



This exposition is sponsored and managed by the American Water Works Association (AWWA), a nonprofit corporation headquartered in Denver, Colorado. For specific dates, please refer to the Exhibitor Prospectus for the specific conference.

- 1. PURPOSE OF EXPOSITION:** The exposition is an integral part of the conference, complementing the technical sessions and enabling registrants to interact with experts, examine and evaluate state-of-the-art equipment, supplies, services, and technologies related to the water industry. Exhibitors are urged to plan their exhibits for this purpose.
- 2. ELIGIBILITY:** Any company manufacturing or providing products for or services to the water industry is eligible to apply to exhibit. AWWA reserves the right to determine the eligibility of any exhibit or exhibitor in its sole discretion, and has the right to close or reconfigure any exhibit that is found to violate the agreement described herein during the course of the exposition. Eligibility does not guarantee or entitle an applicant to exhibit, nor to exhibit in a particular place, manner, or exhibit size. AWWA reserves the sole right and final authority to determine exhibitor participation in a manner that most meets the broadest interest of the exposition and conference attendees and exhibitor group as a whole.
- 3. ASSIGNMENT OF SPACE:** The exhibit space reservation form is the only means by which space can be reserved. Specific conditions of space assignment and deposits vary by conference. Refer to the Exhibitor Prospectus for exact amount.

In order to take advantage of priority points, AWWA must have received a space reservation form by space assignment date. Only exhibit space reservation forms received by this date will be part of the initial assignment and considered for any space choice listed on reservation form. Assignments are based on criteria described in the "Exhibit Space Assignments" section of exhibitor prospectus or on the exhibitor zone. Preferred booth location choices and booth separation from competitors cannot be guaranteed. After space assignment, requests for exhibit space are assigned by AWWA on a first-come, first-served space-available basis, and subject to other considerations intended to maximize exposure at the exposition to the widest variety of relevant products, services, and information. AWWA reserves the right to assign or reassign booth space so that the arrangement of the exposition is in the best interest of attendees and exhibitors.

- 4. PAYMENT POLICY:** All booths are standard booth size units or multiples thereof. Specific payment schedules vary by conference. (Refer to prospectus for schedules and amounts.) If not paid on schedule, the space reservation may be cancelled and reassigned at AWWA's discretion.
- 5. CANCELLATION AND REFUND POLICY:** Notice of cancellation must be given to AWWA in writing. If the exhibitor reduces the space reserved, the cancellation policy will apply to the cancelled portion of space and AWWA reserves the right to relocate the exhibitor to new booth space in the best interest of the conference. In fairness to all exhibitors involved, and to AWWA, the above policies regarding space assignment, payments and refunds, will be strictly adhered to by AWWA. Specific conditions of cancellation/refunds vary by conference. See prospectus for policies schedule.
- 6. REGISTRATION OF EXHIBITOR PERSONNEL:** Three (3) complimentary registrations are provided with purchase of each standard booth. One of these complimentary registrations allows access to the technical sessions; the other is for booth staff only*. Additional registrations for exhibit personnel may be purchased at a nominal fee. Registration forms and policies will be provided in the Service Kit. Use of these registrations is restricted to booth personnel only.

7. USE OF EXHIBIT SPACE:

- A. Exhibitors agree to limit the service and or materials/products displayed in their exhibit area to those purveyed by the exhibitor, with the exception of other proprietary equipment used for the purpose of demonstrating the materials or services of the exhibitor. Such proprietary equipment may not be promoted in any manner.

The intent of this rule is to enforce the policy that exhibitors may not assign, sublet or share any part of the exhibit space contracted to them. Only division companies with a common parent company may lease booth space jointly, and a minimum of one standard booth per division is required. For program/directory listings, only one company name listing is allowed per each standard booth space.

