EXHIBITOR PROSPECTUS

WQTC2019

The Premier Conference for Water Quality Professionals
Around the World

Dallas, Texas
Conference: November 3–7
Exposition: November 3–5

awwa.org/wqtc
CONNECT: WHO ATTENDS WQTC?
- Water quality specialists
- Water utility management and executives
- Treatment plant managers
- Scientists
- Engineers
- Lab personnel

**Expected attendance: 1,100**

VISIBILITY: THE BENEFITS OF EXHIBITING
- Face-to-face contact with key water industry prospects.
- Three complimentary exhibit booth staff registrations per 10’ × 10’ booth reserved, including access to technical sessions, receptions, and lunches.
- Dedicated exhibit hall hours.
- Company description, website, and booth number listing in conference mobile app, onsite program guide and conference website.
- Complimentary one-day (Exhibits-Only) passes to invite customers to the exhibit hall.
- Complimentary mailing list of attendees, before and after the conference.

YOUR COMPANY SHOULD EXHIBIT IF:
- It provides services and products for the water quality market.
- Your organization works for the advancement and promotion of drinking water quality.

| 91% of attendees | provide input to decision makers or share responsibility for purchasing decisions
| 91% of exhibitors | responded that we brought the product and service buyers they were expecting to meet to the 2018 conference.

**2018 Attendance by Job Responsibility**
- 91% Management
- 90% Design & Engineering
- 6% Science & Research
- 14% Other

**2018 Attendance by Industry**
- 35% Public Water Supply Utility: Investor Owned
- 18% Consultant
- 14% Government
- 12% Educational Institutions, Faculty and Students

| 90% of 2018 attendees | rated the conference very good to excellent
| 96% of 2018 exhibitors | rated the conference good to excellent

**Expected attendance:** 1,100

**2018 Attendance by Industry**
- 35% Public Water Supply Utility: Investor Owned
- 18% Consultant
- 14% Government
- 12% Educational Institutions, Faculty and Students

**BOoths are already filling up!**
For a current list of exhibitors and an updated online floor plan, please visit awwa.org/wqtc
TOP THREE REASONS FOR EXHIBITING:
1. Exposure & Brand Awareness
2. Relationship Building
3. Lead Generation

LEAD RETRIEVAL AVAILABLE*
Do you want the ability to capture leads based on your company’s goals?
The On-demand mobile app tool is available to make your trade show lead collection experience convenient. Lead retrieval will be available for order in July.

TPNI Mobile – Use your own device!
- Compatible with Apple or Android devices with a camera
- Mark your leads as hot, medium or cold
- Enter a product or service of interest and add comments for lead follow up

*Additional fees apply

EXPOSITION SCHEDULE*

Move-In
Saturday, November 2
1:00 – 5:00 p.m.

Sunday, November 3
8:00 a.m. – 3:00 p.m.
All exhibits must be set by 3:00 p.m.

Exhibit Hours
Sunday, November 3
4:00 – 6:00 p.m.
Welcome Reception
5:00 – 6:00 p.m.

Monday, November 4
9:30 a.m. – 1:15 p.m.
3:00 – 6:30 p.m.
Refreshment Break
9:30 – 10:15 a.m.
Luncheon
11:45 a.m. – 1:15 p.m.

On-site Booth Assignment for 2020
1:15 – 3:00 p.m.

Exhibit Hall Education Sessions and Refreshment Break
3:15 – 4:00 p.m.

Networking Reception
4:00 – 6:30 p.m.

*subject to change

Tuesday, November 5
9:45 a.m. – 1:30 p.m.
Exhibit Hall Education Sessions and Refreshment Break
9:45 – 10:30 a.m.
Luncheon
Noon – 1:30 p.m.

Move-Out
1:30 – 6:00 p.m.
All booths must remain intact and staffed until 1:30 p.m.

For a full conference schedule, visit awwa.org/wqtc

Registration Hours
Sunday, November 3
7:00 a.m. – 6:00 p.m.

Monday, November 4
7:15 a.m. – 6:30 p.m.

Tuesday, November 5
7:00 a.m. – 5:00 p.m.

"Vendors were very helpful in answering my questions and concerns. They took time out of their schedule to make sure I was satisfied."
- 2018 event attendee

54% of 2018 exhibitors listed Lead Generation as a primary reason for exhibiting

*subject to change
PRODUCTS AND SERVICES ATTENDEES LOOK FOR IN THE EXHIBIT HALL

- Analysis & Testing
- Contaminant Removal
- Backflow Prevention
- Chemicals & Chemical Handling
- Coatings & Linings
- Computer Software
- Conservation
- Construction/Contractor Services
- Corrosion Control
- Disinfection Equipment Systems
- Drilling & Tapping Equipment
- Engineering & Consulting
- Environmental
- Filters & Aeration Systems
- Heavy Equipment
- Hydrants, Pumps, Pipes, Tanks & Valves
- Instrumentation
- Laboratories/Field Testing Equipment
- Leak Detection
- Meters
- SCADA Systems
- Security
- Water Treatment Equipment
- Wastewater Treatment Equipment
- Wastewater Collection System Equipment
- Well Systems Equipment

VALUE: EXHIBITING COMPANIES RECEIVE ACCESS TO TECHNICAL SESSIONS—THREE COMPLIMENTARY BADGES PER 10' X 10' BOOTH.

