

2026 Invitation to Exhibit

Join Wisconsin's Premier Education Event of the Year!



On Jan. 21-22, 2026, more than 2,000 school board members, district administrators and school business officials will gather in Milwaukee for the annual Wisconsin State Education Convention. Meet the decision makers for Wisconsin's public education system.

Sponsored by the Wisconsin Association of School Boards (WASB), the Wisconsin Association of School District Administrators (WASDA) and the Wisconsin Association of School Business Officials (WASBO), the State Education Convention provides a high-quality, must-see event for Wisconsin education leaders each year. Top speakers, informative breakout sessions and networking opportunities are hallmarks of the event. Be a part of it.

2026 Show Hours (subject to change)

Monday, Jan. 19	Bus Move-In	10 a.m. – 12 p.m.
Tuesday, Jan. 20	Exhibitor Set-Up	11 a.m. – 6 p.m. (time subject to change)
Wednesday, Jan. 21	Exhibit Show	9 a.m. – 4:30 p.m.
Thursday, Jan. 22	Exhibit Show	9 a.m. – 2 p.m.
	Exhibitor Move-out	2 p.m. – 7 p.m.

2026 Exhibit Booth Fees

Most prices are based on square feet (sq. ft.):

- 10' x 10' = \$14.50 per sq. ft. (\$1,450)
- 10' x 20' = \$14.00 per sq. ft. (\$2,800)
- 10' x 30' or larger = \$13.00 per sq. ft. (e.g., 20' x 20' booth = 400 sq. ft. = \$5,200)
- School Bus Flat Rate = \$2,950 (Regular), \$2,850 (Early Bird)

Additions:

- Corner Booth(s): \$60 per corner extra
- Front Section (first four rows): \$115 extra

Early Bird Rate: 5% discount for all booths paid in full on or by July 31, 2025 (school bus flat rate has separate early bird price). Regular rates apply for payments received Aug. 1, 2025 or later.

Important Dates

June 20	Convention session proposals due.
July 31	Early bird pricing ends for booth rent.
Sept. 18	Deadline for inclusion in the exhibitor listing in the November issue of Wisconsin School News magazine – contract, full payment and exhibitor profile must be submitted by this date to be included.
Sept. - Oct.	Exhibitor Service Kit available online.
Dec. 12	Deadline for inclusion in the exhibitor listing in the Convention Guide – contract, full payment and exhibitor profile must be submitted by this date to be included.

Questions? Contact Nick Debner, Conference Event Planner, at 608-512-1730 or ndebner@wasb.org, or visit the convention website at WASB.org/convention.