- B. During show hours, each exhibit must be staffed by a company representative. Booth attendants shall be dressed modestly in good business taste, and exhibitors and their representatives shall conduct themselves in a professional manner at all times.
- C. All material used in exhibit booths must be fireproofed and conform to all fire department regulations. Exhibitors planning demonstrations requiring open flames, any kind of compressed gas or explosive fuels, heat, etc., are required to contact the city fire marshal and give pertinent information that allows approval to be obtained in advance. Copies of all correspondence should be sent to AWWA Show Management. Exhibitors must accept full responsibility for compliance with national, state, and city fire safety regulations.
- D. Any equipment demonstrations or other sales presentations must be confined to exhibitor's booth, and at a volume so nearby exhibitors are not bothered. Any form of attention-getting device or presentation must be terminated when crowds jam aisles or infringe upon another exhibitor's area. No flashing lights or other distractions are permitted.
- E. No cementing, nailing, tacking, taping or attaching of any material to any floor, wall, or column will be permitted unless approved by AWWA Show Management in writing.
- F. All exhibitor business activities, give-a-ways and advertising matter may only be conducted and/or distributed within the exhibitor's assigned booth. Persons found canvassing the exhibit hall will be asked to leave the premises. Prizes, drawings, awards, raffles, lotteries, or promotion of special discount offers must be equally offered to all attendees, and only promoted within the exhibitor's assigned booth. Exhibitors are responsible for security and storage of give-away items. Exhibitors are not allowed to solicit, which includes placing signs or handouts on any conference hotel and convention center grounds or their respective parking areas. **Note: Bottled water is not an appropriate give-away item for this audience, because the majority of the attendees work for municipal drinking water suppliers. Water that is bottled by a utility is an exception.**
- G. No retail sales. Exhibitors are not permitted to sell products for delivery at the show. Orders may be taken for future delivery only. Show management is exempt.
- H. AWWA has established a non-smoking policy for all AWWA functions, including the exposition, sessions, and social functions.
- I. Any surveys must be conducted within the exhibitor's booth space only and must contain the following disclaimer in print on the survey: "Data in this survey is not being submitted to or collected by the American Water Works Association". Surveys require prior written approval from AWWA Show Management. Personnel conducting surveys outside the booth will be asked to leave the premises.
- J. Videotaping and photography are prohibited at all AWWA events, unless written permission is obtained from the Public Affairs staff at least 7 days prior to the event. Only permission to videotape for editorial and non-commercial purposes will be considered. Videotaping or photography for any commercial, promotional, or as part of any survey, summary, or other service packaged, marketed and/or sold to current or prospective exhibitors, is prohibited without exception. Violations of the foregoing may result in immediate removal from the exhibition or event premises, without prior notice, and ineligibility to attend future AWWA

events. Requests for permission to videotape for editorial purposes may be submitted by completing the press application, available in the pressroom at www.awwa.org.*

- K. By requesting a digital file of the names, marks, and logos of the American Water Works Association (collectively, the "Marks"), you are agreeing to be bound by the following restrictions: You may depict the Marks solely in original, unmodified, unedited form, solely for purposes of announcing and publicizing your attendance, exhibition, and/or sponsorship at a AWWA event, and solely for a pre and post promotion not to exceed 5 consecutive months. All other uses of the Marks are strictly prohibited. All benefit and goodwill derived from your use of the Marks will inure to the benefit of the AWWA. All materials on which the Marks appear must contain the following notice: AWWA does not sponsor, endorse, or affiliate with the third party companies, products or services.*

8. **ARRANGEMENT OF EXHIBITS:** Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. All booth heights are subject to change based on height restrictions in the exhibit hall.

In-Line or Linear (non-island) Booths: (examples: 8'x 10' or 10' x 10' = 1, 8' x 20' or 10' x 20' = 2, 8' x 30' or 10' x 30' = 3, etc.)

- Maximum booth height of eight feet (8').
- Maximum height for displays is 8' from the back drape; ½ the depth of the booth.
- Height restriction of four feet (4') imposed on all materials in the remaining space forward to the aisle.
- Products which in their normal configuration exceed 8', will be permitted with prior approval from show management, however, logos or signs may not be attached to that portion of the product which extends above the 8' height limitation

Perimeter Wall Booths:

- Maximum height of twelve feet (12').
- All of the above rules for In-Line or Linear booths apply.

