

2026 WRC

Winter Refresher Course

March 12-13 | The Pfister | Milwaukee, WI



The Winter Refresher Course (WRC) for Family Medicine is a regional/statewide conference sponsored by the Medical College of Wisconsin Department of Family and Community Medicine in collaboration with the Wisconsin Academy of Family Physicians.

This program draws up to 250 family physicians, family medicine residents, medical students who will specialize in family medicine, physician assistants, nurse practitioners, and psychologists who care for patients of all ages and backgrounds.

Objectives

- Apply evidence-based updates on the prevention, diagnosis, and management of conditions commonly seen in primary care.
- Discuss social and environmental factors that influence health and healthcare outcomes.
- Discuss practical strategies to enhance primary care practice and policies.
- Effectively perform selected common office-based procedures.
- Network with professional colleagues across the state.

Sponsorship & Exhibitor Opportunities

Sponsor Packages

Choose a package designed to engage attendees and provide measurable visibility to build brand awareness before, during, and after the Winter Refresher Course.

\$10,000 - Family Medicine Investor (1 available)

\$8,000 - Family Medicine Benefactor (1 available)

\$4,000 - Family Medicine Partner (2 available)

\$3,000 - Family Medicine Supporter (2 available)

\$6,000 - Lunch Sponsor (1 available)

\$5,000 - Event App Sponsor (1 available)

Exhibitor Opportunities

Exhibit booths offer companies the opportunity to gain qualified leads and connect with hundreds of healthcare decision makers and influencers.

\$2,000 - Exhibitor (multiple available)

Sponsorship & Exhibitor Overview

Benefits/Features	Investor Sponsor \$10,000	Benefactor Sponsor \$8,000	Lunch Sponsor \$6,000	Event App Sponsor \$5,000	Partner Sponsor \$4,000	Supporter Sponsor \$3,000	Exhibitor \$2,000
Listing in Program	✓	✓	✓	✓	✓	✓	✓
Invitation to Meals	✓	✓	✓	✓	✓	✓	Breakfast Only
Profile on Event App	✓	✓	✓	✓	✓	✓	✓
Exhibit/Display Table	4 reps	4 reps	4 reps	2 reps	2 reps	2 reps	2 reps
Onsite Sign/Logo Recognition	Name badges, lanyards & welcome sign	Wi-Fi password & signage	Branded table tents	✓	Breaks	✓	✓
Podium Recognition	✓	✓	✓	✓	✓	✓	
Logo on Website	✓	✓	✓	✓	✓	✓	
App Banner Ad	✓	✓	✓	✓	✓	✓	
Social Media Recognition	✓	✓	✓	✓	✓		
Recognition in Event Promotions**	✓	✓	✓	✓	✓		
Invite to Networking Reception	✓	✓	✓	✓			
Special Recognition at Lunch	✓	✓	3 minute presentation at lunch	✓			
Opportunity to greet attendees at Networking Reception	✓						

****Direct outreach to over 3,000 family physicians, family medicine residents, medical students who will specialize in family medicine, physician assistants, nurse practitioners, and psychologists.**

Questions? Contact Madeline Wimmer at 262-512-0606 or by email at madeline@wafp.org.