



TO: WIAWWA Conference Exhibitors
DATE: June 2025
SUBJECT: Exhibiting at the 104th Annual WIAWWA Conference in September in Madison

The Wisconsin Section of American Water Works Association (WIAWWA) invites you to be an exhibitor at our 104th WIAWWA Annual Conference September 9 to 12, 2025 at Monona Terrace in Madison. Our conference gives exhibitors an opportunity to meet with customers, decision makers and peers from across the state in an informal setting to share ideas, products and trends in Wisconsin and in the water industry. Whether over a discussion in your booth or during the technical sessions, the WIAWWA Annual Conference is an excellent place to develop new relationships and strengthen current ones.

You will find information on Exhibit Hall hours for Wednesday, September 10 and Thursday, September 11, booth and registration pricing, and sponsorship opportunities on the following pages. In addition to acknowledgment at events and in our digital program, conference sponsors are given priority in Exhibit Hall booth assignment preferences.

We welcome you to register online at <https://www.wiawwa.org/events/register.aspx?id=1964053>. Please note that we have incorporated the MAC fee into booth and attendee registration costs and that we are no longer able to offer analog (mailed, emailed or faxed) registration.

Please complete registration by **July 25, 2025** for Early Bird discounted booth rates. We anticipate that exhibitor registration will close on August 31, 2025.

I look forward to seeing you in Madison this fall!

Susan Wojtkiewicz
Annual Conference Committee Chair
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Wisconsin Section AWWA’s 104th Annual Conference
Monona Terrace – Madison, WI
September 9 - 12, 2025

SCHEDULE AT A GLANCE

All events at Monona Terrace Convention Center unless otherwise noted.

Tuesday, September 9	Time TBD	Golf Outing <i>Pleasant View Golf Course</i>
	6:00 - 9:00 pm	Meet & Greet Reception <i>Liberty Room, Hilton Madison Monona Terrace</i>
Wednesday, September 10	7:30 - 8:30 am	Breakfast
	8:30 - 10:00 am	Opening Session: Welcome, Keynote and Awards
	10:00 am - 12:00 pm	Technical Sessions
	12:00 - 1:00 pm	Lunch
	1:00 - 3:00 pm	Technical Sessions
	2:00 - 5:00 pm	Exhibit Hall Open
	5:00 - 7:00 pm	MAC Night with Pipe Tapping Competition
	7:30 - 10:00 pm	Young Professionals Reception <i>Plain Spoke Cocktail Co.</i>
Thursday, September 11	7:30 - 8:30 am	Breakfast
	8:30 - 10:00 am	Top Ops Competition
	9:00 am - 12:00 pm	Exhibit Hall Open
	10:00 am - 12:00 pm	Technical Sessions
	12:00 - 1:00 pm	Business and Awards Luncheon
	1:30 - 3:30 pm	Technical Sessions
	1:30 - 3:30 pm	Site Tour of Madison Water Utility Well Facility
	3:00 - 4:00 pm	23 rd Annual Women in Water Networking Event, founded by Nancy Quirk
	4:00 - 8:00 pm	No Water, No Beer Festival <i>Brass Ring Bar & Restaurant</i>
Friday, September 12	8:00 - 9:00 am	Breakfast
	9:00 am - noon	Technical Sessions

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Exhibitor Registration Information

Conference Location

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

Booth Description

8’ x 10’ space, piped and draped, one table, two chairs, carpeting and one complimentary registration. There is a \$70 fee for electric; if power is needed at the booth, Monona Terrace requires that exhibitors pay for electricity.

Exhibiting Schedule (times are tentative)

Exhibit Booth Setup:

Wednesday, Sept. 10: 8 am – 1 pm

Exhibition Hours Open:

Wednesday, Sept. 10: 2 pm – 5 pm

Thursday, Sept. 11: 9 am – Noon

Exhibit Booth Teardown:

Thursday, Sept. 11: Noon – 3 pm

Booth Location Assignments

Conference sponsors’ 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 exhibitor locations.

Booth Costs

Member: First Booth (by 7/25)	\$660
Member: First Booth (7/26-8/31)	\$710
Member: Additional Booth	\$460
Non-Member: First Booth (by 7/25)	\$900
Non-Member: First Booth (7/26 - 8/31)	\$950
Non-Member: Additional Booth	\$590
Additional Booth Personnel	\$140
Electric	\$70

Refunds

If our conference cannot be held in person and must be fully virtual, we will offer a full refund of this year’s registration fees received before August 31, 2025. No refunds can be issued after August 31, 2025.

