



**ATIRC**

# VENDOR PROSPECTUS

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2025

WI ACTIVE THREAT  
INTEGRATED RESPONSE  
CONFERENCE



# Wisconsin Active Threat Training Association

## Who We Are

A team of professionals igniting change, enhancing preparedness, and creating integration that saves lives.

The Wisconsin Active Threat Training Association was established in 2024 to ensure that there is a strong commitment to Active Threat training and preparedness in Wisconsin. We host a conference each year in February and we support and host additional training opportunities throughout the year.

## Annual Training Conference

Created in 2017 by a rag tag group of police, fire, and EMS personnel, this conference was designed to create training opportunities that enhance preparedness, agency training concepts and to develop a stronger integration model for local agencies. The conference brings in expert speakers from all over the world who share lived and trained experience. Attendees can choose pre-conference hands on offerings and/or they can attend in classroom sessions to learn about active threat situations that have happened all over the world. Show up, send personnel, commit to reflecting on your agency, your County, your community, and be the change that saves lives.

### WHY EXHIBIT WITH US

- 500 - 750 attendees to our event including law enforcement, Fire/EMS, public schools, local & state government, and community businesses.
- You get dedicated time with attendees throughout the conference.
- Your partnership directly impacts the way public safety officials work together to save lives!

# SPONSORSHIP OPPORTUNITIES

Additional opportunities to engage with our attendees include the following sponsorships:

## SPONSOR OPPORTUNITIES

<p><b>PLATINUM</b></p> 	<ul style="list-style-type: none"> <li>• Up to 10 x 20 Booth Space</li> <li>• Logo Included on Blackout Card</li> <li>• 10 minutes to address conference attendees in Plenary Session</li> <li>• Name Included on the Challenge Coin</li> <li>• Logo Included on Attendee Name Badge</li> <li>• 2 Conference Credentials that includes meals</li> <li>• Marketing materials handed out to all attendees</li> <li>• Logo and information included on conference website</li> </ul>	<p><b>\$5000</b></p>
<p><b>\$3000</b></p>	<ul style="list-style-type: none"> <li>• Up to 10 x 20 Booth Space</li> <li>• Logo Included on Blackout Card</li> <li>• 10 minutes to address conference attendees during an evening Network Night</li> <li>• Logo Included on Attendee Name Badge</li> <li>• 2 Conference Credentials that includes meals</li> <li>• Logo and information included on conference website</li> <li>• Marketing materials handed out to all attendees</li> </ul>	 <p><b>GOLD</b></p>
<p><b>SILVER</b></p> 	<ul style="list-style-type: none"> <li>• Up to 10 x 10 Booth Space</li> <li>• Included on Blackout Card</li> <li>• 2 Conference Credentials that includes meals</li> <li>• Logo and information included on conference website</li> <li>• Marketing materials handed out to all attendees</li> </ul>	<p><b>\$2,500</b></p>
<p><b>\$1,500</b></p>	<ul style="list-style-type: none"> <li>• Up to 10 x 10 Booth Space</li> <li>• Included on Blackout Card</li> <li>• 2 Conference Credentials that includes meals</li> <li>• Logo and information included on conference website</li> </ul>	 <p><b>BRONZE</b></p>

## VENDOR BOOTHS



### VENDOR BOOTHS


- \$300** • 10 x 10 Vendor Space/two credentials
- \$600** • 10 x 20 Vendor Space/two credentials
- \$900** • 10 x 30 Vendor Space/two credentials

Additional vendor credentials are available for \$100/person.  
Blackout card spots available for \$50/square.

