2017-2018 SPONSORSHIP & ADVERTISING PROSPECTUS
Dear Member of the National Waste & Recycling Association (NWRA),

Thank you for your interest in NWRA events and campaigns. We understand that you are interested in getting your products and services in front of decision makers in the industry and growing your client base—we are pleased to help you reach your target audience. NWRA’s signature events, regular communications tools and comprehensive educational programming deliver the best opportunities for you to reach your prospective customers. We invite you to participate in NWRA’s exciting happenings by serving as a sponsor or advertiser.

The next several pages demonstrate the vast array of opportunities that exist for you to highlight your brand in front of hundreds, and sometimes thousands, of industry decision makers and thought leaders. We are happy to develop sponsorships and ad packages to meet your needs and your budget.

After you have reviewed this listing of events and benefits, please contact Catherine Maimon at cmaimon@wasterecycling.org or 202-364-3715 to discuss next steps.

Thank you again for your support of our association.

Sincerely,

Darrell K. Smith
President and CEO
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About NWRA

The National Waste & Recycling Association (NWRA) is the leading voice of the private sector waste and recycling industry. Your support of NWRA events, programs, publications and education helps make our industry safer, smarter and stronger. These premier opportunities connect you with the most engaged audience of decision makers in waste and recycling. Let us customize a sponsorship program for you to extend the reach of your brand and further drive sales of your products and services.

NWRA hosts more than 60 events a year, from national leadership conferences to regional and chapter events and fundraisers, as well as safety-focused professional development programs, including:

- Waste & Recycling Industry Conference (February)
- Annual ANSI and Safety Committee Meetings (February/November)
- Exclusive WasteExpo events (spring) including NWRA’s Annual Awards Breakfast, CEO leadership receptions and highly attended booth events with NWRA interest groups, including our Women’s Council, Future Industry Leaders Alliance (FILA) and NWRA chapter leaders
- NWRA Executive Leadership Roundtable Conference (Fall)
- Chapter and regional meetings, events and fundraisers, which directly support our industry’s advocacy efforts with state and local government and provide unique access to engaged local industry leaders and executives
- Safety professional development series (seasonal) specifically designed for industry professionals working to move the needle on safety

NWRA offers opportunities to reach an industry-wide audience through our exclusive member communications tools, including: Safety Monday, E-News, social media campaigns and a wide range of webinars to showcase your company’s brand, products and services.
National Annual Packages

Sponsorship Packages allow for increased promotional opportunities across multiple events in one package and allows your company to budget for your sponsorship level:

**Gold Level ($25,000)** – Recognition at the following association events: 2018 Industry Conference, Southeast Annual Conference, Texas Annual Conference, Heartland Annual Conference, Mid-Atlantic Annual Conference, the Executive Leadership Roundtable and at WasteExpo

- Top-tier logo placement on appropriate signage
- Website and social media presence on sponsor page and event page
- Podium recognition
- Speaking opportunity at appropriate events
- Recognition at the Association booth at WasteExpo
- Complimentary exhibit space at regional meetings
- 1 complimentary event registration for each event and 2 complimentary event registrations for the Executive Leadership Roundtable

**Silver Level ($15,000)** – Recognition at the following association events: 2018 Industry Conference, Southeast Annual Conference, Texas Annual Conference, Heartland Annual Conference and the Mid-Atlantic Annual Conference

- Second-tier logo placement on appropriate signage
- Website and social media presence on sponsor page and event page
- Podium recognition
- 1 complimentary event registration for each event
- 1 complimentary exhibit space at 2 regional meetings

**Bronze Level ($10,000)** – Recognition at the following association events: 2018 Industry Conference, Southeast Annual Conference, Texas Annual Conference and Mid-Atlantic Annual Conference

- Third-tier logo placement on appropriate signage
- Website and social media presence on sponsor page and event page
- Podium recognition
- 1 event registration for each event
- Complimentary exhibit space at 1 regional meeting
2018 Waste & Recycling Industry Conference
TBD

A must attend event, this meeting brings together the safety leaders and stakeholders of the waste and recycling industry, providing an opportunity to create safety and risk management related products to advance a safer industry. ANSI’s Accredited Standards Committee (ASC) Z245 meets during this conference, along with its subcommittees, to discuss revisions on existing standards and write new standards. Education sessions for attendees will also be available, as well as golf and additional networking events.

