

EXHIBITOR APPLICATION & REGISTRATION FORM

Please return this registration form with your check. If you are already registered for the 2026 clinic please be sure to keep this brochure for your information.

NO REFUNDS WILL BE GIVEN 90 DAYS PRIOR TO CLINIC UNLESS WE ARE ABLE TO RESELL THE BOOTH/S YOU RESERVED. THANK YOU.

Company Name: _____

Type of Business: _____

Area Rep/Contact Person: _____

Business Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

Only those people registered on this application will receive name tags to work in the vendor area (limit 6).

I NEED ELECTRICITY FOR THE CLINIC

IF YOU NEED ADDITIONAL SERVICES, PLEASE CONTACT THE MARRIOTT.

Wireless access and electricity are provided without additional cost; however, the Marriott reserves the right to charge vendors for additional services requested. Questions may be directed to the Marriott - (608) 831-2000

NUMBER OF BOOTHS REQUESTED: _____ AMOUNT ENCLOSED: _____

BOOTH PRICES

PRIOR TO JANUARY 1, 2026
Each Booth – \$450

JANUARY 1, 2026 OR AFTER
Each Booth – \$500

Typically we have sold out of booth spaces. Your booth space will be guaranteed upon receipt of the registration fee.

BOOTH INCLUDES

- 8' x 10' Booth Space
- 8' Skirted Table
- 8' High Back Pipe and Drape
- 2 Straight Chairs
- 3' Side Divider Drapes
- Identification Sign

Make checks payable to: WFCAClinic - WFCAClinic office, P.O. Box 8, Poynette, WI 53955
or REGISTER ON LINE AT: <https://wfaclinic.com/register/form/366444526>



PO Box 8
Poynette, WI 53955



IT'S ALL ABOUT FOOTBALL!

**49TH ANNUAL
WFCAClinic
FOOTBALL
CLINIC**

April 16 - April 18, 2026

Marriott Madison West
Middleton, WI

Marriott
MADISON WEST



1-800-MARRIOTT
1313 John Q. Hammons Dr.
Middleton, WI 53562
(608) 831-2000
Fax (608) 831-2040
Identify yourself as a Vendor
to receive the clinic rate.
Book your room early!

www.wifca.org



SCHEDULE OF EVENTS

THURSDAY, APRIL 16, 2026

Vendor set up 9:00 a.m. - 2:00 p.m.
 Coaches Registration 2:00 - 9:00 p.m.
 Speaker Sessions 4:30 - 10:00 p.m.
 WFCB Bash 10:00 - 12:00 midnight

FRIDAY, APRIL 17, 2026

FCA Breakfast 7:45 - 8:45 a.m.
 Coaches Registration 8:00 a.m. - 8:00 p.m.
 Speaker Sessions 9:00 a.m - 9:00 p.m.
 Vendor Hospitality
 Large Vendor Area will close at 9:00 p.m.
 WFCB Bash 9:30 - 12:00 midnight

SATURDAY, APRIL 18, 2026

Speaker Sessions in Lobby Rooms only 8:00 - 11:30 a.m.
 Vendor Area must be completely cleared by 10:00 a.m.

THANK YOU...

Corporate Sponsors and all our Valued Vendors for your ongoing support of our clinic, our coaches and the great sport of football in Wisconsin.

WFCB CORPORATE SPONSORS



For details about our Corporate Sponsorship program contact WFCB Corporate Sponsor Chairman Tom Swittel at (414) 315-1131

FROM THE EXECUTIVE DIRECTOR

Dear Valued Vendor,

The 2025 WFCB Football Clinic was one of the best yet. Our registration numbers rivaled years before the pandemic. Our membership looks forward to checking in year-after-year to learn “what’s new” in your product lines. You are an integral part of our clinic’s success and you are truly valued by the Association and our membership.

We have long been recognized as the largest “Football Only” Coaching Clinic in the Nation! We expect that to continue and we are putting together an exciting speaker lineup for the 2026 including Coach Fickell and his Wisconsin-Badger staff.

As in the past we will not be using the large speaker room on Saturday morning, so the large vendor exhibit area will not be open on Saturday morning. Vendors may break down on Friday evening after 9:00 pm. and must be completely cleared by Saturday morning, April 18, by 10:00 am.

As always, we invite you to mingle with coaches at the Thursday and Friday evening Bashes. Friday is a long day, so in the afternoon we will provide a Vendor Hospitality area with refreshments from 4:00-5:00 pm for your convenience. We have created an online registration that allows you to reserve your spot with a credit card if you wish.

NEW LAST YEAR... We welcomed Dan Ketchum of XandO Notebook. The notebook replaced our folders increasing your visibility with coaches. All vendors have the opportunity to provide ad copy in lieu of shipping printed materials to us. This book successfully decreased costs and waste, along with providing an ad that coaches will take with them after the clinic. Many options are available at various price points. If you are interested in learning more, visit <https://xandonotebook.com>, or contact Dan directly - dan@xandonotebook.com.

We welcome other suggestions as to how we may better serve you, feel free to email Charna at office@wifca.org with any suggestions or questions, We look forward to seeing you again in the spring of 2026!!