



Women's Forum

*Rooted in women's perspectives,
growing and strengthening all professionals*

The Women's Forum brings together association professionals for an engaging and inclusive experience focused on topics that resonate across career stages and lived experiences. While centered on content that supports and elevates women in the profession, the event warmly welcomes all attendees. Through thoughtful education, shared perspectives, and meaningful conversation, the Women's Forum creates space for connection, growth, and inspiration within a supportive and inclusive community.

The Wisconsin Society of Association Executives (WSAE) is seeking venue partners interested in hosting the 2027 Women's Forum 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

One day format on a Tuesday, Wednesday or Thursday in April 2027, avoiding:

- 15 – Tax Day
- 22 – First day of Passover

Date options*: **April 1 | 6 | 7 | 8 | 13 | 14 | 20 | 21 | 27 | 28 | 29, 2027**

***Note:** The majority of WSAE members are near the Madison and Milwaukee areas.

SLEEPING ROOMS

- Up to 3 complimentary rooms for staff and speakers.
- Up to 5 standard rooms on the evening before and the night of the event.
- 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 (all day), breakfast, a morning refreshment break, lunch, and an afternoon mini-reception/refreshment break 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.*

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).

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*

Schedule on next page.

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

Single Day Event	Time	Requirements
Registration	8:00 am – 9:30 am	Two skirted 6' tables with two chairs and wastebasket located near or just outside general session room with all day beverages available (including coffee and soft drinks) and easels for signage.
Networking Breakfast	8:00 am – 9:00 am	Rounds for up to 80 attendees (can use same room for General Session) <i>Sponsored by venue or jointly.</i>
General Session	9:00 am – 11:30 am	Crescent rounds for up to 80 attendees, head table for up to 4. Screen, laptop, projector, stage, podium in front of room with microphone, wireless lavalier and presentation remote.
Networking Lunch	11:30 am – 12:30 pm	Rounds for up to 80 attendees (can use same room for General Session) <i>Sponsored by venue or jointly.</i>
Break(s)	TBD	Available in foyer or meeting room
Breakout Room #1	12:30 pm – 2:00 pm	General Session Room repurposed as Breakout
Breakout Room #2	12:30 pm – 2:00 pm	Separate room set classroom style for up to 40 attendees, screen, laptop, projector, podium with microphone and presentation remote.
Mini Reception	2:00 pm – 2:45 pm	Afternoon snacks and beverages. <i>Sponsored by venue or jointly.</i>
Closing General Session	2:45 pm – 4:00 pm	Existing set-up