## VENDOR BLACKOUT CARD

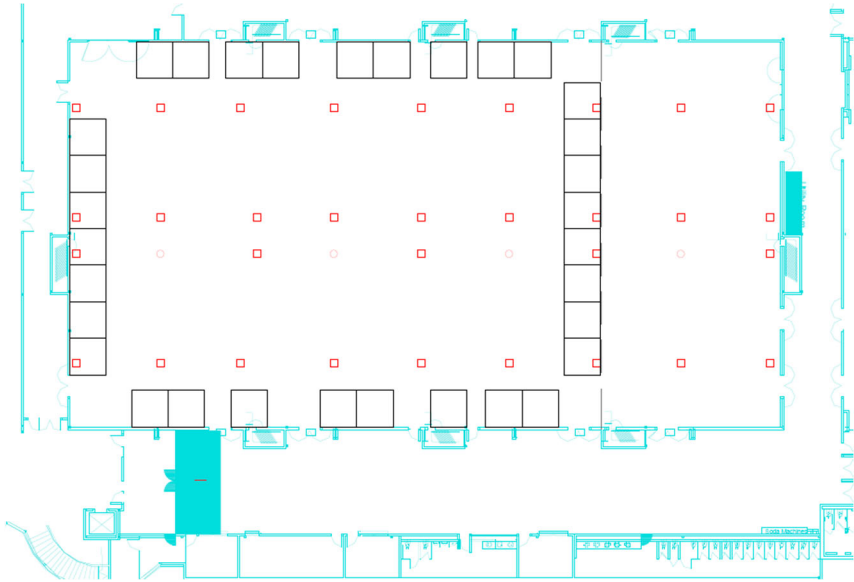
Another way to guarantee your connection with our more than 500 attendees is to join the Vendor Blackout Card. Check this option to have your logo added to the card. Attendees must visit each vendor on the card to receive a stamp to be part of our final drawing!

\*Sponsor Level Vendors automatically receive a spot on this card - no need to select this option.

Your Exhibitor Name/Logo Here!				
				

# ENGAGE WITH OUR ATTENDEES


Our Vendor Show is designed to give you direct access to all of our attendees. Located in the premier conference center of the Kalahari Resort and Convention Center – breaks, meals and evening activities will be hosted right within reach of your booth setup. There will not be a bad seat in the house!



# ONLINE MEETING HUB – LEAD SCANNER

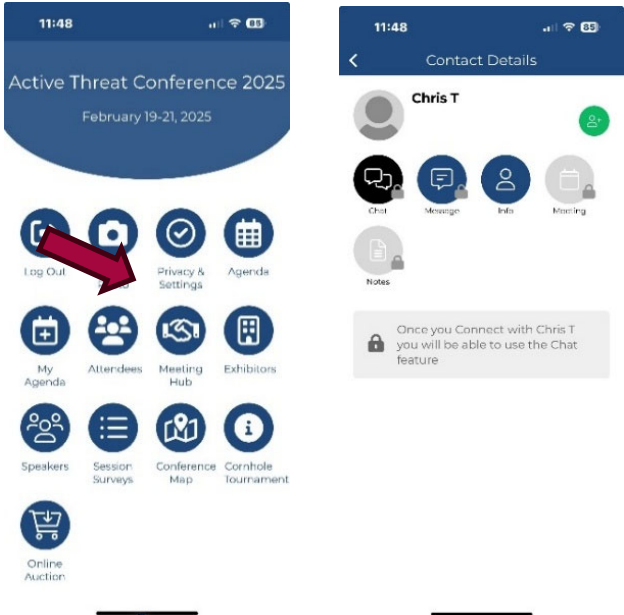
Download our mobile event app – The Event App by Eventsair to gain direct access to any attendee.

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**The Event App  
by EventsAIR**  
Centium Software Pty Ltd

[OPEN](#)



Please Note: Individuals are allowed to set their own privacy settings in the app.

## 2025 Vendor Schedule

### Tuesday, February 18, 2025

5:00 PM - 9:00 PM Valley Expo Booth Pipe & Drape Set up

### Wednesday, February 19, 2025

8:00 AM - 12:00 PM Vendor Booth Set Up

12:00 PM Vendor Show Opens

2:30 PM - 3:00 PM Break with Vendors

6:00 PM - 8:00 PM Social Networking in the Vendor Exhibit

### Thursday, February 20, 2025

7:00 AM - 8:00 AM Breakfast in the Vendor Exhibit Hall

9:30 AM - 10:00 AM Break with Vendors

11:30 AM - 12:45 PM Lunch with Vendors in Vendor Exhibit Hall

2:15 PM - 2:45 PM Break with Vendors

6:00 PM - Till End Networking Dinner & Cornhole tournament in the Vendor Exhibit Hall

### Friday, February 21, 2025

7:00 AM - 8:00 AM Breakfast in the Vendor Exhibit Hall

9:30 AM - 10:00 AM Break with Vendors

12:00 PM Vendor Show Ends



## LOCATION



# KALAHARI RESORT WISCONSIN DELLS, WI

A room block has been secured for our event beginning February 15 through February 19, 2025.

**Block Name: ACTIVE THREAT CONFERENCE.**

There is a lodging link available to make your reservations online - please use the link BELOW to connect to the hotel:

[KALAHARI ROOM BLOCK LINK](#)

Any questions or issues with online registration please call the hotel at [\(877\) 525-2427](tel:8775252427).

