2020 Membrane Technology Conference & Exposition

Conference: March 16–20
Expo: March 17–19
Phoenix, Arizona
Phoenix Convention Center

awwa.org/amta/membrane

Sponsor & Exhibitor Prospectus

Presented by

American Water Works Association
Dedicated to the World’s Most Important Resource®
Calling All Exhibitors

Membrane technologies are increasingly used in many applications including municipal water, wastewater and reuse, as well as in a host of industrial processes. The Membrane Technology Conference explores the development and implementation of membrane technologies as well as the operation and maintenance of membrane equipment and facilities.

Exhibitors and sponsors in all facets of membrane technology, plant design, operation and maintenance, training, MBR, desalting, reuse, and more are invited to showcase products and services at the 2020 Membrane Technology Conference (MTC) & Exposition.

Connect: Who Attends?

Expected attendance: 1,000+

- Water utility plant management and executives
- Water and wastewater engineers
- Manufacturers, suppliers, and distributors
- Membrane facility operators
- Consultants and contractors
- Designers
- Professors and students
- Federal, state, and municipal management and executives
- Local, state, and federal regulators
- Operators
- Scientists and researchers

Visibility: The Benefits of Exhibiting

- Face-to-face contact with industry prospects
- One (1) complimentary full-conference registration with access to all technical sessions, and all meals & receptions
- Two (2) complimentary registrations with access to all technical sessions, and food events within the Exhibit Hall
- Company description, website, and booth number listing in on-site program guide and conference website (if provided to AWWA by print deadlines
- Complimentary list of attendees, before and after the conference, provided by AMTA
- Attendee networking receptions, breaks and lunch inside Exhibit Hall
- Access to conference proceedings for registered booth staff
- AWWA Exhibitorzone website for easy exhibit planning
- Exhibit Hall perimeter security
- Hotel reservation service
- Opportunity to reserve your booth space for 2021

Booths are already filling up! For a current list of exhibitors and an updated floor plan, please visit awwa.org/amta/membrane

81% of attendees provide input to decision makers or share responsibility for purchasing decisions.

86% of attendees rated the conference very good to excellent.

82% of attendees rated the 2019 Exhibit Hall very good to excellent.
Preliminary Conference Schedule*
All events take place at the Phoenix Convention Center.

**Monday, March 16**
7:30 a.m.–5:00 p.m. Registration Open
8:30 a.m.–5:00 p.m. Pre-Conference Workshops (additional fee, times vary)

**Tuesday, March 17**
7:15 a.m.–6:00 p.m. Registration Open
8:15–9:45 a.m. Opening General Session
9:45 a.m.–6:30 p.m. Exhibit Hall Open
9:45–10:30 a.m. Coffee Break in Exhibit Hall
10:30 a.m.–5:15 p.m. Technical Sessions
Noon–1:30 p.m. Luncheon in Exhibit Hall
3:00–3:45 p.m. Refreshment Break in Exhibit Hall
3:45–5:00 p.m. Experts in the Round
5:15–6:30 p.m. Poster Session & Networking Reception

**Wednesday, March 18**
7:30 a.m.–5:30 p.m. Registration Open
8:15 a.m.–5:00 p.m. Technical Sessions
9:45 a.m.–6:00 p.m. Exhibit Hall Open
9:45–10:30 a.m. Coffee Break in Exhibit Hall
Noon–1:30 p.m. Awards Luncheon
3:00–3:45 p.m. Refreshment Break in Exhibit Hall
3:45–5:00 p.m. Experts in the Round
5:00–6:00 p.m. Poster Session & Social Hour in Exhibit Hall
6:30–7:00 p.m. AMTA Member Meeting
7:15–8:45 p.m. Student & Young Professionals Reception

**Thursday, March 19**
7:45 a.m.–2:00 p.m. Registration Open
9:00 a.m.–1:30 p.m. Exhibit Hall Open
8:15 a.m.–3:00 p.m. Technical Sessions
9:45–10:30 a.m. Coffee Break in Exhibit Hall
Noon–1:30 p.m. Awards Luncheon
3:15–3:45 p.m. Closing Session & Best Paper/Poster Presentation Awards

