



VENDOR PROSPECTUS

2027

WI ACTIVE THREAT
INTEGRATED RESPONSE
CONFERENCE



Wisconsin Active Threat Training Association

Who We Are

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

The Wisconsin Active Threat Training Association was established in 2024 to ensure a strong and ongoing commitment to active threat training and preparedness throughout Wisconsin. Each February, we host a statewide conference dedicated to advancing knowledge, strengthening partnerships, and improving coordinated response. In addition, we support and host training opportunities throughout the year to further enhance readiness across disciplines.

Annual Training Conference

Created in 2017 by a ragtag group of police, fire, and EMS professionals, this conference was built to provide meaningful training opportunities that enhance preparedness, strengthen agency training concepts, and develop a stronger integrated response model for local agencies.

Each year, the conference brings together expert speakers from around the world who share both lived experiences and professional insights.

Attendees have the opportunity to participate in pre-conference, hands-on training sessions or attend classroom presentations focused on active threat incidents that have occurred across the globe.

This conference is more than just training—it is a call to action. Show up. Send your personnel. Commit to examining your agency, your county, and your community. Be willing to reflect, adapt, and improve.

Be the change that saves lives.

WHY EXHIBIT WITH US

- 800 - 950 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

DIAMOND SPONSOR



\$10,000

- Up to 10 x 30 Booth Space
- 6 Conference Credentials that includes meals
- Premier diamond banner at our event with your logo and conference sponsorship
- Marketing materials handed out to all attendees
- Logo and information included on conference website
- Sponsor recognition

PLATINUM SPONSOR



\$7,500

- Up to 10 x 30 Booth Space
- 5 Conference Credentials that includes meals
- Marketing materials handed out to all attendees
- Logo and information included on conference website
- Sponsor recognition

GOLD SPONSOR



\$5,000

- Up to 10 x 20 Booth Space
- 4 Conference Credentials that includes meals
- Marketing materials handed out to all attendees
- Logo and information included on conference website
- Sponsor recognition

SILVER SPONSOR



\$3,500

- Up to 10 x 10 Booth Space
- 3 Conference Credentials that includes meals
- Logo and information included on conference website
- Marketing materials handed out to all attendees
- Sponsor recognition

NETWORKING SPONSOR



\$2,500

- Up to 10 x 10 Booth Space
- 3 Conference Credentials that includes meals
- Logo and information included on conference website
- Sponsor recognition at the break or networking event (selection is first come first serve)

BRONZE SPONSOR



\$1,500

- Up to 10 x 10 Booth Space
- 3 Conference Credentials that includes meals
- Logo and information included on conference website
- Sponsor recognition

NETWORKING SPONSOR OPTION (SELECT ONE)



Vendor Appreciation Night
Wednesday, Feb 17th



Corn Hole Social Night
Thursday, Feb 18th



Conference Breaks



Conference Meals

VENDOR BOOTHS



VENDOR BOOTHS

\$400	10 x 10 Vendor Space two credentials
\$750	10 x 20 Vendor Space two credentials
\$1000	10 x 30 Vendor Space two credentials

VENDOR BLACKOUT CARD

Another way to guarantee your connection with our more than 800 attendees is the Vendor Blackout Card. No additional cost to you – all vendors will be displayed on the card and attendees must visit your booth for a stamp. All completed cards go in a drawing for a free registration and lodging for the 2028 event!

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!



2027 Vendor Schedule

We will update to the new schedule as we get closer, but times will be similar

Tuesday, February 16, 2027

8:00 AM - 12:00 PM Valley Expo Booth Pipe & Drape Set up
1:00 PM - 5:00 PM Vendor Unload and Booth Setup

Wednesday, February 17, 2027

6:00 AM - 10:00 AM Vendor Unload and Booth Setup
10:00 AM Vendor Hall Opens
12:00 PM - 1:30 PM Lunch with Vendors and Networking time with vendors
2:45 PM - 3:15 PM Break with Vendors
4:00 PM - 6:00 PM Vendor Happy Hour & Raffle

Thursday, February 18, 2027

7:00 AM - 8:00 AM Breakfast in the Vendor Hall
9:30 AM - 10:00 AM Break with Vendors
11:30 AM - 12:45 PM Lunch with Vendors in Vendor Hall
2:15 PM - 2:45 PM Break with Vendors
*3:00 PM - 10:00 PM Vendor show ends or stay for cornhole!

***Thursday night is our Cornhole Tournament - vendors are invited to stay through the evening and play cornhole with our attendees or staff your booth. You may also choose to pack up and close your booth at 3:00 PM after the final break of the day.**



LOCATION



KALAHARI RESORT WISCONSIN DELLS, WI

A room block has been secured for our event beginning February 14 through February 19, 2027.

Block Name: ACTIVE THREAT CONFERENCE.

