

**Customer Service** and **Information Management & Technology**



# CS/IMTech

**2010** Conferences & Exposition

**March** 21–24, 2010

Portland, **Oregon**

[www.awwa.org/conferences/csimtech](http://www.awwa.org/conferences/csimtech)

1.800.926.7337

**Exhibitor Prospectus**



**American Water Works  
Association**

The Authoritative Resource on Safe Water®



## **The Information Management and Technology** Conference

draws attendees who want to stay on top of the latest technological solutions for their day-to-day challenges. This is the premier conference in North America for water and wastewater information management technology and applications. The conference program includes workshops, case studies, technical sessions, and panel discussions, as well as a product and service exposition. IMTech focuses on current trends and future developments, utility case studies, and practical applications that are rapidly gaining importance in the water and wastewater industry.

## **Exposition** Dates

March 22–23, 2010  
Hilton Portland & Executive Tower  
Portland, Oregon



## **The Customer Service** Conference

brings attendees together to experience state-of-the-art products and services that will help them deliver the highest standards of customer service. The AWWA Customer Service Conference is the water industry's source to learn about the most up-to-date customer service information, methods, and techniques. Don't miss your chance to meet face-to-face with key decision makers and generate solid new leads for your business.

**Register to exhibit today!**

## **Conferences' Dates**

March 21–24, 2010

Hilton Portland & Executive Tower

921 Southwest Sixth Street

Portland, Oregon 97204-1298

**Take advantage of this opportunity to connect with attendees from both events in one place.**

## 2010 CS/IMTech Conferences and Exposition

Here's your chance to target both customer service and information management and technology professionals all in one place! Connect with the audience that needs your products and services most by exhibiting at the co-located 2010 Customer Service and Information Management & Technology Conferences and Exposition. You'll gain access to double the audience for the cost of exhibiting at just one event. Demonstrate, display, and present your latest products and services to hundreds of water industry professionals from two key target areas in one combined exhibit hall.

### Who Will Attend

Water and Wastewater Utility Managers  
Engineers  
Consultants/Contractors  
Analysts  
IT Specialists  
Government Employees  
Computer Programmers  
Water Utility Customer Service Managers and Specialists

#### Important Dates

**Service Kit Available:  
November 11, 2009**

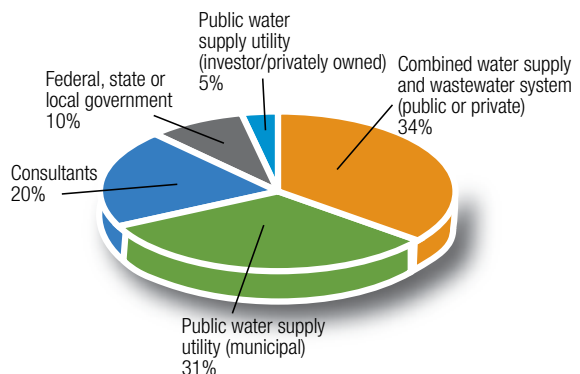
**Final Payment Date:  
January 8, 2010**

**Program Information Due:  
January 13, 2010**

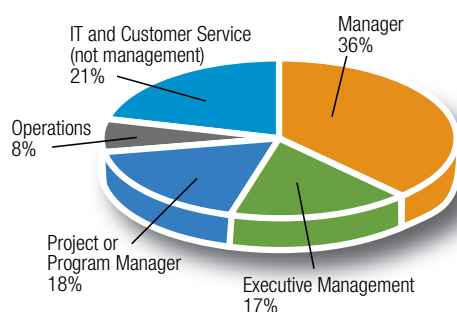
### Benefits of Exhibiting

- Personal contact with key water and wastewater industry prospects and high-quality leads
- Three complimentary conference registrations per booth, including technical sessions and Monday and Tuesday luncheons.
- Complimentary one-day passes to invite customers to the exhibit hall
- Complimentary electronic mailing list of attendees, before and after the show
- Meet-and-Greet events in the exhibit hall—Monday Reception and Tuesday Continental Breakfast
- One complimentary copy of Conference Proceedings on CD-ROM for each exhibiting company
- Company listing in the Conference Program
- Hotel reservation service

### 2009 Customer Service and Information Management & Technology Conferences Attendance by Industry



### 2009 Customer Service and Information Management & Technology Conferences Attendance by Job Responsibility



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## Portland, Oregon

Experience the possibilities that add character to this exciting city, from cultural institutions and attractions to world-class dining and nightlife to shopping and sporting events unique to the Portland region. For more information, please visit the Portland Visitors Bureau at [www.visitPortland.com](http://www.visitPortland.com) or call 704.334.2282.



## Hotel Information

Hilton Portland & Executive Tower  
921 Southwest Sixth Street  
Portland, Oregon 97204-1298

Located in the heart of the city center, Hilton Portland & Executive Tower hotel gives you easy access to many of Portland's premier attractions. The MAX Light Rail system is only a block away and provides transportation to and from the Portland International Airport in just 30 minutes. The Hilton Portland & Executive Tower offers 782 guest rooms, two restaurants, a full-service business center, and the Hilton Athletic Club. Area attractions include the Rose Garden Arena, the Oregon Zoo, Portland Art Museum, and the Oregon Museum of Science & Industry.