*subject to change

Exhibitor badge registrations have access to technical sessions. Attending technical sessions provides additional networking opportunities. To view the technical sessions using the online program, visit [awwa.org/amta/membrane](awwa.org/amta/membrane) in October.
Phoenix, Arizona
Hotel & Conference Site

Join us in sunny Phoenix, Arizona for MTC20! America’s 5th largest city is rich with arts and culture. You can visit Roosevelt Row to enjoy the walkable art district, or the 50-acre Desert Botanical Gardens located near the Phoenix Zoo! Take time to enjoy some baseball and cheer on your favorite teams in the Cactus League as 15 MLB teams play one another during their Spring Training.

Whether you are looking for authentic dining experiences, convenient shopping, or outdoor adventures, Phoenix has something to offer everyone! We look forward to seeing you soon in the Grand Canyon State!

Conference hotel rates for MTC 2020 have been arranged at the Hyatt Regency Phoenix ($279+tax) and the Springhill Suites Phoenix Downtown ($239+tax). Please book early as only a limited number of rooms are available. Rates are valid until deadline or until the block is full, whichever happens first. Booking links can be found on our website at

awwa.org/amta/membrane.
How to Exhibit

Booth Assignment

Initial space assignment took place during the 2019 conference in New Orleans. Applications are now being accepted on a first-come, first-served basis.

The process is simple:

1. Complete the exhibitor application included in this brochure and submit to AWWA along with applicable payment. The current exhibit hall floor plan may be found at awwa.org/amta/membrane.

2. AWWA Exhibit Services will email your exhibitor booth information. AMTA will manage exhibitor badge registration, and provide the attendee list.

3. Beginning in September 2019, visit the AWWA Exhibitorzone website, where you will have self-service access to all it takes to make your exhibit a success. Use this website to submit company information, order carpet for booth, order booth furnishings, and more.

Exhibit Space Rates

Service Provider Members of either AMTA or AWWA receive member pricing.

Member Price: $2,400 USD per 10’x10’ booth
Nonmember Price: $3,900 USD per 10’x10’ booth

An individual membership does not qualify a company for member booth rates—the company must be an organization member and membership must remain active through conference dates.

Cancellation Policy

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

- On or prior to Thursday, October 24, 2019: 25% deposit of the total booth space will be forfeited.
- After Thursday, October 24, 2019: no refund will be made. Unoccupied space may be reassigned.

Payment Policy

- A deposit of 25% is due at time of application.
- Full payment is due Thursday, October 24, 2019. *After this date payment is required in full

Exhibit Hall Location

Phoenix Convention Center - North Hall 6 | Phoenix, Arizona

- Each booth is composed of an 8’-tall back drape with 3’-high side drapes.
- Identification (7”×44”) sign listing company name and booth number.
- Furnishings are not included and may be brought in or ordered from Freeman.
- Exhibit Hall is not carpeted; appropriate floor covering must be supplied or ordered from Freeman.
- Utilities: Electricity, water, and air for booth displays and equipment are available at an additional expense from the conference facility.
- 24-hour perimeter security is provided.

Important Dates

- Exhibitorzone Available: September 5, 2019
- Final Payment Date: October 24, 2019
- FreemanOnline Available: October 31, 2019
- Program Information Due: January 16, 2020
Networking: It’s Here
The networking opportunities present informal, more relaxed occasions to establish professional relationships and dig deeper into attendees’ specific situations and challenges. Beginning Tuesday and throughout the conference, you will have plenty of networking opportunities that will enable you to:

- Establish and build long-lasting customer relationships
- Nurture relationships with existing clients
- Showcase your company’s brand, products and services via available networking sponsorships
- Enhance your exhibit investment and booth visits

Exhibit Hall Education Sessions
Showcase a specific product or service—at no additional charge!

Exhibit Hall Education Sessions encourage attendees to visit participating exhibitors in a coordinated program to learn and earn CEUs/PDHs.

