



Wisconsin Section

American Water Works Association

TO: WIAWWA Conference Exhibitors

DATE: February 2019

SUBJECT: **Exhibiting at the 98th Annual WIAWWA Conference in September in Madison**

For nearly a century, the Wisconsin Section of American Water Works Association (WIAWWA) has been providing our vendors and exhibitors the opportunity to spend a few days with the best and brightest in the Wisconsin water industry. The WIAWWA Annual Conference gives exhibitors an opportunity to meet with policy makers, decision makers and peers from across the state in an informal setting to share ideas, products and trends in the State of Wisconsin and in the water industry. Whether over a discussion in your booth or during the technical sessions, the Conference is an excellent place to develop new relationships and strengthen current ones.

Last year we tried new exhibit hall timing. Feedback from vendors was positive for the Wednesday changes and mixed results for Thursday. **Over the last year the board has listened to feedback and worked with MAC to further update the exhibit hall timing and design to bring even more attendees to your booth (details on the next page).** Our goal is to provide value for all exhibitors because we know value means high traffic volumes with active and engaged attendees. The conference planning team wants to make sure everyone leaves the WIAWWA Annual Conference feeling like it was a valuable experience!

Please submit your booth registration forms and fee to WIAWWA before **April 30th** so **you can take advantage** of the Early Bird discounted booth rates. We look forward to seeing you in September.

Can't wait to see you in Madison

Angel Gebeau, PE BCEE
Annual Conference Committee Chair
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**Wisconsin Section AWWA's 98th Annual Meeting
Monona Terrace – Madison, WI
September 11 - 13, 2019**

EXCITING CONFERENCE NEWS!!!!

Vendors are an integral part of the water industry and are needed to help our member utilities provide safe, reliable water in Wisconsin. We understand that the ability to make connections and meet people is important to you as a vendor to drive sales, and we appreciate our vendor exhibitors' support. As a result, over the last year the WIAWWA board and the MAC committee have worked to make updates to the conference program with our vendors in mind. Last year we had some innovative changes and we're taking the feedback we received to further improve on the exhibit hall hours.

What is kept from last year changes?

Dedicated exhibit hall hours! You will no longer have to compete with technical sessions or competitions rather attendees will be focused on meeting with you from 3pm-6pm Wednesday.

What is changing from last year?

Thursday exhibit hours will be in the morning. Feedback indicated a morning session on Thursday would be preferred so the exhibit hall hours have moved back to the morning on Thursday.

We are encouraging everyone to wear RED, WHITE, and BLUE Wednesday. Patriot Day is September 11 and is the first day of the conference. We will be encouraging attendees to wear red, white, and blue on Wednesday and recognizing veterans and volunteer emergency service personnel in our midst at the conference.

We understand that any change will include some success and some areas for continued improvement. As such, we will be seeking your input after the 2019 Conference with a survey to let us know what you liked and allow you to provide additional suggestions. Our goal is to continue to improve the WIAWWA Annual Conference experience for all members and attendees – including our valuable vendors.

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Why Exhibit in Madison in 2019?

- ◆ This is the only water conference that brings together the majority of Wisconsin's utility decision makers in one place. Despite tight municipal budgets – these are the people making the decisions to buy products and services. These are the people you want and need to know.
- ◆ Many of our attendees report that the WIAWWA Conference is the only show they attended last year, and the timing could not be better as most of them are creating their 2020 capital, operating and maintenance budgets at the time of our Conference.
- ◆ Madison provides a variety of venues outside the conference for dinner and evening outings.

You Benefit by Being a WIAWWA Conference Exhibitor!

- ◆ This is the best chance you'll have all year to make high-quality contact with new and existing groundwater and surface water clients from throughout Wisconsin.
- ◆ Exhibitors are recognized in the Conference Program.
- ◆ Exhibiting is a great way to show your support of WIAWWA and its almost 900 members.
- ◆ Where else – for this investment of time and money – can you visit so efficiently with so many current customers while getting your message out to new customers?

Sponsors Receive Additional Benefits...

