

PARTNER & SPONSOR PROSPECTUS

2026 ADVANCED PRACTICE LEADERSHIP SUMMIT

The Future of Advanced Practice in Wisconsin

Leadership • Innovation • Access to Care

FRIDAY

NOVEMBER 6, 2026

BMO INSTITUTE FOR LEARNING

Brookfield, Wisconsin



2026
**APP LEADERSHIP
SUMMIT** »

THE OPPORTUNITY

Partner with the clinicians shaping Wisconsin healthcare

A focused, one-day leadership experience built around actionable education, meaningful interaction and better access to care.

ATTENDANCE GOAL

125

advanced practice clinicians
and healthcare decision-
makers

100–125

target attendance

1 day

high-engagement
format

PA + APRN

interdisciplinary
audience

WHY PARTICIPATE

- Connect with practice owners, clinical leaders and emerging entrepreneurs.
- Align your organization with leadership, innovation and workforce development.

A summit built for meaningful engagement

Partner exhibits sit within the main networking flow—not in a disconnected hall. Prize drawings and the WAPA Swag Challenge encourage attendees to visit partners, share takeaways and remain engaged throughout the day.

More Opportunities to Connect:

Planned 15-minute transitions between most educational sessions encourage attendee movement through the partner and exhibit area, providing repeated opportunities for meaningful interaction throughout the day.

01**REGISTRATION**

First connections

02**BREAKS**

Unopposed
engagement

03**LUNCH**

Whole-room visibility

04**RECEPTION**

Relationship building

AUDIENCE + PROGRAM

The people and ideas shaping advanced practice

A deliberately interdisciplinary audience with practical leadership needs.

WHO WILL ATTEND

PAs + APRNs

Clinical leaders and practicing clinicians

Students

Future PA and APRN leaders

Practice owners

Entrepreneurs and independent clinicians

Administrators

Operations and healthcare decision-makers

PROGRAM THEMES

Advanced practice policy

Rural healthcare transformation

Practice entrepreneurship

Billing and credentialing

Legal and risk essentials

Leadership and negotiation

WHY THIS AUDIENCE, WHY NOW

PAs and APRNs are among the nation's most respected, well-compensated and fastest-growing healthcare professions.

Increasingly, these highly educated clinicians are moving beyond traditional clinical practice into healthcare leadership, academia, consulting, innovation and entrepreneurship. In these expanding roles, they influence organizational strategy, manage teams and budgets, evaluate products and services, and make or guide purchasing decisions. Partnering with the APP Leadership Summit offers sponsors direct access to an accomplished and growing community of healthcare professionals who are helping shape the future of healthcare delivery.



CONFIRMED HOST PARTNERSHIP

Hosted in partnership with BMO

BMO Bank is the confirmed Host Venue & Presenting Partner of the 2026 WAPA Advanced Practice Leadership Summit.

BMO BANK

CONFIRMED

Host Venue & Presenting Partner

Dedicated host-partner banner outside the CME theater • Featured placement in rotating TV partner-recognition carousel • Optional QR code link to approved website • Premium exhibit • Six registrations • Opening and closing recognition • Digital spotlight

VENUE CONTRIBUTION

Facility + audiovisual + Wi-Fi

Complimentary use of the BMO Institute for Learning, standard audiovisual equipment, complimentary Wi-Fi and agreed facility services.

PARTNER RECOGNITION

Banner + TV carousel

A dedicated host-partner banner plus featured placement in the rotating TV partner-recognition carousel.

EDUCATIONAL INDEPENDENCE

WAPA retains complete control of the accredited program.

The host partner has no role in selecting faculty, setting learning objectives, planning the curriculum, reviewing presentations or influencing accredited content. Partner recognition, advertising and any nonaccredited presentation will be clearly separated from CME programming.

SIGNATURE OPPORTUNITIES

Lead the summit

Premium partnership positions with the strongest visibility and engagement.

Premier Leadership Partner

\$3,499 early

\$5,000 standard

The summit's highest cash partnership, including exclusive sponsored-lunch recognition.

Limited to one • Premier summit-wide recognition • Exclusive sponsored-lunch visibility, signage and verbal acknowledgment • Option to deliver a non-CME product theater presentation during lunch, subject to WAPA approval and required CME separation • Premium exhibit • Six registrations • Opening and closing acknowledgments • Featured placement in rotating TV partner-recognition carousel • Optional QR code link to approved website • Digital spotlight • First renewal opportunity

Leadership Partner

\$2,000 early

\$3,250 standard

Prominent summit-wide visibility for organizations aligned with leadership and access.

Limited to three • Prominent pre-event and on-site recognition • Preferred exhibit • Four registrations • Opening and closing acknowledgments • Placement in rotating TV partner-recognition carousel • Optional QR code link to approved website • Digital spotlight

Sponsored Breakfast

\$2,500 early

\$3,250 standard

Exclusive association with the opening meal and early networking.