AWWA has secured a block of rooms at the special nightly rate of \$159 single/double occupancy, plus tax.

## Preliminary Conference Program\*

### Saturday, March 20

2:00–5:00 p.m. Registration Open

### Sunday, March 21

8:00 a.m.–4:30 p.m. Registration Open

9:00 a.m.–4:00 p.m. Workshops

### Monday, March 22

8:00 a.m.–6:00 p.m. Registration Open

8:00–8:30 a.m. New Member/Attendee Program

8:30–10:00 a.m. Opening General Session

10:00 a.m.–1:30 p.m. Exhibits Open (No sessions)

10:00–10:30 a.m. Break (in Exhibit Hall)

noon–1:30 p.m. Lunch in Exhibit Hall

1:30–3:00 p.m. Exhibits Closed

1:30–5:00 p.m. Concurrent Sessions

3:00–3:30 p.m. Break (in Exhibit Hall)

3:00–6:00 p.m. Exhibits Open

5:00–6:00 p.m. Reception in Exhibit Hall

### Tuesday, March 23

7:00 a.m.–5:00 p.m. Registration Open

7:30 a.m.–1:30 p.m. Exhibits Open

7:30–9:00 a.m. Dedicated Exhibit Hall Hours (Continental Breakfast)

8:30 a.m.–noon Concurrent Sessions

10:00–10:30 a.m. Break (in Exhibit Hall)

noon–1:30 p.m. Lunch in Exhibit Hall

1:30–5:00 p.m. Exhibits Closed (Tear Down)

1:30–5:00 p.m. Concurrent Sessions

3:00–3:30 p.m. Break

### Wednesday, March 24

8:00 a.m.–noon Technical Tour

*\* Subject to Change*

## Preliminary Session Highlights

The AWWA 2010 Customer Service and Information Management and Technology Conferences and Exposition professional programs will explore many customer service and information management issues facing utilities. Workshops and sessions will cover such topics as:

- GIS and SCADA Technologies
- Administrative Systems
- Automated Meter Reading
- Benchmarking Methods, Tools, and Results
- Business Intelligence (Data Warehousing, Integration, and Corporate Reporting)
- Customer Information Systems
- Distribution Systems Network Modeling
- Integration of Computer Systems
- Mobile Resource Management (MRM)
- Systems Sharing
- Telecommunications

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## How to Reserve Booth Space

The process is simple:

1. Reserve your space early to get the best possible location. Complete the exhibitor application at [www.awwa.org/conferences/exhibitors](http://www.awwa.org/conferences/exhibitors) and submit it with a 25% deposit.
2. AWWA will e-mail your booth confirmation, along with complete exhibitor information.\*
3. Show updates will be sent to keep you on schedule, inform you about conference developments, and to share useful information to help make your exhibit experience successful.

To view the most current Customer Service and IMTech Exhibit Hall Floor Plan, visit [awwa.org/conferences](http://awwa.org/conferences) and click on "Conference Exhibitor Resources." Available booths are highlighted in blue. Include a minimum of three different booth locations with your space request.

AWWA will assign applications on a first-come, first-served basis.

*\*Housing and registration information will be provided with the exhibit space confirmation and online service kit.*

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## Exhibit Space Rates— AWWA Members Save \$1,500

AWWA organization member:

\$1,600 per 8' x 10' booth

Nonmember organization:

\$3,100 per 8' x 10' booth

An individual AWWA membership does not qualify a company for member rates for exhibits or sponsorships; the company must be an AWWA organization member and membership must remain active through conference dates. For complete membership information and an application, visit our Web site at [www.awwa.org/membership](http://www.awwa.org/membership).

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## Exposition Schedule

### MOVE-IN:

Saturday, March 20 noon – 5:00 p.m.

Sunday, March 21 8:00 a.m.–4:30 p.m.

All exhibits must be set by 8:00 a.m. on Monday, March 22.

### SHOW HOURS:

Monday, March 22 10:00 a.m.–1:30 p.m.  
3:00–6:00 p.m.

Tuesday, March 23 7:30 a.m.–1:30 p.m.

### MOVE-OUT:

Tuesday, March 23 1:30–6:00 p.m.

All booths must remain intact and staffed until 1:30 p.m. on Tuesday, March 23.

## Sponsorship Information

For even greater visibility at the AWWA Customer Service and Information Management & Technology Conferences and Exposition, take advantage of the sponsorship opportunities listed below. Being a conference sponsor is a great way to leverage your presence in the exhibit hall and put your organization's name in front of all conference attendees. It's also an excellent opportunity to demonstrate your support and gain recognition for your organization if you're not an exhibitor.

