



WISCONSIN SECTION

American Water Works Association

105th Annual Conference

September 16-18, 2026
Monona Terrace • Madison

**Sponsor
& Exhibitor
Prospectus**



Welcome

The Wisconsin Section of American Water Works Association (WIAWWA) will be celebrating their 105th annual conference on **September 16-18, 2026**. We will again be at the **Monona Terrace in Madison**. This conference is the association's hallmark event. For many attendees, the exhibition serves as their primary opportunity to stay informed about the hottest products and services offered by our exhibitors and sponsors.

For more information contact:

Regina K. Robuck, WIAWWA, Industry Relations
(P) 856-380-6916; (E) rrobuck@wiawwa.org

About WIAWWA

Members of WIAWWA dedicate themselves to serving a safe and sufficient supply of water to the drinking water community. The section offers a wide variety of educational opportunities through conferences, workshops, exhibitions, and legislative activities dealing with water industry issues. Through these activities, you can network and have fun with the finest water professionals in the industry.

Our MISSION

To ensure a safe, reliable, and environmentally responsible drinking water by providing education, timely information, and networking opportunities for our membership and the Wisconsin drinking water community at large.

Our MEMBERS

Our membership includes water utility employees, consultants, equipment providers, university staff and students, and regulators.

Sponsors & Exhibitors

Why Exhibit or Sponsor at the WIAWWA 105th Annual Conference

- The WIAWWA 105th Annual Conference is the premier conference on safe and sufficient supply of drinking water
- For many attendees, the exhibition hall serves as their primary opportunity to stay informed about the hottest products and services offered by our exhibitors and sponsors
- The opportunity to engage with your customers-current and future- and establish partnerships in a casual atmosphere away from their day-to-day concerns
- Share your latest product and services with our attendees
- As an exhibitor or sponsor, you can attend educational sessions to learn about the latest information, technology, and requirements for drinking water

From sponsoring keynote speakers, items that live beyond the conference, i.e., lanyards, notebooks, tote bags, and social events, to branding and other exposure opportunities, our participating companies have a variety of options to make the most of their presence at the conference.

Commit Today to Exhibit

Make your commitment early (early rate: pricing through 5/29/2026) to ensure your booth and booth location and maximize exposure in our exhibit hall promotional campaigns! The Exhibition Hall has sold out for the past several years.

Booth Pricing	Early Rate <i>Now - 5/29/26</i>	Regular Rate <i>Starting 6/1/26</i>
Members		
1st Booth	\$700	\$750
Additional Booth	\$480	\$480
Additional Staff	\$150 per	\$150 per
Non-Members		
1st Booth	\$950	\$1000
Additional Booth	\$620	\$620
Additional Staff	\$150 per	\$150 per

Exhibit Benefits:

- 8'x10' booth space, piped, and draped
- One (1) table
- Two (2) chairs
- One (1) waste basket
- Carpeting
- One (1) booth identification sign
- One (1) full conference registration
- Recognition on WIAWWA 105th Annual Conference website

\$80 fee for electricity if power is needed at the booth. Monona Terrace requires payment.

Conference exhibitors' preferences are given priority; then booths are assigned on a first-come, first-served basis and based on the date of the signed contract and levels.

Sponsorships

Exclusive Branding

Lanyards: \$2500

Every attendee will be wearing a lanyard with your company's logo (WIAWWA produces the lanyards. Lanyards are two colors; includes sponsor-selected main color with one color logo).

Notebook/Notepad: \$2500

- A convenient tool for use not only during the conference but after as well! Each attendee can help themselves with a notebook/notepad customized with your company's logo.

Keynote Session: \$1000

- Company logo/name listed on the screen prior to the start of keynote session and recognition during session

Non-Exclusive Branding

Conference Tote Bag: \$1750

(Limit 2 or Exclusive: \$3500)

- Useful for years beyond the conference as attendees carry their bag with your company logo into the sessions room, all over the conference, and then after they get back home.

Networking/Food & Beverage

Meet & Greet Reception: \$1000

(Exclusive)

- Signage with company name/logo at event
- Recognition at event on Tuesday evening

Utility Manager Breakfast: \$750

- Signage with company name/logo at event

Women in Water: \$1000

- Signage with company name/logo at event
- Recognition at event

Young Professionals Reception: \$750

- Signage with company name/logo at event

Exhibit Hall Refreshments: \$250

- Signage with company logo/name in exhibit hall during morning and afternoon refreshment breaks

All Breakfasts: \$250

- Signage with company logo/name in the breakfast area on Wednesday, Thursday, and Friday mornings

Wednesday Lunch: \$1000

- Signage with company logo/name at luncheon on Wednesday

Business Lunch: \$1500

- Company logo/name listed on the screen prior to the start of the business lunch on Thursday