Room Block will close on: [January 17, 2025](#)

## 2024 CONFERENCE DETAILS

### Attendee Demographics

Attendee Demographics	Count
Law Enforcement	291
Fire/EMS	49
Corporate Security/First Responders	33
School District Personnel	26
Emergency Management Staff	23
Dispatch	21
Hospital Staff	17
Civilian Staff	14
School Resource Officer	11
Trainer	7
Federal Law Enforcement	6
Higher Education Personnel	4
Attorney	1
<b>Grand Total</b>	<b>503</b>

Leadership Levels	Count	% of Attendance
Staff	240	48%
Supervisor	117	23%
Director/Chief	84	17%
Executive Management Staff	59	12%
Owner	3	1%
<b>Grand Total</b>	<b>503</b>	

### TRAINING OUTREACH

Our primary focus is serving Wisconsin communities, but our reach has extended across the country and world. 90% of our attendees come from Wisconsin but we are also joined from the following; Illinois, Indiana, Minnesota, Michigan, North Carolina, New Jersey, New York, Ohio, Oklahoma, South Carolina, Tennessee and Spain.





## ORGANIZATIONS

115th Security Forces  
 Adams County Emergency Mngt  
 Advocate Health  
 Alameda County EMS  
 Alerrt  
 Allied Universal  
 Alveno College Campus Safety  
 American Family Insurance  
 Appleton Police Department  
 Archdiocese of Milwaukee  
 Aspirus Heath  
 Aurora Medical Center - Bay Area  
 Baraboo Area Fire And Ems District  
 Bayside Communications Center  
 Beaver Dam Fire Dept  
 Beaver Dam Police Department  
 Blackhawk Technical College  
 Blair Police Department  
 Brookfield Academy  
 Brown County Public Safety  
 Brown Cty Sheriff's Office  
 Brown Deer Police Department  
 Buffalo County Sheriff's Office  
 Buffalo Police Department  
 Caledonia Police Department  
 Cedar Grove-Belgium School District  
 Cedarburg Fire/Ems  
 Cedarburg Police Department  
 City Of Beloit  
 City of Beloit Fire Department  
 City Of Black River Falls  
 City Of Brookfield Police Department  
 City Of Eau Claire Police Department  
 City Of Elkhorn Police Department  
 City of Highland Park  
 City Of Stoughton  
 Clark County Sheriff's Office  
 Colby-Abbotsford Police Department  
 Coulee Christian School  
 Cross Plains Police Department  
 Cudahy Police Department  
 Dane County 911  
 Dane County Emergency Management  
 Dane County Sheriff's Office  
 De Pere Pd  
 Decatur Twp. Fire Department  
 Deforest Area School District  
 Deforest Police Department  
 Delafield Police Dept  
 Department Of Justice  
 Department Of Veterans Affairs  
 DOJ - Office of School Safety  
 Door County Communications Center  
 Dunn County Sheriff's Office  
 Endl & Endres Security Llc  
 Epic  
 Exact Sciences  
 FBI  
 Federal District State Police Of Brazil  
 Fire Suppression  
 Fitchburg Police Department  
 Fond du Lac Fire Rescue  
 Fond du lac pd  
 Fontana Police Department  
 Forest County Sheriff's Office  
 Fox Lake Police Department  
 Fox Point Police Department  
 Fox Valley Metro PD  
 Franklin Fire Department  
 Franklin Police Department  
 Gi Associates  
 Gillett Police Department  
 Gilman Police Department  
 Grand Chute Police Dept  
 Green Bay Metro Fire Department  
 Green Bay Police Department  
 Green Lake County Sheriff  
 Greenfield Pd  
 Gundersen St. Joseph's Hospital & Clinics  
 Harnett County Schools - Triton High School  
 Hartford Fire & Rescue  
 Healthpartners  
 Heartland Medical Direction  
 Hennepin County Sheriff's Office  
 Highland Police Department  
 Hobart Lawrence Police Department  
 Howard Suamico School District  
 Iola Police Department  
 Iowa County Emergency Management  
 Iowa County Sheriff's Office  
 Ithaca School District  
 Janesville Police Department  
 Jeffco Public Schools  
 Jefferson County Sheriff's Office  
 Jefferson Police Department  
 Joliet Fire Department  
 Kenosha Police Department  
 Kettle Moraine Fire  
 Kettle Moraine School District  
 Kiel Police Department  
 Kronenwetter Police Department  
 Kwik Trip  
 La Crosse Police  
 Lake County Sheriff's Office  
 Lake Delton Police Department  
 Lake Forest Police Department  
 Lake Geneva Fire Department  
 Lake Geneva Police Dept  
 Lakeland Union High School  
 Lakeland University  
 Lincoln County Sheriff's Office  
 Madison College Public Safety  
 Madison Fire Department  
 Madison Gas & Electric  
 Madison Metropolitan School District  
 Madison Police Department  
 Manitowoc County Joint Dispatch  
 Manitowoc County Sheriff's Office  
 Manitowoc Police Department  
 Marathon City Pd  
 Marathon County Sheriff's Office  
 Marinette County Sheriff's Office  
 Marinette Police Department  
 Marshfield Police Department  
 Mayville Ems  
 McFarland Fire Rescue  
 McFarland Police Department  
 McFarland School District  
 Medxcel Fm  
 Menomonee Falls Fire Department  
 Menomonee Falls Police Department  
 Menomonie Police Department  
 Mequon Police Department  
 Mercyhealth  
 Merrill Fire Department  
 Metro Nashville Police Department  
 Metropolitan Nashville Police  
 Metropolitan Police Department  
 Michels Corporation  
 Michigan State University Police

