

Association professionals convene to experience unique Wisconsin destinations that inspire learning and community at Live@



Bringing together meeting and association professionals from across the state, WSAE's Live@ events showcase a distinct Wisconsin destination while delivering meaningful, multi-level education. Attendees experience the unique character of the host location firsthand, all while building connections and expanding their expertise. Designed to inspire connection and creativity, Live@ delivers both professional growth and a memorable, place-based experience.

The Wisconsin Society of Association Executives (WSAE) is seeking venue partners interested in hosting the 2027 Live@ event 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 May, June or July, avoiding:

- May 31 – Memorial Day
- June 19 – Juneteenth
- July 4 – Independence Day

Date options: **May 4-5 or 5-6 | May 11-12 or 12-13 | May 18-19 or 19-20 | May 25-26 or 26-27 | 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:** Creativity and unique experiences are key. The focus of this event is to showcase interesting properties and/or areas of the state.

SLEEPING ROOMS

- Up to 50 standard rooms (dependent on location) one night prior to event and evening of Day 1.
- Up to 4 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), an afternoon refreshment break on Day 1, and both breakfast and a morning break on Day 2, priced at no more than a flat \$65 per person or less (inclusive of tax and any service fees). *Hosts are encouraged to develop a creative catering proposal to meet these needs.*

Evening reception entertainment and food/beverage (including alcoholic beverages) is to be fully hosted by venue, CVB, and/or local partners. *(No cost to WSAE for evening activities.)*

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(s), screen(s), podium(s) with microphone(s), wireless lavalier(s) and presentation remote(s).

Schedule & Proposal Terms on next page.

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 screen, laptop, projector, microphones, presentation remote
- **Deadline for proposal submission – August 31, 2026**
- Method of response – *electronic only* to info@wsae.org

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

Day 1	Time	Requirements
ALA Session	8:00 am – 1:00 pm	Separate room set crescent rounds of 5-7 for 30 attendees, screen, laptop, projector, podium with microphone and presentation remote.
Registration	1:30 pm – 2:00 pm	Two skirted 6' tables with two chairs and wastebasket located near or just outside general session room with beverage station and easels for signage.
General Session	1:00 pm – 5:30 pm	Screen, laptop, projector, stage, podium in front of room with microphone, wireless lavalier and presentation remote. Crescent rounds of 5-7 for up to 100 attendees.
Breakout Room #1	2:00 pm – 5:30 pm	Separate room set classroom style for up to 50 attendees, screen, laptop, projector, podium with microphone and presentation remote (<i>can be General Session room</i>).
Breakout Room #2	2:00 pm – 5:30 pm	Separate room set classroom style for up to 50 attendees, screen, laptop, projector, podium with microphone and presentation remote.
Break	TBD	Served in foyer of meeting room
Networking Reception/Offsite event – <i>Sponsored by venue or jointly</i>	6:00 pm – 7:30 pm	Cocktail reception with appetizers hosted in separate unique space. Mix of rounds and cocktail tables for up to 100 attendees. Space available to set photo backdrop.
Day 2	Time	Requirements
Breakfast	7:30 am – 8:30 am	Breakfast buffet (including protein) and beverages. Can be in the same room as Program or in a separate room.
General Session	8:30 am – 11:45 am	Screen, laptop, projector and podium in front of room with microphone, wireless lavalier and presentation remote. Crescent rounds of 5-7 for up to 100 attendees.
Breakout Room #1	8:30 am – 11:45 am	Separate room set classroom style for up to 50 attendees, screen, laptop, projector, podium with microphone and presentation remote (<i>can be General Session room</i>).
Breakout Room #2	8:30 am – 11:45 am	Separate room set classroom style for up to 50 attendees, screen, laptop, projector, podium with microphone and presentation remote.
Board of Directors Meeting	12:00 pm – 2:00pm	U-Shape or Conference for 14 attendees in VIP room. Screen and projector. Meals for this meeting are charged separate.