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

[LODGING LINK](#)

2026 CONFERENCE DETAILS

Attendee Demographics

2026 Event Demographics	Count
Law Enforcement	390
School District Personnel	91
Fire/EMS	69
Vendor	74
Emergency Management Staff	47
Dispatch/Telecommunications	40
Private/Corporate Security	44
Civilian Staff	32
Hospital Staff - Doctor/Nurse/Admin	20
Higher Education	11
Grand Total	818

Leadership Levels	Count	% of Attendance
Staff	395	48%
Supervisor	272	34%
Director/Chief/Sheriff	134	16%
Owner	17	2%
Grand Total	818	

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 Texas.



AGENCY REPORT

115th Fighter Wing,
Wisconsin Air National
Guard Base

Adams County
Emergency
Management

ADM

ALERT - Texas State
University

Alverno College Campus
Safety Department

AMC-BA

American Defense MFG

American Red Cross

Amery Police Department

Appleton Area School
District - Appleton
East High School

Appleton Fire
Department

Appleton Police
Department

Archdiocese of
Milwaukee

Armor Express

ASP

Aurora Bay Area Medical
Center

Aurora Health Care

Aurora Healthcare
(Advocate Health)

Aurora Medical Center -
Bay Area

Aurora Police
Department

Baraboo Area Fire and
EMS District

Barneveld Police
Department

Barrington Police
Department

Bayside Communications
Center

Bayside Police
Department

Beaver Dam Fire Dept

Beaver Dam Police
Department

Belvidere Police
Department

Big Bend Fire
Department

Bigfoot Holsters

Blackhawk Technical
College

Blanchardville Police
Dept.

Blessed Trinity Catholic
School

Boone County Sheriff
Dept

Brewers

Brillion PD

Brookfield Academy

Brown County Public
Safety

Brown County Sheriff's
Office

Brown Deer Police
Department

Buffalo County Sheriff's
Office

Burghardt Sporting
Goods

Burnett County Sheriff's
Office

Calumet County Sheriff's
Office

Calvary Chapel Madison

Campbell Police
Department

Cedar Grove-Belgium
School Dis

Cedarburg Police
Department

Chilton Police
Department

Chippewa County DHS

Chippewa County Human Services	City of Marinette Fire Department	Cottage Grove Police Department
Chippewa County Sheriff's Office	City of Monona Police Department	Cross Plains Police
Chippewa Falls Police Department	City Of Neenah Police Department	Cudahy Police Department
City of Adams Police Dept.	City of Waukesha Police Department	Custom Canine Service Dog Academy
City of Appleton	City of DePere	Dane County Emergency Management
City of Ashland Police Dept.	Clark County Sheriff's Office	Dane County Highway & Transportation Department
City of Beloit Fire Department	Clear-Armor LLC	Dane County Public Safety
City of Beloit Police Department	Columbia County Emergency Management	Dane County Sheriff's Office
City of Blair WI Police Department	Columbia County Health and Human Services/ Division of Health	Daniel Defense
City of Brookfield Police Department	Columbia County Public Health	De Pere PD
City of Delafield Police Department	Columbia County Sheriff's Office	Deerfield Public School 109
City of Elkhorn Police Department	Columbus School District	DeForest Area School District
City of Fond du Lac Fire Rescue	Complex Security Solutions	DeForest Police Department
City of La Crosse Police	Compliant Technologies	Dells-Delton EMS
City of Madison Fire Department	Compliant Technologies / MPI Protective	Delton Fire Department
City of Madison Police Dept	Convergint	Department of Revenue Division of Alcohol Beverage
		Dinges Fire Company

Divine Savior Catholic School	Epic	Germantown Police Department
Dodge County Emergency Management	Evansville EMS	Gilman Police Department
Door County Communications Center	Exact Sciences	Glendale Police Department
Door County Emergency Management	FBI	GLOCK Inc.
Dunn County Sheriff's Office	FBI BAU	Grafton Police Department
Eastern District of Wisconsin Federal Courthouse Green Bay	Fennimore Police	Grass Lake Elementary School
Eau Claire County Sheriff's Office	First Tactical	Green Bay Police Department
Elkhart Lake Police Department	FirstNet AT&T	Greenfield Police Department
Elkhorn Area Fire Department	FirstNet Authority	Gurnee School District #56
Ellsworth Community School District	Fitch Rona EMS	Happily Ever Crafter
Ellsworth Police Department	Fitchburg Fire Department	Hartland Police Department
Endeavor/Moundville Fire Dept	Fitchburg Police Department	Hawthorn Dist. 73
Endl Security and Consulting LLC.	Fond du Lac County Sheriff's Office	Hendricks
Engineered Security Solutions, Inc	Fond du lac Police Department	Highland Police Department
	Forest County Sheriff's Office	Ho-Chunk Gaming Wisconsin Dells
	Fort Atkinson Police Department	
	Fox Point Police Department	
	Fox Valley Metro Police Department	
	Fox Valley Technical College	
	Froedtert Hospital	