- Attendees will gather at participating booths at designated times (coffee breaks or refreshment breaks) for the sessions
- Exhibitor representatives will each have 15 minutes to give their presentation
- The selection of participating exhibitors is based on curriculum design and on a first-come, first served basis

Contact Us!
For questions about reserving exhibit space, sponsorships or advertising, please contact your AWWA Territory Sales Manager.

Eastern United States, Asia, Australia, Canada and South America
Pam Fithian
303.347.6138 direct
720.315.5407 mobile
pfithian@awwa.org

Midwest and Western United States, Alaska, Hawaii, Europe, Israel and Mexico
Nancy Mortvedt
303.734.3442 direct
303.947.3895 mobile
nmortvedt@awwa.org

For general exhibitor questions, including logistics, rules and regulations, facilities, scheduling and special needs, contact AWWA Exhibit Services at 303.347.6159 or exhibitormail@awwa.org.
EXHIBITOR

Company Name (for listings): ________________________________________________________________
Company Website: ________________________________________________________________________
AMTA or AWWA Organization Member? □ No □ Yes Membership No.: _______________________________
Main Exhibit Contact (for show logistics): ________________________________________________________
Address: _______________________________________________________________________________
City: _________________________________ State/Province: _____________ ZIP/Postal Code:___________
Phone:_________________________________________________________________________________
Email:__________________________________________________________________________________

BOOTH CHOICES

Number of 10'×10' booths: _____________
Preferred booth location: 1st choice:  _____________ 2nd choice: _____________ 3rd choice: _____________
Is booth location more important than being near a competitor? □ Yes □ No
List all known competitors you prefer not to be near. Distance from competitors cannot be guaranteed. Specify company name, NOT products displayed.
1. ____________________________________________  4. _________________________________________
2. ____________________________________________  5. _________________________________________
3. ____________________________________________  6. _________________________________________

How did you learn about exhibiting at the Membrane Technology Conference (MTC)?_____________________________
_________________________________________________________________________________________
_________________________________________________________________________________________
_________________________________________________________________________________________

INSTRUCTIONS

1. This application will not be processed unless it is signed and dated by your company’s representative and received with appropriate payment.

2. PLEASE COMPLETE, SIGN, AND RETURN THIS FORM TO:
AWWA Sales
6666 West Quincy Avenue
Denver, CO 80235-3098
Fax: 303.795.1989

CANCELLATION POLICY

• On or before Thursday, April 11, 2019: Full refund
• April 12–October 24, 2019: 25% deposit forfeited
• On or after Thursday, October 24, 2019: No refund given. AMTA/AWWA reserves the right to re-assign the booth.

*schedule subject to change

AGREEMENT

We hereby agree to:

1. Abide by the Exhibitor Contractual Terms & Conditions that are posted at awwa.org/Events-Education/Exhibitors-Sponsors.

2. As part of your event registration, personal contact data such as name, address, and email will be collected and used by MTC Show Management and approved third-parties affiliated with MTC20. See AWWA privacy policy (awwa.org/privacy) for additional information.

AGREE FOR EXHIBITOR:

NAME (PLEASE PRINT)

TITLE

SIGNATURE DATE

BOOTH RATES AND DEPOSIT

<table>
<thead>
<tr>
<th>AMTA or AWWA</th>
<th>10' × 10'</th>
<th>Deposit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Provider Member*</td>
<td>$2,400</td>
<td>$600</td>
</tr>
<tr>
<td>Nonmember</td>
<td>$3,900</td>
<td>$975</td>
</tr>
</tbody>
</table>

* Individual membership does not qualify a company for member rates. To qualify, a company must be a service provider member of AWWA or AMTA and membership must remain active through conference dates.

Amount Enclosed: $ __________________________

□ Company Check (payable to AWWA in US Funds)
□ Discover
□ MasterCard
□ Sponsor Pkg**
□ Visa
□ American Express

** Must attach separate Platinum/Gold/Silver Sponsor Application

Credit Card No. ____________________________________________
Exp. Date ____________________________ Security Code:  __________________________
Signature __________________________________________________________________

FOR AWWA USE ONLY:

Date Rec’d. ____________ Order # ____________ AWWA Signature ____________________________
Sponsorship Information

Increase Your Impact
Sponsorship & advertising - Reach beyond the booth!
Support Membrane Technology!