SPONSORSHIP OPPORTUNITIES

<table>
<thead>
<tr>
<th>Event</th>
<th>Sponsorship</th>
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</thead>
<tbody>
<tr>
<td>Welcome Reception (co-sponsors)</td>
<td>$ 9,000</td>
</tr>
<tr>
<td>Annual Lunch (co-sponsors)</td>
<td>$ 7,000</td>
</tr>
<tr>
<td>Golf Tournament</td>
<td>$ 5,000</td>
</tr>
<tr>
<td>Member Breakfast</td>
<td>$ 5,000</td>
</tr>
<tr>
<td>Networking Reception</td>
<td>$ 4,000</td>
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<tr>
<td>Beverage Cart</td>
<td>$ 3,500</td>
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<tr>
<td>Box Lunches</td>
<td>$ 2,500</td>
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<tr>
<td>Coffee Service</td>
<td>$ 1,500</td>
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<tr>
<td>Golf Prizes</td>
<td>$ 1,500</td>
</tr>
<tr>
<td>Golf Hole</td>
<td>$ 750</td>
</tr>
</tbody>
</table>

Sponsors are noted on our program and agenda badges. Furthermore, all sponsors are recognized at the 2018 Waste & Recycling Industry Conference during our Welcome Reception and Member Breakfast. Tent cards thanking our sponsors are provided at the Networking Reception, Welcome Reception, Lunch and Member Breakfast. All signage at our events at the 2018 Waste & Recycling Industry Conference also recognizes and thanks our sponsors. If sponsors buy a golf hole, then they are also recognized on our golf hole signs. When a member sponsors the golf tournament, a give-away with their logo will be provided to all attendees at the golf tournament. Further, all sponsors are featured on the event website and social media promotions.
2017 FILA Annual Leadership Conference
September 6-7
Raleigh, NC

Are you interested in supporting the future of our industry? The 2017 FILA Annual Leadership Conference, to be held September 6-7 in Raleigh, NC, is the perfect opportunity to showcase your brand. The Tour will feature informative briefings, professional development and networking opportunities. Please contact Gabrielle McManus at gmcmanus@wasterecycling.org with your questions.

September 6
Leadership & Human Resources Training by Hidden Brook Communications Industry Panel
Industry Panel
Group Dinner at Angus Barn

September 7
NC State University Laboratory Tour
EREF Presentation
Community Service
Group Bowling Activity

Rooms are available at Hyatt House Raleigh North Hills
Reference the Waste Industries room block
Phone: 919-363-0771
raleighnorthhills.house.hyatt.com/en/hotel/home.html

This event is hosted by its premier sponsor, Waste Industries.
2017 NWRA Women’s Council President’s Conference
November 14-16
The Woodlands, TX

The Women’s Council fosters the professional development of women in the waste industry while striving to increase their business, financial and leadership skills through education, workshops, mentoring and networking. Women’s Council President Tammy Holtzman, Waste Connections, will be hosting the Women’s Council Fall Tour at Waste Connections, The Woodlands, TX on November 14-16. This event provides a platform for professional development, networking and empowerment for industry leaders.

Sponsorships are available for this event. Please contact Peggy Macenas at (630)-848-1101 or peggym@wasterecycling.org for more information.

Tentative Agenda
Tuesday, November 14
6:00 p.m. Welcome Event: Pinot and Palette

Wednesday, November 15
8:30 a.m. Breakfast Business Meeting at Waste Connections, Inc.
11:00 a.m. Session on Social Media – presented by: Women’s Council Marketing Chair - Brittany Zeitler/Big Truck Rental and Women’s Council Professional Development Chair - Tracy King/Waste Connections
1:00 p.m. Rico Maranto – Culture Matters
3:00 p.m. Tour of Waste Connections, Inc.
6:30 p.m. Dinner

Thursday, November 16
9:00 a.m. - 3:00 p.m. Team Building Event
WasteExpo 2018

April 24-26
Las Vegas, NV

RECEPTIONS
NWRA Appreciation Reception (2 available) $ 15,000
FILA Reception $ 4,000
Women’s Council Reception $ 4,000
Awardees Recognition Reception $ 4,000

NWRA APPRECIATION RECEPTION
Every year at WasteExpo, the Association holds a reception to thank the NWRA members who have given their valuable time and support throughout the year. This reception provides NWRA with a special opportunity to honor these members for their continued involvement in the Association endeavors.