Island Booths:

- Diagrams drawn to scale must be submitted to AWWA Show Management for approval eight weeks prior to the first move in day of the conference. A minimum of four standard booths placed in a 20' x 20' configuration is required.
- Maximum height of twenty feet (20') for ACE
- Maximum height of sixteen feet (16') for specialty conferences (may be lower based on exhibit hall ceiling heights).
- Must remain accessible from all aisles.
- Non-transparent wall construction is not permitted to cover more than 50% of space along any side of the booth. After 50% of area is reached, open construction is required.

Hanging Signs:

- Only exhibitors with island booths are allowed to suspend from or attach signs, parts of exhibits or any other exhibit materials to the ceiling of the exhibit hall.
- Exhibitors must request approval to do so in writing from AWWA Show Management eight weeks prior to the first move in day of the conference. After that date, no approval will be given. Request must include diagrams with dimensions and weight of sign.
- Maximum height of twenty feet (20') from the floor to the top of the sign for ACE.
- Maximum height sixteen feet (16') from floor to top of sign for specialty conference may be lower based on exhibit hall ceiling height).
- The sign must remain within the confines of booth space and will not extend out past contracted square footage.
- For complete policies, see service manual.

Peninsula Booths:

- Not permitted

9. BOOTH APPEARANCE REQUIREMENTS:

- A. Booth carpet is a requirement, unless exposition is located in a room that is carpeted. If booth carpet has not been ordered by one hour prior to the end of exhibitor move-in, Show Management will order the carpet and the exhibitor will be billed for and agrees to pay for all charges incurred. Show Management will not be liable for damages that may occur during this exhibit set-up.
- B. Assigned space should be neat and clean at all times.
- C. All exposed parts of displays and/or equipment must be finished or covered in a professional manner so they do not present an unsightly appearance when viewed from adjoining booths or aisles. Show management may order masking drape at exhibitor's expense, without prior consent or knowledge of the exhibitor, where it is deemed necessary.

10. PROHIBITED DISPLAYS/ITEMS

- A. Helium balloons may not be used as part of any exhibit. Cold air balloons are permitted with prior written approval of Show Management.
- B. No overhead roofs or bridge-type structures, carpet, etc., are permitted across aisles. Any booth with an overhead room or cover must receive prior approval from AWWA and the Fire Marshal. Exhibitors will be required to provide fire extinguisher, smoke alarms, etc.
- C. Mobile or trailer displays are permitted only in certain areas along perimeter walls where height permits. AWWA permission must be obtained prior to use of this type of exhibit.
- D. Exhibitors shall limit raised floors or platforms for addressing visitors and/or demonstrating exhibits to 1' above the floor, and space must be left within exhibitor's area to accommodate spectators.
- E. Serving popcorn in the exhibit hall requires prior written approval from Show Management. The exhibitor will be responsible for the additional cleaning expenses.
- F. Photography or Video Recording: Exhibitors shall not photograph or video tape the exhibit or product of another exhibitor without permission. If found in violation of this rule, exhibitor agrees to surrender film or tape immediately at the request of Show Management.

11. EXHIBIT SET-UP

- A. **Space Abandonment:** Any space not claimed and occupied by the end of exhibitor move-in, may be resold or reassigned by Show Management without obligation on the part of Show Management for any refund whatsoever.
- B. **Early Teardown:** All exhibits must remain intact and staffed until the exposition closes and may not be dismantled or removed before that time.

12. CONTRACTOR SERVICES: Complete information, instructions, schedules, and prices regarding shipping, drayage, labor for installation and dismantling, electrical, furniture, carpets, etc., will be included in exhibitor service manual.

Exhibitors that intend to use a non-AWWA designated contractor for installation and dismantling or other services, must complete an exhibitor-appointed contractor form and return it to AWWA forty-five (45) days prior to the conference. Contractor must order any labor needed, in addition to its full-time employees, from the official service contractor. All outside contractors must comply with AWWA exhibitor rules and regulations, provide a certificate of insurance for liability and workmen's compensation, and report to the registration counter for a pass before entering exhibit hall. Exhibitors and contractors are required to observe all union contracts in effect. Tipping is strictly forbidden for any personnel providing services to exhibitors.

13. CHILDREN: During show hours children must be accompanied by an adult at all times in exhibit hall. No one under the age of 16 is allowed in exhibit area during move-in, move-out, or non-show hours.

