TO: WIAWWA Conference Exhibitors

DATE: February 2020

SUBJECT: Exhibiting at the 99th Annual WIAWWA Conference in September in Madison

For nearly a century, the Wisconsin Section of American Water Works Association (WIAWWA) has been providing our 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.

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 exhibitors’ support. This year’s conference will continue to build on the Exhibit Hall successes from last year while introducing some improvements that will bring even more attendees to your booth. 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!

John Richmond
Annual Conference Committee Chair
715-898-2170
john.richmond@MarshfieldUtilities.org
Why Exhibit in Madison in 2020?

- 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 2021 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, 2020

Questions? Contact the WIAWWA Office at (414) 423-7000 or jill@wiawwa.org
Wisconsin Section AWWA’s 99th Annual Meeting
Monona Terrace – Madison, WI
September 16 - 18, 2020

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. 16: 8 am – 2 pm
  - **Exhibition Hours Open:**
    - Wednesday, Sept. 16: 3 pm – 6 pm
    - Thursday, Sept. 17: 9 am – Noon
  - **Exhibit Booth Teardown:**
    - Thursday, Sept. 17: Noon – 3 pm

- **Exhibitor Registration Information:**
  - **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.

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- **Exhibitor Registration Information:**
  - **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

- **Exhibitor Registration Information:**
  - **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 8/31/2020.

- **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.

- **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; $239/night
  - **Sheraton Madison:** 706 John Nolan Drive; 608-251-2300; $150/night
Wisconsin Section AWWA’s 99th Annual Meeting  
Monona Terrace – Madison, WI  
September 16 - 18, 2020

Sheet A: Exhibitor/Sponsor/Advertisement Registration

Due: April 30, 2020 (Early Bird) or August 31, 2020  
Please complete Sheet A and Sheet B

1. Your Company Information

<table>
<thead>
<tr>
<th>Company Name:</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Name:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Type of Business/Product or Service Offered:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City, State, Zip Code:</td>
<td></td>
<td></td>
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<tr>
<td>Phone:</td>
<td></td>
<td></td>
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<tr>
<td>E-mail:</td>
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</tr>
</tbody>
</table>

2. Exhibitor Booth Registration

<table>
<thead>
<tr>
<th></th>
<th>Early Bird Registration (by 4/30/20)</th>
<th>Registration 5/1/20 to 8/31/20</th>
<th>Quantity</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member: First Booth</td>
<td>$400</td>
<td>$440</td>
<td>______</td>
<td>$______</td>
</tr>
<tr>
<td>Member: Add’l Booth</td>
<td>$350</td>
<td>$350</td>
<td>______</td>
<td>$______</td>
</tr>
<tr>
<td>Non-Member: First Booth</td>
<td>$580</td>
<td>$620</td>
<td>______</td>
<td>$______</td>
</tr>
<tr>
<td>Non-Member: Add’l Booth</td>
<td>$450</td>
<td>$450</td>
<td>______</td>
<td>$______</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Qty:</th>
<th>$ __________</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Operator #</td>
</tr>
<tr>
<td>2.</td>
<td>Operator #</td>
</tr>
<tr>
<td>3.</td>
<td>Operator #</td>
</tr>
</tbody>
</table>

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

PLEASE CONTINUE ON SHEET B
Wisconsin Section AWWA’s 99th Annual Meeting
Monona Terrace – Madison, WI
September 16 - 18, 2020

Sheet B: Exhibitor/Sponsor/Advertisement Registration

3. Electric
☐ I would like an electrical connection in my booth  Cost: $65.00  $___________

4. Conference Sponsorship
Sponsors will receive recognition through the Conference via such items as Conference signage and a prominent thank-you in the Conference Program.
☐ We wish to register as a Gold Water Sponsor  Cost: $500  $___________
☐ We wish to register as a Silver Water Sponsor  Cost: $400  $___________
☐ We wish to register as a Bronze Water Sponsor  Cost: $300  $___________

5. Website Advertising
Advertise on the WIAWWA website. Your logo will be put on our website with a hyperlink to your website.
☐ As a member, we wish to renew/register for advertising  Cost: $60  $___________
☐ As a non-member, we wish to register for advertising  Cost: $120  $___________

6. Total Due
Booth Registration + Electric + Sponsorship + Advertisement  $___________

7. Authorization and Payment
Make checks payable to: WIAWWA and send to P.O. Box 635, Oak Creek, WI 53154 OR pay by American Express, Discover, Master Card or Visa and email registration to jill@wiawwa.org OR register on-line at www.wiawwa.org.

Name on Card: ____________________________________________________________
Credit Card #: ___________________________________________________________
Expiration Date: __________V code #: __________Total Amt. Charged $: ______________