Appreciation Reception at Waste Expo (3 @ 10k each)
- Signage & Ice Sculptures of company logo
- 4 Invites to the reception
- Website presence on sponsor page and event page
- Recognition by CEO at the Reception
- Opportunity to greet all guests upon their arrival at the reception

FILA RECEPTION
The Future Industry Leaders Alliance (FILA) provides education, networking and mentoring to emerging industry leaders to prepare them for executive advancement and professional leadership in the waste industry. The NWRA Future Industry Leaders Alliance (FILA) meet & greet cocktail reception introduces others to these ideas behind FILA and is an event set to recruit new members. The reception takes place every year at WasteExpo. Attendees meet top industry executives and business owners and learn how FILA has benefited their employees.

WOMEN’S COUNCIL RECEPTION
Meet the members of the NWRA Women’s Council. Formed in 2003, the Women’s Council promotes networking and professional development for those currently in the industry. In addition, the Council manages the Women’s Council Academic Scholarship program for those expanding their knowledge and for those entering the industry. Tickets will be sold for the SPLIT THE POT raffle and the winner will be announced during this time.

AWARDEES RECOGNITION RECEPTION
Come meet industry legends and heroes at this reception. The 2018 Drivers of the Year, Operator of the Year, Hall of Fame Inductees and other distinguished awardees will be recognized at this event.
Annual Awards Breakfast

NWRA’s Awards Programs honor the best of innovation and achievement in the waste and recycling industry. Awards programs, including Hall of Fame, Driver of the Year, Operator of the Year, Member of the Year and Distinguished Service are the highlights of WasteExpo each year. Sponsorship of NWRA Awards Programs creates unique opportunities to reach the industry’s leading decision makers.

In 2017, more than 800 took part in this event, including CEOs and the leadership teams of major companies in the industry. 2018 promises to deliver another stellar event.

SPONSORSHIP OPPORTUNITIES

<table>
<thead>
<tr>
<th>Award</th>
<th>Sponsorship</th>
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<tbody>
<tr>
<td>Driver of the Year</td>
<td>$30,000</td>
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<tr>
<td>Hall of Fame</td>
<td>$15,000</td>
</tr>
<tr>
<td>Distinguished Service</td>
<td>$7,500</td>
</tr>
<tr>
<td>Member of the Year</td>
<td>$7,500</td>
</tr>
<tr>
<td>Chapter Leadership</td>
<td>$7,500</td>
</tr>
<tr>
<td>Operator of the Year</td>
<td>$7,500</td>
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Driver of the Year Award Sponsor ($30,000) Recognition in all association material and web pages about the Driver of the Year award and applications and recognition at the awards breakfast as the exclusive Driver of the Year sponsor. This program honors those drivers who operate their trucks in a safe and responsible manner, have outstanding performance records and whose contributions have enhanced the overall safety and image of the solid waste industry.

- Physically present awards on stage to recipients
- Logo featured on appropriate signage
- 1 complimentary front table (10 seats each)
- Logo presence on digital and social media
- Advertising in program book
- Podium recognition
- Recognition in the awards video at the breakfast

Hall of Fame ($15,000) Recognition at the Awards Breakfast as the sponsor of NWRA’s highest award. The Hall of Fame award recognizes leaders in the waste and recycling industry who have distinguished themselves through significant contributions to the industry and the community and have been actively engaged in the business for at
least 25 years.

- Physically present awards on stage to recipients
- Logo featured on appropriate signage
- 5 complimentary seats at a priority table
- Logo presence on digital and social media
- Advertising in program book
- Podium recognition
- Recognition in the awards video at the breakfast

**Member of the Year Awards Sponsor ($7,500)** Recognition at the Awards Breakfast as the sponsor of the Member of the Year Awards. These award winners have demonstrated extraordinary service to the mission and goals of NWRA and the industry over a year period.