Children 16 and over must be covered on the exhibiting company's insurance in order to assist with set-up or tear-down.

14. **OFF PREMISES ACTIVITIES:** It is a violation of show rules for any exhibitor to conduct any activity outside of the exhibit area during show hours that will potentially remove any portion of the attendee audience from the Exposition or any part of the Conference, i.e. the opening general session or the professional session hours. This includes but is not limited to live demonstrations of equipment at sites, plants or other off-premises locations, and hospitality suites, receptions, luncheons or other social or educational events at hotels, restaurants, etc.
15. **HOSPITALITY BOOTH FUNCTIONS:** AWWA requires that a licensed bartender serve all alcohol. Self-service bars are prohibited. The exhibitor shall defend, indemnify and hold AWWA, its directors, officers, employees, agent and members harmless from and against any and all losses, damages, claims expenses and liabilities of any kind, including costs of defense thereof, caused by or arising from the sale or service of alcoholic beverages. Exhibitors receiving permission to serve alcoholic beverages must provide a certificate of insurance showing coverage for Liquor Liability and naming AWWA Show Management as additional insured.
16. **LIABILITY:** Neither AWWA nor the Leased Exhibit Facility assumes any responsibility for protection and safety of exhibitors, their representatives, agents, employees, exhibits or property of exhibitors or their representatives. Any guard service, security room, or other protective measures that AWWA may take shall be deemed to be purely gratuitous on its part, and AWWA shall have no responsibility for effectiveness or failure of such measures, or for conduct of personnel involved therein. Each exhibitor agrees to indemnify and hold harmless AWWA, including its officers, directors, agents, employees, contractors, assignees, and insurers, and the other exhibitors at the conference from and against any and all claims, losses, damages, liabilities and expenses, including attorneys, consultants fees, and court costs, incurred by AWWA, the Leased Exhibit Facility or such other exhibitors in defending against, satisfying or compromising any such claim arising out of any injury to persons or property caused by any act or omission of the exhibitor or its representatives, agents, employees or contractors.

The exhibitor shall procure and continue to obtain general liability insurance of not less than \$1,000,000, covering any and all claims for injuries to persons in or upon the assigned booth space, including all injuries or damages from booths, signs, or other apparatus or equipment now or hereafter erected on such space, and insuring the insurance policies required hereunder shall name AWWA as an additional insured, and exhibitor shall furnish AWWA with evidence of such insurance coverage upon request.
17. **AMERICANS WITH DISABILITIES ACT:** Exhibitors are reminded that the American with Disabilities Act ensures equal access to all participants at AWWA events. It is the responsibility of the exhibitor to make their booth space fully accessible to those with physical or sight impairments and to comply with all applicable laws and regulations, including without limitation the American with Disabilities Act (Public Law 101-336).
18. **CHANGE OF LOCATION OR CANCELLATION OF EXPOSITION:** Should for any reason the selected meeting place not be available for exhibiting or should other contingencies prevail which, in the opinion of AWWA, would prohibit or greatly limit attendance at the Conference, AWWA has the right to cancel the exposition or move the location to another facility or city at the discretion of the AWWA Board of Directors, and shall not be liable for any expenses incurred by reason thereof. In event of cancellation of the Exposition, AWWA will credit all space charges paid by them to the rescheduled event or another AWWA product, event or service.
19. **INTERPRETATION AND ENFORCEMENT:** Each exhibiting company agrees to abide by these rules and regulations when the exhibit space reservation form is signed by its exhibiting company. These rules and regulations become part of the contract between the exhibitor and AWWA. AWWA has full power of interpretation and enforcement of these rules and may amend them at any time. All matters in question not covered here are subject to the decision of AWWA, and all decisions shall be binding on all parties affected by them. Exhibitors or their representatives' who fail to observe these conditions of contract or who, in the opinion of AWWA, conduct themselves unethically or unprofessionally may be immediately dismissed from the exposition without refund or other appeal.

For questions regarding the AWWA Exhibitor Rules and Regulations, please e-mail: Exhibitor Services at ExhibitorMail@awwa.org.