exclusive, intimate experience designed specifically for association CEOs and executive directors. This highly curated gathering creates space for candid, high-level dialogue and deep discussion on the most pressing challenges and opportunities facing WSAE leaders. Through meaningful peer exchange and thoughtful facilitation, attendees gain fresh perspectives, trusted connections, and strategic insight in a setting that encourages reflection and openness.

The Wisconsin Society of Association Executives (WSAE) is seeking venue partners interested in hosting the 2027 CEO Retreat through a collaborative partnership arrangement. WSAE events bring together association executives, meeting planners, and industry partners from across Wisconsin—professionals who regularly influence venue, lodging, catering, and event purchasing decisions.

As a nonprofit organization, WSAE is focused on delivering exceptional member experiences while being responsible stewards of our resources. We are particularly interested in partnering with venues that see value in showcasing their property and services to a highly targeted audience of decision-makers and event professionals.

WSAE welcomes creative partnership proposals, including complimentary or reduced-cost meeting space, audiovisual services, food and beverage costs, lodging discounts, or other in-kind contributions. In return, host partners receive valuable exposure, recognition, and the opportunity to build relationships with potential future clients.

PREFERRED DATES AND LOCATIONS

A two-day pattern with a preference for a Tuesday-Wednesday or Wednesday-Thursday pattern in the months of June or July, avoiding:

- June 19 – Juneteenth
- July 4 – Independence Day

Date options: Jun 8-9 or 9-10 | Jun 15-16 or 16-17 | Jun 22-23 or 23-24 | Jun 29-30 or Jun 30-Jul 1 | Jul 6-7 or Jul 7-8 | Jul 13-14 or 14-15 | Jul 20-21 or 21-22 | Jul 27-28 or 28-29

***NOTE:** Higher-end executive/luxury property with amenities suitable for discussions and education in a conference style setup are desired. Preferred property has nearby or access to spa, golf, and retreat amenities.

SLEEPING ROOMS

- Up to 20 standard rooms (dependent on location) on evening of Day 1.
- Up to 3 complimentary rooms for staff and speakers.
- Attendees will be contacting hotel directly for reservations and will be responsible for all expenses.

FOOD & BEVERAGE

Food and beverage costs will be an important factor in the selection of a host location. WSAE strives to provide value-based programs and to keep registration fees in-line with each program to help cover overall expenses.

An all-inclusive food and beverage package is requested for coffee and soft drinks for the duration of the event (both days), refreshment break on Day 1, and both breakfast and lunch on Day 2, priced at no more than a flat \$85 per person or less (inclusive of tax and any service fees). *Hosts are encouraged to develop a creative catering proposal to meet these needs.*

Dinner, including alcoholic beverages, is to be fully hosted by venue, CVB, and/or local partners. *(No cost to WSAE for evening expenses.)*

Proposed catering package must be provided with proposal. If all-inclusive package pricing is not available, catering menus must be provided with proposal.

MEETING SPACE & AUDIO/VISUAL (AV)

All meeting space and AV shall be provided complimentary. AV is dependent on program but generally includes wifi, laptop(s), projector and screen (or HDMI plug-in to built-in display/large TV) and presentation remote(s).

PROPOSAL TERMS & SUBMISSION

- No attrition for guest rooms
- No cancellation charges or a rebook clause
- Complimentary meeting space
- Comprehensive catering package preferred. Alternatively, a waived or negotiated food & beverage minimum with catering menus provided.
- Complimentary wifi
- Complimentary AV in meeting space to include laptop & projector or other digital display, wifi, presentation remote
- **Deadline for proposal submission – August 31, 2026**
- Method of response – *electronic only to info@wsae.org*

Schedule on next page.

Note: Times are not finalized and are subject to change.

Day 1	Time	Requirements
Registration	12:00 pm – 1:00 pm	One skirted 6' table with two chairs and wastebasket located near or just outside general session with easel for signage.
Meeting	1:00 pm – 5:00 pm	Screen, laptop, projector, podium in front of room with microphone, wireless lavalier and presentation remote. U-Shaped or Conference for up to 20 attendees. <i>F/B: Light snack and beverages requested in room.</i>
Dinner	6:00 pm – 8:30 pm	Plated dinner in separate space hosted by venue and/or CVB.
Day 2	Time	Requirements
Breakfast	8:00 am – 9:00 am	Breakfast buffet (including protein) and beverages. Can be in the same room as Meeting or in a separate room.
Meeting	9:00 am – 2:00 pm	Existing from day prior.
Meeting (Breakout Room)	9:00 am – 2:00 pm	Existing from day prior.
Lunch	12:00 pm – 1:00 pm	Existing from day prior.