- Physically present awards on stage to recipients
- 5 complimentary event tickets for seating at a priority table
- Logo featured on appropriate signage
- Website presence on digital and social media
- Advertising in program book
- Podium recognition
- Recognition in the awards video at the breakfast

**Chapter Leadership Awards Sponsor ($7,500)** Recognition at the Awards Breakfast as the sponsor of the Chapter Leadership Awards. These award winners are members that have made contributions to a chapter over a period of time that were particularly meritorious.

- Physically present awards on stage to recipients
- 5 complimentary event tickets for seating at a priority table
- Logo featured on appropriate signage
- Website presence on digital and social media
- Advertising in program book
- Podium recognition
- Recognition in the awards video at the breakfast

**Distinguished Service Awards Sponsor ($7,500)** Recognition at the Awards Breakfast as the sponsor of the Distinguished Service Awards. These award winners are longstanding members of the Association and have rendered service in pursuit of its mission and goals over a period of time, generally spanning a number of years.
Physically present awards on stage to recipients
5 complimentary event tickets for seating at a priority table
Logo featured on appropriate signage
Website presence on digital and social media
Advertising in program book
Podium recognition
Recognition in the awards video at the breakfast

**Operator of the Year Award Sponsor ($7,500)**
Recognition in all association material and web pages about the Operator of the Year award and applications and recognition at the awards breakfast as the exclusive Operator of the Year sponsor. This award awards the safest, most industrious post-collection workers from either a MRF, landfill or transfer station.

- Physically present awards on stage to recipients
- 5 complimentary event tickets for seating at a priority table
- Logo featured on appropriate signage
- Website presence on digital and social media
- Advertising in program book
- Podium recognition
- Recognition in the awards video at the breakfast
Executive Leadership Roundtable (ELRT)

October 23-25
Rosen Shingle Creek Resort
Orlando, FL

This is the premier annual event where leaders and innovators in the waste and recycling industry gather for briefings on best practices, emerging trends and issues of critical importance to our industry.

The Executive Leadership Roundtable brings together a wide variety of the current and future leaders of our industry. Members of NWRA's Board of Trustees and the Boards of Governors for Servicers and Suppliers, Future Industry Leaders Alliance, Women’s Council and Hall of Fame discuss leadership, attend creative networking opportunities and are briefed on timely topics of importance to the industry.

ELRT is a unique showcase for your company’s products and services to an exclusive audience of decision makers representing our industry’s leading companies.

SPONSORSHIP OPPORTUNITIES
*Co-sponsorships available

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<tr>
<th>Event</th>
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<tbody>
<tr>
<td>Annual Dinner</td>
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<tr>
<td>Welcome Reception</td>
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<tr>
<td>Annual Lunch</td>
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<tr>
<td>Annual Breakfast</td>
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<td>Annual Breakfast</td>
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<td>Annual Lunch</td>
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<td>Annual Breakfast</td>
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<tr>
<td>Boxed Lunches</td>
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<tr>
<td>Networking Reception</td>
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<td>Beverage Cart</td>
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<tr>
<td>Alternative Activity</td>
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<tr>
<td>Coffee Service</td>
<td>$2,000</td>
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<tr>
<td>Hole Prizes</td>
<td>$1,500</td>
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<tr>
<td>Golf Hole</td>
<td>$500</td>
</tr>
</tbody>
</table>

Sponsors are featured in our program and agenda badges. Furthermore, all sponsors are recognized at ELRT at our Welcome Reception and Annual Dinner. As appropriate, tent cards thanking our sponsors are provided at the Networking Reception, Welcome Reception, Lunch and Dinner. All signage at our events at ELRT also recognize and thank our sponsors. If sponsors buy a golf hole, then they are also recognized on golf hole signs. If a sponsor purchases the golf tournament, a give-away with their logo will be provided to all attendees at the golf tournament.
Recycling Awards ($10,000 for 6 awards)
The Recycling Awards honor the best in the recycling industry. The six trophies will be presented at our Executive Leadership Roundtable. The deadline for 2017 award applications is July 28, 2017.

Each award sponsor will receive logo presence on digital and social media marketing collateral. Any emails concerning these awards will also include the sponsor’s logo. The awards will be presented at NWRA’s Executive Leadership Roundtable.