Hoffman Planning, Design & Construction, Inc.	Kenosha Police Department	Luther Preparatory School
Howard-Suamico School District	Kenosha Unified School District	Madison Country Day School
HSHS Healthcare System	Kettle Moraine School District	Madison Fire Department
Hudson Police Dept.	Kwik Trip	Manitowoc Police Department
IA Department of Public Safety - Governor's School Safety Bureau	La Crosse County Public Safety Communications Center	Marinette County Sheriff's Office
Invisio	La Crosse County Sheriff's Office	Marinette Police Department
Iowa County Emergency Management	Lafayette County Sheriff's Office	Marquette County Sheriff's Office
Iowa County Sheriff's Office	Lake County Sheriff's Office	Marshall Police Department
Ithaca School District	Lake County Tech Campus	Marshall Public Schools
Janesville Fire Department	Lake Delton PD	Marshfield Police Dept.
Janesville Police Department	Lake Mills PD	Maximum Effort Training
Jefferson County	Lake Zurich CUSD 95	McFarland Police Department
Jefferson County Sheriff's Office	Lakeside Fire & Rescue	Medford Police Department
Juneau County	Law Enforcement Death Response (LEDR) Team	Medical College of Wisconsin
Juneau County Sheriff's Office	Lifestar EMS	Menominee Indian School District
Justice For A Cure	Lincoln County Sheriff's Office	Menomonee Falls Fire Department
Kenosha County Sheriff's Office		Menomonee Falls Police Department

Menomonie Fire Department	MPI Protective Service	Oak Grove School
Menomonie Police Department	MREA	Oakland County Tactical Consortium (OakTac)
Mequon Police Department	Neenah Police Department	Onalaska Police Department
Mercyhealth - Trauma Preparedness Center	Nelson Tactical	Oneida County Sheriff's Office
Michels Corporation	New Auburn School District	Oneida Nation of Wisconsin
Middleton Cross Plains Area School District	New Berlin PD	Oregon Police Department
Middleton Police Department	New Holstein First Responders	Outagamie County Emergency Management
Mid-State Technical College	New Holstein Middle School	Outagamie County Sheriff's Office
Milwaukee Police Department	New Holstein Police	Outagamie County Wisconsin
Monona Fire Department	New London Police Department	Ozaukee County Emergency Management
Monona Grove School District	New London School District	Peaceful Warrior (PW) Training Group LLC
Monona Police Department	New Orleans Police Department	Pleasant Prairie Fire Rescue
Monroe County Sheriff's Office	Nightstick	Pleasant Prairie Police Dept
Moulage Concepts Inc	North Shore Fire Department	Plymouth police
Mount Horeb Police Department	North Shore School District 112	Polk County Emergency Management
Mount Pleasant Police Department	Northcentral Technical College	
MPI K9	Northeast Wisconsin Technical College	
	Oak Creek Police Department	

Port Washington Fire Department	Reliable Staffing Services	School District of Menomonee Falls
Portage Fire Department	Rhineland Police Department	School District of Onalaska
Portage Police	Richland Center Police Department	School District of Somerset
Poynette Police Department	Richland County Sheriff's Office	School District of West Salem
Prairie du Chien Police Dept	River Falls Police Department	School District of Westfield
Prairie Ridge Health	River Valley	School District of Wisconsin Dells
Promega	Rock County Communications Center	SCWIHERC
QRBC	Sacred Hearts of Jesus and Mary School	Security Forces Wisconsin Air National Guard
Quartz Health Solutions	Safe Schools for Alex	Servpro
Quentin Road Baptist Church	Safeware Inc.	SERVPRO Restoration
Racine County Sheriff's Office	Saint John Vianney School	Shawano Police Department
Racine Fire	Sand Ridge Secure Treatment Center	Sheboygan County Sheriff's Office
Racine Police Department	Sartell Police Department	Sheboygan Fire Department
Ray O'Herron	Sauk County & Lake Delton Emergency Management	Shiocton Police Department
Rebellious Wellness	Sauk Prairie Police Dept.	Shorewood Hills Police Department
Redgranite Police Department	Saukville Police Department	Side Charlie Custom Tools
Redtail Concepts LLC	SC Law Enforcement Division	
Reedsburg Ambulance		
Reedsburg Fire Department		
Reedsburg Police Department		