Through conference sponsorship and advertising, you’ll increase your visibility and promote your company name. The right sponsorship can help position your organization as an industry thought leader and committed industry supporter.

Being a conference sponsor can provide:
- Increased exposure and awareness for your company
- More traffic to your booth
- Ability to spotlight a new product or service introduction
- Opportunity to strengthen ties to the attendees and members
- A wide array of available options tailored to meet your company’s marketing objectives
- Earn one additional booth selection point per $2,400 spent on sponsorship

Don’t miss this opportunity to differentiate your company from the competition!

Sponsorships are also an excellent choice for companies that are not exhibiting but want to showcase themselves to the conference audience.

A company from the previous year had the right of renewal for sponsorships with a limited number available. Contact your AWWA Territory Sales Manager for more information.

Major Sponsor Opportunities
All major sponsors receive the following:
- Logo in the conference announcement and on-site program if received prior to printing
- Logo on conference website and in promoting emails
- Complimentary mailing list of attendees, before and after the show, provided by AMTA
- Opportunity to provide a promotional item or up to 8.5”x11” insert in each attendee tote bag
- Signage promoting your company logo for the duration of the conference
- Recognition at the Opening General Session

Exclusive Platinum Level | $25,000
Platinum sponsor will receive the major sponsor value above plus the following remarkable benefits:
- Six complimentary full-conference registrations OR one 10’x10’ booth space with one full-conference and 2 exhibit representative badges.
- Complimentary half-page advertisement in January Journal AWWA
- Complimentary half-page advertisement in the AMTA Winter Edition of SOLUTIONS
- Enhanced logo exposure on website and in promotional emails
- Dedicated sponsor sign at exhibit hall entrance
- Company information included in MTC promotional email
- Enhanced recognition in the On-site Program, to include your company logo and 50-word company description

Additional Major Sponsor Levels:

Opening General Session
$10,000 member | $15,000 nonmember
Includes four full-conference registrations, 2-minute sponsor welcome at OGS, and sign at event. MTC Planning Committee will determine keynote speaker.

Gold Level
$10,000 member | $15,000 nonmember
Includes two 10’x10’ booth, four full-conference registrations, and three exhibit representative

Silver Level
$6,000 member | $9,000 nonmember
Includes one 10’x10’ booth, two full-conference registrations, and one exhibit representative

Bronze Level (non-exhibitor)
$5,000 member | $7,500 nonmember
Includes four full-conference registrations
More Sponsor Opportunities!
The sponsorships below each include:

- Recognition in the conference program, if received by print time
- Sign promoting your company name and logo on display for the duration of the conference
- Logo on conference website and in promotional emails

### Back cover of On-Site Program

**$3,000**

- Your advertisement on the back cover of the program distributed to attendees
- Complimentary mailing list of attendees, before and after the show

### Inside Front Cover of On-Site Program

**$2,500**

- Your advertisement on the inside front cover of the program distributed to attendees
- Complimentary mailing list of attendees, before and after the show

### Inside Back Cover of On-Site Program

**$2,500**

- Your advertisement on the inside back cover of the program distributed to attendees
- Complimentary mailing list of attendees, before and after the show

### Tote Bag—Exclusive

**$6,000**

- Your black and white logo on 800 tote bags distributed to all attendees
- Complimentary mailing list of attendees, before and after the show

### Lanyards*—Exclusive

**$5,000**

- Your lanyard will be distributed on-site to all conference attendees
- Complimentary mailing list of attendees, before and after the show

* lanyards will feature sponsor’s logo along with MTC logo

### Hotel Key Cards—Exclusive

**$7,500**

- Your company artwork on 600 hotel key cards *(two keys per room)*
- Complimentary mailing list of attendees, before and after the show, provided by AMTA
  *Price includes all costs of production, printing, shipping and hotel distribution fees*