**All sponsors will receive recognition in the Conference Program.**

### Gold Sponsorship Level

\$2,000 member | \$4,000 nonmember

- › Sign promoting your company name and logo on display for the duration of the conference
- › Recognition at the Opening General Session
- › Recognition on the AWWA CS/IMTech Conferences' webpage with a link to your company's Web site
- › Pre- and post-conference attendee mailing list
- › Collateral on literature table in registration area

### Silver Sponsorship Level

\$1,500 member | \$3,000 nonmember

- › Space on the sponsor literature table to place handouts
- › Sign promoting your company name and logo on display for the duration of the conference
- › Recognition at the Opening General Session

### Bronze Sponsorship Level

\$1,000 member | \$2,000 nonmember

- › Sign promoting your company name and logo on display for the duration of the conference
- › Recognition at the Opening General Session

### Back Cover of On-Site Program—Exclusive

\$3,000 member | \$6,000 nonmember

- › Your advertisement on the back cover of the program distributed to attendees
- › Recognition in the conference program
- › Sign promoting your company name and logo on display for the duration of the conference
- › Pre- and post-conference attendee mailing list

**Reserve your booth space online  
at [www.awwa.org/conferences/exhibitors](http://www.awwa.org/conferences/exhibitors).**

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## Sponsorship Information (continued)

### Inside Front or Inside Back Cover of On-Site Program—Exclusive

\$2,500 member | \$5,000 nonmember

Inside Front

\$2,000 member | \$4,000 nonmember

Inside Back

- › Your advertisement on the inside front or inside back cover of the program distributed to attendees
- › Recognition in the conference program
- › Sign promoting your company name and logo on display for the duration of the conference
- › Pre- and post-conference attendee mailing list

### Speaker Room—Exclusive

\$1,500 member | \$3,000 nonmember

- › Sign promoting your company name and logo on display for the duration of the conference
- › Sign at room promoting your company name and logo
- › Notepads/pens with your company name and logo distributed in all session rooms\*

\* Sponsor must provide imprinted paper and pens.

### Networking Reception—Two available

\$2,500 member | \$5,000 nonmember

- › Recognition at the Opening General Session
- › Sign promoting your company name and logo on display for the duration of the conference
- › Sign at room promoting your company name and logo
- › Recognition on the AWWA CS/IMTech Conference webpage with a link to your company's Web site
- › Recognition of sponsors in the December *Journal AWWA*
- › Pre- and post-conference attendee mailing list

### Registration Packet—Two available

\$1,500 member | \$3,000 nonmember

- › Company collateral (one two-sided 8 ½ x 11 piece) to be included in attendee registration packets distributed on-site
- › Recognition in the conference program
- › Sign promoting your company name and logo on display for the duration of the conference

### Refreshment Breaks—Exclusive

\$3,000 member | \$6,000 nonmember

- › Your company name and logo on refreshment break cups at all five refreshment breaks\*
- › Pre- and post-conference attendee mailing list
- › Recognition in the conference program
- › Sign promoting your company name and logo on display for the duration of the conference
- › Sign at break promoting your company name and logo

\*Cups provided by sponsor and approved by AWWA.

### Lanyards—Exclusive

\$1,500 member | \$3,000 nonmember

- › Lanyard sponsorship is a great way to get your company name and logo in front of 500 attendees\*
- › Recognition on the AWWA CS/IMTech Conference webpage with a link to your company's Web site

\*Sponsor must provide AWWA approved lanyards and include AWWA logo.

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## Cancellation Policy

Booth cancellations must be received by AWWA in writing. Refunds are determined by the following criteria:

- On or before November 17, 2009: No cancellation penalty. Full refund of any fees paid.
- From November 18, 2009 through January 8, 2010: Company forfeits the 25% deposit to AWWA.
- On or after January 9, 2010: No refund will be made. Unoccupied space may be reassigned by AWWA.

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## Questions?

### Here's Who to Contact:

Exhibit Space and Sponsorships: Contact AWWA Exhibit and Sponsorship Sales at 303.347.6138/6237/6238 or 303.734.3442.

General Exhibitor questions such as rules and regulations, registration, facilities, scheduling, and special needs: Contact AWWA Exhibitor Services at 303.347.6162/6159, fax 303.347.6157 or e-mail [ExhibitorMail@awwa.org](mailto:ExhibitorMail@awwa.org).

AWWA Membership Information: Contact 303.347.6225/6236, fax 303.794.8735; Web [www.awwa.org/membership](http://www.awwa.org/membership).

Advertise in *Journal AWWA* and other AWWA publications: Contact 303.347.6235, fax 303.794.2461.

**Reserve your booth space online  
at [www.awwa.org/conferences/exhibitors](http://www.awwa.org/conferences/exhibitors).**



American Water Works  
Association

6666 West Quincy Avenue  
Denver, CO 80235-3098  
T 800.926.7337  
[www.awwa.org](http://www.awwa.org)



Customer  
Service



AWWA | WEF  
Information  
Management  
& Technology

**March 21–24, 2010**  
**Portland, Oregon**

**2010 Customer Service and  
Information Management & Technology**

NON-PROFIT ORG.  
U.S. POSTAGE  
**PAID**  
DENVER, CO  
Permit No. 1180