- Sustainability Partnership Game Changer
- Best Recycling Public Education Program
- Recycling Equipment Innovator of the Year
- Recycling Facility of the Year
- Construction & Demolition Debris Recycler of the Year Award
- Organics Recycler of the Year Award

Sponsors of the Recycling Awards will have their logo on all E-blasts for that event. Sponsors will be recognized at the Executive Leadership Roundtable (ELRT) and the Awards Luncheon. Their logo will be on the luncheon banner and the awards PowerPoint slideshow. Their logo will be prominent on the NWRA website and on the Executive Leadership Roundtable event page on the NWRA event calendar. Sponsors will be mentioned and thanked on social media.
Safety Stand Down Events

To further our mission to make our industry safer, NWRA hosts three distinct Safety Stand Down events annually. Each week-long Safety Stand Down campaign focuses on a separate safety topic. NWRA provides participating companies from throughout the industry with valuable resources to distribute and use to train employees on that campaign topic. NWRA also works with other organizations to raise awareness throughout the industry about these safety issues during the campaign.

In 2017, NWRA’s Safety Stand Downs reached an estimated 70% of the private waste industry. Each Stand Down has generated more than 20,000 impressions on social media. Advertisers receive visibility in all registration materials, training materials, promotional collateral and special week-long editions of Safety Monday a widely read feature of this program.

SPONSORSHIP OPPORTUNITIES

Vehicle Backing Stand Down $10,000
Winter, 2018

Water. Rest. Shade. Stand Down $10,000
Summer, 2018

Back to School Stand Down $10,000
Fall, 2018
Safety Professional Development Series

As part of NWRA’s mission to move the needle on industry safety, we have launched a series of professional development events taking place throughout the nation. These free, half-day events, bring safety experts to your town as part of NWRA's commitment to moving the needle on safety in the waste and recycling industry. NWRA’s Safety Professional Development Series (seasonal) focuses on best practices and strategies for improving safety performance, safety cultures and compliance.

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor (4 available) $5,000
Supporting Sponsor (4 available) $2,500
Safety Monday (1-2 ads per issue)

Safety Monday has a reach of more than 10,000 engaged industry individuals. Safety Monday is distributed each week with training, information and tips for front-line employees and supervisors. Safety Monday reaches all NWRA member companies and is distributed at work locations throughout all 50 states. Safety Monday is also licensed to other waste and recycling organizations, including SWANA and regional waste industry associations, extending the reach of advertising to a majority of the waste and recycling industry nationwide.

Sponsorships for Safety Monday are $250 per issue.
NWRA Webinars

NWRA’s webinar series provides members and non-members with timely and topical information on the latest emerging trends, regulations and business climate. Webinar sponsors receive access to attendee information, and depending on subject matter, potential speaking opportunities are available.

Some of our past webinars include:
Temporary Worker Safety Training Webinar
Reducing Injuries & Fatalities in the Waste & Recycling Industry
NWRA Member Savings Plan Webinar
NLRB Ruling on Temporary Workers Webinar
NSPS (New Source Performance Standards for Landfills) Rule Webinar
Reducing Collisions – Going Beyond Distracted Driving
Workers Comp – Strategies and Cost Containment

6 available per year $ 2,000/each

These webinars allow sponsors to reach both non-members and members of NWRA. Sponsors for webinars are mentioned and thanked during the webinar. The sponsor’s logos will be branded in any slides/videos for the presentation. They will also have an opportunity to participate in the webinar itself. The sponsor’s logo will be present in all e-mails and other marketing content for the event. The logo will be mentioned and thanked in all e-mails about the webinar, on news clips for the event, and on social media.

Please contact Megan Passinger at mpassinger@wasterecycling.org or 202-364-3702 for webinar information and contacts.
Regional and Chapter Events

WHAT STATES MAKE UP EACH REGION?