Water Taste Test Competition: \$350

- Signage with company logo/name at event

Sponsorships *Continued*

No Water, No Beer Festival

Thursday, September 17th

Platinum Level: \$750

- Logo noted as Platinum sponsor on publicity materials
- Company name on back of souvenir pint glass
- Eight (8) No Water No Beer* souvenir pint glasses
- Large individual PPT slide with logo/screen message on monitor (rotating during event)

Gold Level: \$450

- Logo noted as Gold sponsor on publicity materials
- Four (4) No Water No Beer* souvenir glasses
- Large individual PPT slide with logo/screen message on monitor (rotating during event)

Silver Level: \$250

- Logo notes as Silver sponsor on publicity materials
- One (1) No Water No Beer* souvenir pint glass
- Large individual PPT slide with logo/screen message on monitor (rotating during event)

Golf Event

Tuesday, September 15th

Golf Tournament

Overall Sponsor: \$1500

- Signage for Overall Sponsor
- Ability to do a giveaway during the event
- Ability to put signage (pop-up) at Registration

Golf Cart: \$1000

- Signage for Cart Sponsor
- Ability to put a logo item on the cart
- Ability to put signage (pop-up) at cart pick up area

Golf Drink Cart: \$1000

Sponsor must work with the club to pay for the drink. There can be a limit

- Signage for Drink Cart Sponsor
- Ability to ride/drive behind the drink cart to meet & greet those who get a drink

Golf Holes: \$150 per hole

Funding goes towards WIAWWA's Scholarship Fund.

- Signage at sponsored Golf hole
- Ability to meet & greet golfers at hole
- Ability to set up signage (pop-up) at Golf Hole

Golf Tees: \$100

Sponsor must provide tees.

- Golf Tees will be given to all golfers
- Ability to place your business card in with the tees

Golf Ball Sleeves: \$100

Funding goes towards WIAWWA's Scholarship Fund.

- WIAWWA will provide the sleeves
- Ability to place your business card on any golf balls that you provide

Sponsorships Continued

Advertising & A La Carte

Know Before You Go Email: \$750

(3 Available)

- Get guaranteed exposure! Your company banner ad will appear in the official WIAWWA email sent to all registered attendees with the must-know details for the conference.

Exclusive Smart TV Drawing Sponsor: \$400

Funding for the Wisconsin Water for The World program.

- Signage with the sponsor's company logo/name
- Company name will be announced during the conference at the prize drawing

Mobile Push Notifications: \$250

(6 Available. Limit 2 per company.)

- Submit a message that will reach all attendees who downloaded the mobile app.

Bag Inserts: \$300 per insert

- Get your literature or logo item directly into the attendees' hands via a bag insert

Bus Transportation for Thursday Site Tour: \$250

- Signage with company logo/name at Monona Terrace Bus Stop

Custom E-Blast to WIAWWA membership: \$1000 per blast

Sponsorship Levels

Invest your resources strategically to maximize exposure before, during, and after the conference. Sponsorship levels are awarded based on your spend on all sponsorships, excluding No Water, No Beer Festival and Golf Event sponsorships.

Benefits	Aqua \$6500+	Fresh \$4500	Ripple \$2500
Sponsors Recognition (logo recognition on event website, conference emails, mobile app and onsite signage)	X	X	X
Pre/Post Conference Attendee List (Company Name, Attendee Name, Emails) Opt-in Only	X	X	X
Banner ad inclusion on Conference Emails	X	X	X
Verbal Recognition and Acknowledgement at Welcome Reception	X	X	X
Pre-Conference Email to Conference Attendees	1 - Dedicated	1 - Sponsor Highlight	
Social Media Post	1	1	
Full Conference Registration	2	1	
Ad in Virtual Newsletter	X		
Mobile App Push Notification	1		

Exhibitor Schedule & Hotel Info

Exhibitor Schedule

Exhibit Booth Setup:

Wednesday, September 16: 8:00 am- 2:00 pm

Exhibition Hours Open:

Wednesday, September 16: 2:00 - 5:00 pm

Thursday, September 17: 9:00 am - 12:00 pm

Exhibit Booth Teardown:

Thursday, September 17: 12:00 - 3:00 pm

(DO NOT TEARDOWN PRIOR TO 3PM WITHOUT APPROVAL)

Hotel Info

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 15, 2026

[CLICK HERE](#) to book a room.

Hilton Madison Monona Terrace

9 E. Wilson Street, Madison, WI 53703

Phone: 608-255-5100

Rates: \$265/night

Cut-Off Date: August 8, 2026

Booking Code: 93H

[CLICK HERE](#) to book a room.

Hyatt Place Madison Downtown

333 W. Washington Avenue, Madison, WI 53703

Phone: 888-492-8847

Rates: \$195/night

Cut-off Date: August 14, 2026

Booking Code: G-WA26

[CLICK HERE](#) to book a room.