Middleton Police Department  
 Mid-state Technical College  
 Milwaukee Brewers  
 Milwaukee Police Department  
 Minocqua Police Department  
 Monona Fire Department  
 Monona Police Department  
 Monroe County Sheriff's Office  
 Mount Horeb Police Department  
 Mundelein Fire Department  
 Muskego Norway School District  
 Naval Sea Systems Command  
 Neenah Police Department  
 Neenah-Menasha Fire Rescue  
 New Berlin Police Department  
 New Holstein Police Department  
 North Shore Fire Department  
 Northcentral Technical College  
 Oconto County Sheriff's Office  
 One City Schools  
 Oneida County Sheriff's Office  
 Oshkosh PD/WI ANG  
 Outagamie County Sheriff's Office  
 Ozaukee County Sheriff's Office  
 Plover Fire/EMS Department  
 Portage Police Department  
 Prevea Health  
 Prime Defense  
 Priority of Life Training and Consulting, LLC  
 Promega  
 PW Training Group LLC  
 Racine County Emergency Management  
 Racine County Sheriff's Office  
 Racine County Wisconsin  
 Racine Police Department  
 Reedsburg  
 Reedsburg Area Ambulance Service  
 Reedsburg Police Department  
 Rhinelander Police Department  
 Richland Center Police Department  
 Richland County Sheriff's Office  
 Ridgeway Marshal's Office / Dodgeville Area  
 Ambulance Service  
 River Falls Police Department  
 Roscoe Pd  
 San Bernadino Police Department  
 Sangamon County Sheriff's Office  
 Sauk County Emergency  
 Saukville Police Department  
 School District of New Berlin  
 Schwartz Public Strategies  
 Shawano County Sheriff's Office  
 Sheboygan County Sheriff's Office  
 Somerset Police Department  
 South Carolina Law Enforcement  
 Southern Ozaukee Fire Dept  
 SSM Health  
 Stevens Point Fire Department  
 Suamico Fire Department  
 Sun Prairie Area School District  
 Sun Prairie Police Department  
 Taylor County Emergency Management  
 Tomah Health  
 Tomah Police Department  
 Town Of Linn  
 U.S. Attorney's Office Western District  
 Unitypoint Health-Meriter  
 University of Wisconsin Oshkosh  
 Urban Rural Action  
 Us Postal Inspection Service  
 USVA Police Milwaukee  
 UW Oshkosh Police Department  
 UW-Madison Police Department  
 Vernon County Sheriff's Office  
 Verona Police Department  
 Veterans Affairs Police Department  
 Village Of East Troy  
 Village of Kohler Police Department  
 Village Of Maple Bluff Police Department  
 Village Of Mukwonago Pd  
 Walworth County Sheriff's Office  
 Walworth County Sheriff's Office Emergency  
 Management  
 Washington Co Sheriff's Office  
 Waterford Police Department  
 Waukesha County Communications Center  
 Waukesha County Emergency Management  
 Waukesha County Sheriff's Department  
 Waupaca County Sherriff's Office  
 WAUPUN POLICE DEPARTMENT  
 Wausau Police Department  
 Wausau School District  
 West Allis Fire Department  
 West Bend Police Department  
 Whitefish Bay Police Department  
 Whitehall Police Department  
 Whitewater Fire & EMS Department  
 Whitewater Police Department  
 WI Department Of Justice  
 Will County Regional Office Of Education  
 Wisconsin Emergency Management  
 Wisconsin Lottery  
 Wisconsin Rapid Police Department  
 Wisconsin Rapids Fire Department  
 Wisconsin State Patrol  
 Wisconsin Statewide Intelligence Center  
 Wood County Health Department