<table>
<thead>
<tr>
<th>Sunbelt</th>
<th>Midwest</th>
<th>Northeast</th>
</tr>
</thead>
<tbody>
<tr>
<td>AL, AR, AZ, CA, CO, FL, HI, GA, LA,</td>
<td>AK, IA, ID, IL, IN, KS, KY, MI, MN,</td>
<td>CT, DE, MA, MD, ME, NH, NJ, NY,</td>
</tr>
<tr>
<td>MS, NC, NM, NV, OK, SC, TN, TX, UT,</td>
<td>MO, MT, NE, ND, OH, OR, SD, WA,</td>
<td>NYC, RI, and VT.</td>
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Chapter Meetings Events and Golf Sponsorships:

The state chapters of NWRA hold annual conference meetings and events several times throughout the year. Sponsorship opportunities are available for these meetings and may include recognition on the meeting webpage and all printed meeting materials with your company logo, table tent cards at the meeting and a verbal recognition at the meeting.

Please contact the Regional Manager in your area for available sponsorships.

SUNBELT REGIONAL MEETINGS & GOLF TOURNAMENTS

Regional Contacts

Kirsti Nelson
knelson@wasterecycling.org
(336) 324-8580

The Sunbelt Region holds four large regional meetings each year; the Southeast Annual Conference, the Texas Annual Conference, the Heartland Annual Conference and the Mid-Atlantic Conference. Individual sponsorships are available for all of these events. For more information on sponsoring any of the Sunbelt regional meetings, please contact Mike Huff at mhuff@wasterecycling.org.

Recurring Events
Florida Legislative Days
Georgia Golf Tournament
Carolinas Golf Tournament
Southeast Annual Conference
Texas Annual Conference
Mid-Atlantic Annual Conference
Heartland Annual Conference
Arizona Annual Meeting & Golf Tournament

Florida
Typical Chapter Meetings Per Year: 3

Georgia
Typical Chapter Meetings Per Year: 4

New Mexico
Typical Chapter Meetings Per Year: Subject to call

Oklahoma
Alabama
Typical Chapter Meetings Per Year: 2-3

Arizona
Typical Chapter Meetings Per Year: 2

Carolinas
Typical Chapter Meetings Per Year: 4

MIDWEST REGIONAL MEETINGS
Regional Contact
Peggy Macenas
peggym@wasterecycling.org
(630) 848-1101

In addition to chapter annual meetings and legislative events, three Trash Can Open Golf outings are held - Indiana, Illinois and Minnesota. Sponsorship for these events directly supports the chapter’s advocacy and regulatory activities.

Illinois
IL NWRA Chapter Annual Meeting
IL NWRA Chapter Legislative Reception
IL NWRA Chapter Fall Meeting
IL NWRA 28th Annual Trash Can Open Golf Outing

Indiana
IN NWRA Chapter Legislative Dinner
IN NWRA 23rd Annual Trash Can Open Golf Outing
IN NWRA Chapter Annual Meeting

Kansas
KS NWRA Chapter Annual Meeting

Kentucky
KY NWRA Chapter Annual Meeting

Minnesota
MN NWRA Chapter Annual Meeting
MN NWRA 26th Annual Trash Can Open Golf Outing

Missouri
MO NWRA Chapter Annual Meeting

Ohio
OH NWRA Chapter Annual Meeting

Wisconsin
WI NWRA Chapter Annual Meeting

NORTHEAST REGIONAL MEETINGS
Regional Contact
Steve Changaris
schangaris@wasterecycling.org
Maryland
2017 Maryland Chapter Annual Crab Fest
2017 Maryland Chapter Golf Tournament

Meetings in the Northeast region are planned at-will at the direction of local leaders. Please contact Steve Changaris for more information on potential upcoming meetings.

I. Company Information

Company Name: 

Address: 
City, State, Zip: ____________________________________________________________

Telephone Number: ________________________ Email: _______________________________

Contact Name: ____________________________ Title: _________________________________

Interests?

__________________________________________________________________________________

II. Sponsorship/Advertising Item & Cost

1. ____________________________________________________________$___________________

2. ____________________________________________________________$___________________

3. ____________________________________________________________$___________________

4. ____________________________________________________________$___________________

5. ____________________________________________________________$___________________

Credit cards are accepted online or by contacting our accounts receivables staff at (202)-364-3748. Please make checks payable to NWRA.

NWRA Contact:
Catherine Maimon
Meetings Director
202-364-3715
cmaimon@wasterecycling.org