Hampton Inn & Suites Madison Downtown

440 W. Johnson Street, Madison, WI 53703

Phone: 608-255-0360

Rates: \$141/night

Cut-off Date: August 15, 2026

Booking Code: Mention "WI Section of the American Water Works 2026" when calling

[CLICK HERE](#) to book a room.

2026 WIAWWA Conference Application

Primary Contact Information

(handles all conference/marketing logistics)

Contact Name _____
Contact Title _____
Contact Email _____
Contact Office Phone _____
Contact Mobile Phone _____

Company Information

Company Name _____
Address _____
City _____
State _____ Zip _____ Country _____
Main Phone _____
Website _____

By submitting this application, my organization agrees to abide by the 2026 Terms and Conditions. This includes policies regarding deposits, partial refunds, full payment due date and cancellation date (**August 1, 2026**).

Print Name _____
Signature _____ Date _____

Exhibiting

Early Rate
Now - 5/29/26

Regular Rate
Starting 6/1/26

Members

<input type="checkbox"/> 1st Booth	\$700	\$750
<input type="checkbox"/> Additional Booth	\$480	\$480
<input type="checkbox"/> Additional Staff	\$150 per	\$150 per

Non-Members

<input type="checkbox"/> 1st Booth	\$950	\$1000
<input type="checkbox"/> Additional Booth	\$620	\$620
<input type="checkbox"/> Additional Staff	\$150 per	\$150 per

Payment

Total \$ _____
 Invoice me for payment by check
 Invoice me for payment by ACH
 Invoice me for payment through our online portal
 Please charge my credit card below:
 VISA Mastercard AMEX
Name on Card _____
Billing Address _____
City _____ State _____ Zip _____
Credit Card Number _____
Expiration Date _____ Sec. Code _____
Signature _____

Sponsorship Opportunities

Exclusive Branding

<input type="checkbox"/> Lanyards	\$2500
<input type="checkbox"/> Notebook/Notepad	\$2500
<input type="checkbox"/> Keynote Session	\$1000

Non-Exclusive Branding

<input type="checkbox"/> Conference Tote Bag	\$1750
<input type="checkbox"/> Exclusive Conference Tote Bag	\$3500

Networking/Food & Beverage

<input type="checkbox"/> Meet & Greet Reception	\$1000
<input type="checkbox"/> Utility Manager Breakfast	\$750
<input type="checkbox"/> Women in Water	\$1000
<input type="checkbox"/> Young Professionals Reception	\$750
<input type="checkbox"/> Exhibit Hall Refreshments	\$250
<input type="checkbox"/> All Breakfasts	\$250
<input type="checkbox"/> Wednesday Lunch	\$1000
<input type="checkbox"/> Business Lunch	\$1500
<input type="checkbox"/> Water Taste Test Competition	\$350

No Water, No Beer Festival

<input type="checkbox"/> Platinum Level	\$750
<input type="checkbox"/> Gold Level	\$450
<input type="checkbox"/> Silver Level	\$250

Golf Event

<input type="checkbox"/> Golf Tournament Overall Sponsor	\$1500
<input type="checkbox"/> Golf Cart	\$1000
<input type="checkbox"/> Golf Drink Cart	\$1000
<input type="checkbox"/> Golf Holes	\$150/hole
<input type="checkbox"/> Golf Tees	\$100
<input type="checkbox"/> Golf Ball Sleeves	\$100

Advertising & A La Carte

<input type="checkbox"/> Know Before You Go Email	\$750
<input type="checkbox"/> Exclusive Smart TV Drawing Sponsor	\$400
<input type="checkbox"/> Mobile Push Notifications	\$250
<input type="checkbox"/> Bag Inserts	\$300/insert
<input type="checkbox"/> Bus Transportation for Thursday Site Tour	\$250
<input type="checkbox"/> Custom E-Blast to WIAWWA membership	\$1000/blast

Payment Policies and Requirements

1. Exhibit/sponsorship and/or advertising will not be fulfilled without upfront payment in full.
2. The undersigned agrees to pay 100% of all fees per the terms of this application made payable to WIAWWA and in accordance with the NET terms indicated on the invoice sent to the primary contact indicated on this application.
3. Any company requesting to pay later than net 30 days after the receipt of invoice, agrees to pay a deposit in the amount of 50% of the total fee.
4. Cancellations must be made in writing and submitted to Regina K. Robuck (rrobuck@wiawwa.org). A refund, less a 50% cancellation fee for the cancelled space is available until August 1, 2026. After August 1, 2026 there are no refunds. All purchases after August 1, 2026 are non-refundable and non-transferrable. No refund will be due after one or more deliverables have been received.
5. Exhibitors/sponsors and/or advertisers are responsible for ensuring the accuracy of all advertising content. WIAWWA is not responsible for grammatical, spelling, or other errors appearing in the content of published advertising.
6. Advertisers assume liability for all content of published advertising and assume responsibility for all claims against WIAWWA resulting from their advertising.