## 2025 WI ACTIVE THREAT INTEGRATED RESPONSE CONFERENCE AGENDA

### Wednesday, February 19, 2025

10:00 AM - 12:15 PM	Registration - Main Conference Check-In
12:15 PM - 1:00 PM	Welcome & Flag Ceremony Welcome by Chief Chris Tarmann
1:00 PM - 2:30 PM	The Dichotomy of Why
2:30 PM - 3:00 PM	Break with Vendors 1
3:00 PM - 5:00 PM	2023 Bowling Alley/Bar Shooting   Lewiston, Maine
6:00 PM - 6:30 PM	Tournament Check-In
6:30 PM - 10:00 PM	Social Networking Event

### Thursday, February 20, 2025

7:00 AM - 8:00 AM	Breakfast - Day 2
8:00 AM - 9:30 AM	BREAKOUT SESSION 1 2021 Santa Clara Valley Transportation Incident Debrief   San Jose, CA 2024 Mount Horeb, WI Middle School Incident Debrief - Lessons Learned Creating an Integrated Active Attack Response   Rural Agencies Understanding the Threat Landscape: Terrorism Trends, Tactics, & Procedures
8:00 AM - 11:30 AM	BREAKOUT SESSION 1 2022 St. Francis Hospital (Natalie Building) Incident Debrief   Tulsa, OK Special Note - this is a longer breakout session, approximately 3 hours.
9:30 AM - 10:00 AM	Break 2
10:00 AM - 11:30 AM	BREAKOUT SESSION 2 2022 Laguna Woods, CA Geneva Presb. Church Incident 2023 Allen Premium Outlet Mall Incident - Dispatch Perspective 2023 Dance Studio/Ballroom Incident Debrief   Monterey Park, CA 2023 Dollar General Incident Debrief   Jacksonville, FL
11:30 AM - 12:45 PM	Lunch with Exhibitors
12:45 PM - 2:15 PM	BREAKOUT SESSION 3 (LONGER SESSION) 2021 Santa Clara Valley Transportation Incident Debrief   San Jose, CA (Repeat) 2024 Mount Horeb, WI Middle School Incident Debrief - Lessons Learned (Repeat) Creating an Integrated Active Attack Response   Rural Agencies (Repeat) Understanding the Threat Landscape: Terrorism Trends, Tactics, & Procedures (Repeat)
12:45 PM - 4:15 PM	BREAKOUT SESSION 3 (LONGER SESSION) 2022 St. Francis Hospital (Natalie Building) Incident Debrief   Tulsa, OK (Repeat) Special Note - this is a longer breakout session, approximately 3 hours.
2:15 PM - 2:45 PM	Break 3
2:45 PM - 4:15 PM	BREAKOUT SESSION 4 2022 Laguna Woods, CA Geneva Presb. Church Incident (Repeat) 2023 Allen Premium Outlet Mall Incident - Dispatch Perspective (Repeat)

2023 Dance Studio/Ballroom Incident Debrief | Monterey Park, CA (Repeat)

2023 Dollar General Incident Debrief | Jacksonville, FL (Repeat)

4:30 PM - 6:30 PM Social Hour | Beverages

Beverages sponsored by Wisconsin Distributors! Join us in the vendor show for beverages and some networking.

Friday, February 21, 2025

7:00 AM - 8:00 AM Breakfast - Day 3

8:00 AM - 11:00 AM 2023 Allen Premium Outlet Mall Incident Debrief | Allen Texas

10:00 AM - 10:15 AM Break with Vendors 4

11:15 AM - 12:30 PM Closing Session/Raffle

### Vendor Show Booth Support

Valley is the vendor who will be providing the pipe and drape, electricity and shipping support for all of your booth needs.

<https://www.valleyexpodisplays.com/>

Valley will connect with you after you are registered to make sure your show is a success!

### Questions on the Vendor Show:

Vendor Show Manager - Jason Kelley, [jason@wiatirc.org](mailto:jason@wiatirc.org)

Raffle Donations - Josalyn Longely, [josalyn@wiatirc.org](mailto:josalyn@wiatirc.org)

Registration - Stacy Lenz, [stacy@wiatirc.org](mailto:stacy@wiatirc.org)

*We hope to see you there!*