Exclusive breakfast visibility • Signage and verbal acknowledgment • Premium exhibit • Three registrations • Optional nonaccredited presentation subject to approval and CME separation

Sponsored Lunch

\$3,000

STAND-ALONE AVAILABILITY BEGINS OCTOBER 1

Offered separately only if the Premier Leadership Partner opportunity remains unreserved as of October 1, 2026. Subject to availability.

Exclusive lunch visibility • Signage and verbal acknowledgment • Premium exhibit • Four registrations • Partner recognition

Closing Reception

Negotiated

Exclusive association with a closing reception held off-site at a nearby location.

Exclusive reception visibility • Reception signage • Podium acknowledgment • Premium exhibit placement • Three registrations

Exclusive visibility at a named level or event element does not include business-category exclusivity.

ADDITIONAL VISIBILITY

Create a memorable touchpoint

Flexible options for organizations seeking targeted, attendee-facing recognition.

WAPA SWAG BAG CHALLENGE

\$189
OPEN TO ALL PARTNERS + EXHIBITORS

Passport incentive encouraging attendees to visit and interact with every exhibitor for a chance to win the prize.

INCLUDES NAME + LOGO RECOGNITION

Event poster | Website | Partner-Exhibitor Brochure

Notebook (1) / Tumbler (1) / Bag (1)

\$900 early
\$1,400 standard

One exclusive opportunity is available for each item.

The selected item may include the sponsor's approved logo alongside the WAPA APP Leadership Summit name and logo.

Production expenses additional

Lanyards / Badge Holders

\$750 early
\$2,250 standard

Branding on credentials worn throughout the event.

Exclusive partner logo with WAPA branding • Production expenses additional

Sponsored Coffee Breaks

\$1,000 early
\$1,500 standard

Two exclusive opportunities: morning and afternoon.

Each break is sponsored separately at the listed per-break rate.

Coffee-break signage • Verbal acknowledgment • Partner recognition

Charging Lounge

\$750 early
\$1,875 standard

A branded area to recharge devices and connect.

Branded networking and charging area, space permitting

Academic & Nonprofit

\$675 early
\$750 standard

Discounted access for educational and mission-aligned resources.

Six-foot table • Two representatives • Listing • Eligibility subject to approval

Supporting Partner

\$1,500 early
\$2,000 standard

Exhibit participation with enhanced recognition.

Exhibit • Two registrations • Logo • Placement in rotating TV partner-recognition carousel • Optional QR code link to approved website • Partner listing

Commercial Exhibitor

\$999 early
\$1,500 standard

Direct display access for businesses serving advanced practice leaders.

Six-foot table • Two representatives • Listing • Early rate through Oct. 1

Early-bird pricing applies through October 1. Production expenses are additional where indicated.

PARTNERSHIP PRINCIPLES

Clear value. Clear boundaries.

Meaningful sponsor visibility while protecting educational independence.

EXCLUSIVE VISIBILITY

One partner is the sole sponsor associated with a specifically identified event element or partnership level.

Organizations in the same industry may still participate elsewhere in the summit.

CATEGORY EXCLUSIVITY

Not included in any listed package.

Available only through a separate written agreement defining a narrow category. It does not extend to speakers, attendees, universities, nonprofits, educational content, WAPA policy or other WAPA activities.

EDUCATIONAL INDEPENDENCE

WAPA retains exclusive responsibility for the accredited educational program.

No partnership - including the Host Venue & Presenting Partnership or Premier Leadership Partnership - purchases or guarantees a CME speaking opportunity, category exclusivity, or influence over faculty, accredited content, speaker conclusions, WAPA policy or program decisions.

Partner recognition, exhibits and nonaccredited presentations will be clearly identified and separated from accredited education.

CUSTOM PARTNERSHIP

CUSTOM / NEGOTIATED

Need a more creative fit - or has your preferred opportunity already been reserved? Let's build a tailored partnership aligned with your goals, budget and the summit experience.

COMMITMENT + CONTACT

Reserve your partnership

Secure the opportunity that best aligns with your organization's goals.

FINAL PAYMENT DEADLINE

OCTOBER 30, 2026

One week before the summit

100%

balance due

PAYMENT + RESERVATION TERMS

\$3,500 or less

Payment in full upon registration or acceptance.

Above \$3,500

50% nonrefundable deposit upon signing; balance due October 30.

Limited / exclusive

Reserved only after signed agreement and required payment.

After October 30

Payment in full upon acceptance.

Production

Expenses paid before ordering; earlier deadlines may apply.

LET'S BUILD THE FUTURE OF ADVANCED PRACTICE

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