- ◆ Sponsors receive prime booth locations.
- ◆ Sponsors are recognized throughout the Annual Conference on signage, in the On-Site Attendee Program and through attendee correspondence.
- ◆ Wisconsin Section AWWA LOVES its sponsors!

Take advantage of our Early Bird rates and
reserve your space by April 30, 2019

Questions? Contact the WIAWWA Office at (414) 423-7000 or jill@wiawwa.org

**Wisconsin Section AWWA's 98th Annual Meeting
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Exhibitor Registration Information:

◆ **Conference Location**

Monona Terrace
One John Nolen Drive, Madison, WI
(608) 261-4000

◆ **Exhibiting Schedule** (times are tentative)

Exhibit Booth Setup:

Wednesday, Sept. 11: 8 am – 1 pm

Exhibition Hours Open:

Wednesday, Sept. 11: 3 pm – 6 pm

Thursday, Sept. 12: 9 am – Noon

Exhibit Booth Teardown:

Thursday, Sept. 12: Noon – 3 pm

◆ **Booth Costs**

Member: First Booth (before 4/30)	\$400
Member: First Booth (after 5/1)	\$440
Member: Additional Booth	\$350
Non-Member: First Booth (before 4/30)	\$580
Non-Member: First Booth (after 5/1)	\$620
Non-Member: Additional Booth	\$450
MAC Committee Sponsor Fee.....	\$95
Additional Booth Personnel	\$100

◆ **Booth Description**

8' x 10' space, piped and draped, one table, two chairs, carpeting and one complimentary registration. There is a fee for electric and can be ordered on your registration form.

◆ **Booth Location Assignments**

Conference sponsor's preferences are given first priority; then booths are assigned on a first-come, first-served basis. WIAWWA reserves the right to alter the layout and vendor locations.

◆ **Refunds**

No refunds can be issued after **8/30/2019**.

◆ **Insurance**

It is agreed that in no case shall WIAWWA or its officers or directors be responsible for any loss, theft, damage by fire, or injury to any person or article as a direct or indirect result of their participation in the show.

◆ **Liability**

Each booth operator assumes responsibility for the space leased during the trade show and will keep it free from hazards to persons on the premises. WIAWWA will not be responsible for any injury that may occur to booth operators, their associates or employees.

Exhibit Hall

The exhibit hall will be the center of the conference Wednesday afternoon and Thursday morning – with vendor booths, networking, refreshments provided by the exhibitors and more!

Hotel Information

- ◆ **Best Western Premier Park Hotel:** 22 S Carroll Street; 608-285-8000; \$164/night - \$204/night
- ◆ **Hilton Madison Monona Terrace:** 9 E Wilson Street; 608-255-5100; \$235/night
- ◆ **Sheraton Madison:** 706 John Nolan Drive; 608-251-2300; \$146/night

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**Sheet A: Exhibitor/Sponsor/Advertisement Registration
 Due: April 30, 2019 (Early Bird) or August 30, 2019
 Please complete Sheet A and Sheet B**

1. Your Company Information

Company Name: _____
 (as you would like it to appear on printed materials)

Contact Name: _____

Type of Business/Product or Service Offered: _____

Address: _____

City, State, Zip Code: _____

Phone: _____ E-mail: _____

2. Exhibitor Booth Registration

	Early Bird Registration (by 4/30/19)	Registration 5/1/19 to 8/30/19	Quantity	Amount
Member: First Booth	\$400	\$440	_____	\$ _____
Member: Add'l Booth	\$350	\$350	_____	\$ _____
Non-Member: First Booth	\$580	\$620	_____	\$ _____
Non-Member: Add'l Booth	\$450	\$450	_____	\$ _____

One Exhibitor Registration is included per booth. Please list name(s) of Exhibitor Registrant(s):

1.* _____ Operator # _____
 (*one name per booth purchased)

Additional Booth Personnel **\$100 per person** Qty: _____ \$ _____
 Please list name(s) of any additional booth personnel

1. _____ Operator # _____
 2. _____ Operator # _____
 3. _____ Operator # _____

Companies you **do not** wish to be placed near: _____

Companies you **would** like to be placed near: _____

MAC Fee Each firm will pay one sponsor fee \$ **95.00**