Singer	Stevens Point Fire Department	Town of Campbell Police Department
Siren Police Department	Stevens Point Police Department	Town of Linn Police Department
Sivine Savior Catholic School	Stevens Point Schools	Trempealeau County Sheriff's Office
Smith & Wesson	Streicher's	True North Educational Cooperative 804 IL
Somerset Police Department	Suamico Fire Department	Tulsa Police Department
Somerset School District	Sun Prairie Fire & EMS	Union Grove Union High School
South Carolina Law Enforcement Division	Sun Prairie Police Department	University of Wisconsin School of Medicine and Public Health
Southeastern Wisconsin Threat Analysis Center	Sun Prairie School District	University of Wisconsin-La Crosse
Southwestern Wisconsin	Survivor	UPH Meriter
Sparta Area School District	Taft 360	Upland Hills Health
SSM Health	Taylor County	Urbandale Fire
SSM Health and Monroe Fire	Taylor County Sheriff's Office	UW Health
SSM Health Care-ST Clare Hospital	The "I Love U Guys" Foundation	UW Oshkosh Police Department
SSM Health Security	The Koshka Foundation	UW-Madison Police Department
St. Croix Tribal Police Department	The Uniform Shoppe of Green Bay	UW-Milwaukee Police Dept
St. Dennis School	Tomahawk Police Department	UW-Stevens Point Police & Security Services
Stanley Police Department	Top Pack Defense	
Steuben County (NY) Office of Emergency Services & ALERRT	Town of Beloit Police Department	
	Town Of Burlington	

Vernon County Emergency Management	Waukesha County Emergency Management	Whitewater Police Department
Vernon County Sheriff's Office	Waukesha County Sheriff	Whitewater Unified School District
Verona Police Department	Waunakee community School District	WI Chapter Concerns of Police Survivors
Vilas County Sheriff's Office	Waunakee Police Department	WI Department of Justice
Village of Big Bend Police Department	Waupaca County Emergency Management	WI State Capitol Police
Village of Denmark	Waupun Police Dept	WIANG
Village of Eagle PD	Wausau Police Department	Winnebago County District Attorney's Office
Village of Germantown Police Department	Wausau School District	Winnebago County Emergency Management
Village of Jackson Police Department	Wausaukee School District	Winnebago County Sheriff's Office
Village of Mukwonago Police Department	Waushara County EMS	Wisconsin Air National Guard
Village of Oxford Police Department	Webster County Sheriff's Office	Wisconsin Dells Police Department
Walworth County Sheriff	West Allis Fire Department	Wisconsin Department of Justice - Division of Criminal Investigation
Washington Co Sheriff's Office	West Allis Police Dept.	Wisconsin Department of Justice Office of School Safety
Waterford Police Department	West Bend Police Department	Wisconsin Department of Revenue
Watertown Police Department	West Salem Police Department	Wisconsin Dept. of Public Instruction
Waukesha County Communications	Westfield School District	
	Whitefish Bay (WI) Police Department	

Wisconsin DOJ Office of
School Safety

Wood County Emergency
Management

Xtract One

Wisconsin Emergency
Management

Woodruff Fire
Department

Zion Benton Township
High School Dist 126

Wisconsin Rapids Police
Department

Woodruff Police
Department

Wisconsin State Capitol
Police

WSIC

2027 WI ACTIVE THREAT INTEGRATED RESPONSE CONFERENCE AGENDA

Wednesday, February 17, 2027

7:00 AM - 8:00 AM	Registration - Main Conference Check-In
8:00 AM - 8:30 AM	Welcome & Flag Ceremony
8:30 AM - 10:00 PM	Plenary Session
10:00 AM - 10:30 AM	Vendor Show Opens
10:30 AM - 12:00 PM	Plenary Session
12:00 PM - 1:30 PM	Lunch with Vendors
1:30 PM - 2:45 PM	Plenary Session
2:45 PM - 3:15 PM	Break with Vendors
3:15 PM - 4:30 PM	Plenary Session
4:30 PM - 6:30 PM	Vendor Networking and Raffles

Thursday, February 19 2027

7:00 AM - 8:00 AM	Breakfast with Vendors
8:00 AM - 9:30 AM	BREAKOUT SESSION 1
9:30 AM - 10:00 AM	Break with Vendors
10:00 AM - 11:30 AM	BREAKOUT SESSION 2
11:30 AM - 12:45 PM	Lunch with Vendors
12:45 PM - 2:15 PM	BREAKOUT SESSION 3
2:15 PM - 2:45 PM	Break with Vendors (final session for vendors)
2:45 PM - 4:14 PM	BREAKOUT SESSION 4
3:00 PM - 10:00 PM	Vendor Booth Pack Up
6:30 PM - 10:00 PM	Cornhole Tournament in the vendor hall area

Questions on the Vendor Show:

Vendor Show Manager - Jason Kelley, jason@wiatirc.org

Raffle Donations - Josalyn Longley, josalyn@wiatirc.org

Registration - Stacy Lenz, stacy@wiatirc.org

We hope to see you there!