### WiFi Sponsor—Exclusive

**$7,500**

- Your company artwork on device splash page when users select conference network
- Company logo included in Conference Program instructing attendees on how to connect to WiFi
- Complimentary mailing list of attendees, before and after the show, provided by AMTA

### Awards Luncheon (3 Available)

**$2,500**

- Sign promoting your company name and logo on display at the Luncheon
- Complimentary mailing list of attendees, before and after the show

### Networking Reception (3 Available)

**$2,500**

- A sign promoting your company name and logo on display at both receptions
- Complimentary mailing list of attendees, before and after the show

### Refreshment Breaks**—Exclusive

**$2,500**

- A sign promoting your company name and logo on display at six breaks
- Complimentary mailing list of attendees, before and after the show

**Sponsor may provide logo cups and/or napkins**

### Tuesday Luncheon—Exclusive

**$9,000**

- Sign promoting your company logo on display during the networking lunch
- Table tents promoting your company logo on each lunch table
- Two tables in the front row reserved for you to invite customers
- Complimentary mailing list of attendees, before and after the show, provided by AMTA

### Attendee Push-out Email—Exclusive

**$1,800**

- Your 30 word message included in an attendee email sent out one week before the conference, a great way to get in front of attendees

### Registration Packet (3 Available)

**$1,500**

- Company collateral (one page single or double sided 8.5”x11” piece) or promotional giveaway item; you must provide the materials to be included in the conference bag

### Photo Booth—Exclusive

**$4,000**

- Sponsor branding on photo booth
- Sponsor can encourage attendees to post their photos using a hashtag determined by the sponsor
- Complimentary mailing list of attendees, before and after the show, provided by AMTA

**More Sponsor Opportunities!**

The sponsorships below each include:

- Recognition in the conference program, if received by print time
- Sign promoting your company name and logo on display for the duration of the conference
- Logo on conference website and in promotional emails
Company Information

Company Name: _____________________________________________________________

Company Website Address: __________________________________________________

AMTA/AWWA Member No.: ___________________________________________________

Contact (for logistics): _______________________________________________________

Address: ___________________________________________________________________

City: ___________________________ State/Province: ______________________________ ZIP/Postal Code: __________

Phone: _____________________________________________________________________

Email: ____________________________________________________________________

Sponsorship Level

Please indicate Sponsorship Level:

- Platinum $25,000 member
- OGS $10,000 member | $15,000 nonmember
- Gold* $10,000 member | $15,000 nonmember
- Silver* $6,000 member | $9,000 nonmember
- Bronze $5,000 member | $7,500 nonmember
- Back Cover $3,000
- Inside Front Cover $2,500
- Inside Back Cover $2,500
- Tote Bag $6,000 member | $9,000 nonmember

*Please also submit exhibitor booth application with these sponsorships.

Agreement

We hereby agree to

1. Abide by all Sponsorship Contractual Terms & Conditions that are posted at awwa.org/amta/membrane

2. Submit full payment within 30 days of sponsorship application.

3. As part of this event registration, personal contact data such as name, address, and email will be collected and used by MTC Show Management and approved third-parties affiliated with MTC20. See AWWA privacy policy (awwa.org/privacy) for additional information.

AGREE FOR SPONSOR

NAME (PLEASE PRINT) ________________________________________________________

TITLE _______________________________________________________________________

SIGNATURE/DATE ____________________________________________________________

Method of Payment

Amount Enclosed: $ ____________________________

- Checked Enclosed
  (Make payable to AWWA; US funds only)  
- Credit Card

- American Express  
- Discover  
- MasterCard  
- Visa

Card No: ________________________________

Exp. Date: ___________  Security Code: ___________________

Signature: ___________________________________________________________________

Sponsorship: Payment is due 30 days after receipt of sponsorship registration. No cancellation or refund after sponsorship form has been received.

Individual AMTA or AWWA membership does not qualify a company for member rates. To qualify, a company must be an organization member and membership must remain active through conference dates. If company logo changes after approval, sponsor must notify AWWA/AMTA.