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

(ask for the “Wisconsin AWWA” room block)

💧 Best Western Premier Park Hotel

22 S Carroll Street, Madison, WI 53703

Phone: 608-285-8000

Rates: \$204/night - \$274/night

Cut-off Date: August 9th, 2025

Booking Link: https://www.bestwestern.com/en_US/book/hotel-rooms.50061.html?groupId=N64XR4V6

💧 Hilton Madison Monona Terrace

9 E Wilson Street, Madison, WI 53703

Phone: 608-255-5100

Rates: \$257/night

Cut-off Date: August 8th, 2025

Booking Link:

<https://www.hilton.com/en/book/reservation/deeplink/?ctyhocn=MSNMHHF&groupCode=96Q1&arrivaldate=2025-09-08&departuredate=2025-09-13&cid=OM,WW,HILTONLINK,EN,DirectLink&fromId=HILTONLINKDIRECT>

💧 Hyatt Place Madison Downtown

333 W Washington Avenue, Madison, WI 53703

Phone: 608-257-2700

Booking Code: G-WA25

Rates: \$189/night

Cut-off Date: August 8th, 2025

Booking Link: <https://www.hyatt.com/en-US/group-booking/MSNZD/G-WA25>

💧 Hampton Inn & Suites Madison Downtown

440 W Johnson Street, Madison, WI 53703

Phone: 608-255-0360

Booking Code: Mention “WI Section of the American Water Works 2025” when calling.

Rates: \$141/night

Cut-off Date: August 9th, 2025

Booking Link: <https://group.hamptoninn.com/dj9j1q>

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Event Sponsorship Opportunities and Benefits

General Sponsorships

Sponsorship helps us to keep our registration costs down while providing you with an opportunity to increase your exposure to water system representatives from across the state. For these general conference sponsorships, multiple sponsorships are available for each item unless a quantity of sponsorships is noted. Any sponsorship in excess of actual costs incurred by WIAWWA for the event will go to offset other annual conference expenditures. Conference sponsors are given priority in Exhibit Hall booth assignment preferences, based on value of all general sponsorships.

- **Exhibit Hall Refreshments:** Company logo/name listed on signage in the exhibit hall during morning and afternoon break refreshments. \$250.
- **All Breakfasts:** Company logo/name listed on signage in the breakfast area on Wednesday, Thursday, and Friday mornings. \$250.
- **Wednesday Lunch:** Company logo/name listed on signage at luncheon on Wednesday. \$250.
- **Business Lunch:** Company logo/name listed on the screen prior to the start of the business lunch on Thursday. \$250.
- **Water Taste Test Competition:** Company logo/name listed on signage at event. \$250.
- **Bus for Thursday Site Tour:** Company logo/name listed on signage at Monona Terrace bus stop. \$250.
- **Young Professionals Reception:** Company logo/name listed on signage at event. \$500.
- **Utility Manager Breakfast:** Company logo/name listed on signage at event. \$750.
- **Meet & Greet Reception:** Company name listed on signage at event and recognition at event on Tuesday evening. \$1,000, limited to one sponsorship.
- **Keynote Speaker:** Company logo/name listed on the screen prior to the start of keynote session and recognition at session. \$1,000.
- **Women in Water:** Company logo/name listed on signage at the event and recognition at event. \$500.
- **No Water No Beer Festival:** Choose from three levels of sponsorship
Platinum Level Sponsor - \$750
 - Logo noted as a Platinum sponsor on publicity materials.
 - Company name on back of the souvenir pint glass
 - Eight (8) No Water No Beer® souvenir glasses
 - Large individual slide with logo/screen message on monitor (rotating through event)
- **Gold Level Sponsor - \$450**
 - Logo noted as a Gold sponsor on publicity materials.
 - Four (4) No Water No Beer® souvenir glasses

- Individual slide with logo/screen message on monitor (rotating through event)

Silver Level Sponsor - \$250

- Logo noted as a Silver sponsor on publicity materials.
- One (1) No Water No Beer® souvenir glass
- Logo/name on monitor together w/ other silver level sponsors (rotating through event)

Scholarship Events

The sponsorships for each of the following events are dedicated to providing funding for the scholarships given by WIAWWA each year and to offset the costs of the event. Funds will not be used for any other purpose.

- **Golf Hole Sponsorship:** Company name and/or logo will be placed on a sign at the tee box at one of the holes during the Tuesday golf outing. Your company will also be acknowledged during the opening announcements and again after the completion of the golf outing during awards. \$150, 18 sponsorships available.
- **Golf Ball Sponsor:** Donations of sleeves of golf balls will be accepted to be used during the closest to the pin competition at the golf outing. You may place your business card, logo, or name on any golf balls that you donate.
- **5K Run/Walk:** Company name and/or logo will be placed on the back of the t-shirts that each run/walk participant receives. \$100.
- **Drawing Prize:** Donation of a drawing prize to be included in the card drawing. A member of the committee will contact you for more information.

Wisconsin Water for the World Events

The sponsorship of each of the following events will be dedicated to offsetting the costs of the event and to provide funding for the Wisconsin Water for the World program. Funds will not be used for any other purpose.

- **Silent Auction:** Donation of a prize to be included in the silent auction. Please indicate donation on the registration form. A member of the silent auction committee will contact you for more information.
- **Smart TV Drawing:** Company name/logo attached to the TV and announced during the conference at the drawing. \$400, limited to one sponsorship.

Important Reminder for Sponsors:

If you are sponsoring, please send your logo to contact@wiawwa.org by **August 14, 2025**. We need logos submitted by this date to ensure they are included on materials that must be ordered in advance.

Thank you for your support!