Attending technical sessions provides networking opportunities and enhances your conference ROI. To view more information on the technical sessions and program, visit awwa.org/wqtc. The full technical program will be available in July 2019.

DALLAS, TEXAS

HOTEL & CONFERENCE SITE

Join us to experience Dallas, the No. 1 visitor destination in Texas! It’s the only place where one can experience the thrill of Dallas’ five professional sports teams, while also indulging in the savory plates of big culinary players. And don’t forget the Dallas Arts District, home to some of the most impressive art collections in the world! Whatever you’re looking for, Dallas delivers.

All conference events take place at:

Dallas Sheraton
400 North Olive Street
Dallas, Texas 75201 USA

AWWA has reserved a room block at a rate of $179/night + taxes. Reservations will be available in July 2019 through awwa.org/wqtc.
HOW TO EXHIBIT

Initial space assignment took place during the 2018 conference in Toronto. 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/wqtc

2. AWWA Exhibit Services will email your booth confirmation, along with complete exhibitor information.

3. Beginning in July 2019, visit the Exhibitorzone, where you will have self-service access to all it takes to make your exhibit a success. Use this website to register booth staff, order booth furnishings, access the attendee list, and more.

PAYMENT POLICY

- A deposit of 25% is due at time of application.
- Full payment is due Thursday, July 25, 2019. Applications received after this date require full payment.

EXHIBIT SPACE RATES

Service Provider Member
$1,900 USD per 10’ × 10’ booth

Nonmember
$3,400 USD per 10’ × 10’ booth

An individual AWWA membership does not qualify a company for member rates—the company must be an AWWA service provider member and membership must remain active through conference dates. For complete membership information visit awwa.org/membership.

CANCELLATION POLICY

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

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

EXHIBIT HALL LOCATION

Sheraton Dallas | The Grand Hall

- 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 (table and chairs) are not included and may be brought in or ordered from Freeman.
- Exhibit Hall is carpeted. If desired, exhibitors may order additional padding and carpet from Freeman. (Double pad prohibited).
- Display height may not exceed 8’ for an in-line booth, 12’ for a perimeter wall booth, and 16’ for an island booth.
- 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.
Opportunity: Increase Your Impact

Sponsorship & Advertising—Reach beyond the booth!

The right sponsorship can help position your organization as an industry thought leader and committed industry supporter.

Benefits of conference sponsorship opportunities:
- Increase brand awareness for your company
- Drive traffic to your booth
- Ability to spotlight a new product or service introduction
- Strengthen ties to the attendees and AWWA members
- Earn one point per $1,900 of WQTC19 sponsorship to be added to your priority point total for your 2020 booth selection

Don’t miss this opportunity to differentiate your company from the competition! Sponsorships are also an excellent choice for companies who are not exhibiting, but want to showcase their company to the conference audience.

Requests will be handled on a first-come, first-served basis. Simply complete the Conference Sponsorships form included in this brochure, or contact your AWWA Territory Sales Manager for information on additional opportunities.

Networking Works

The networking opportunities present informal, more relaxed occasions to establish professional relationships and dig deeper into attendees’ specific situations and challenges. Beginning Sunday 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. Sessions will be held in the exhibit hall during the conference.
- Attendees will gather at participating booths at designated times 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

LOGO PACKAGE OPPORTUNITY*

Add your company logo with your company description in the conference printed program and mobile app. See page 13 for more details.

EXHIBITOR EMAIL BLASTS

Reach registered attendees with a pre-show or post-show email blast*. Boost your booth traffic, increase awareness of your company, highlight booth promotions or special events happening at the conference. Provide email content (HTML) or work with AWWA to customize a template with your company’s message and images. See page 11 for more details.

*Additional fees apply.
CONTACT US!

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

Southeast United States, South America, Asia, and Australia
Pam Fithian
303.347.6138
pfithian@awwa.org

Northeast United States and Canada
Ryan Fugler
303.347.6238
rfugler@awwa.org

Midwest United States, Europe, and Israel
Nancy Mortvedt
303.734.3442
nmortvedt@awwa.org

Western United States, Alaska, Hawaii, and Mexico
Kathy Smith
303.347.6237
ksmith@awwa.org

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

Company Name (for listings and booth sign):
____________________________________________________________________________________

Company Website: ___________________________________________________________________

AWWA Service Provider 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: _____ (No peninsula booths will be assigned.)

Preferred booth location: 1st choice: ______ 2nd choice: ______ 3rd choice: ______

List competitors that affect your location.

1. ____________________________________________ 4. __________________________________________
2. ____________________________________________ 5. __________________________________________
3. ____________________________________________ 6. __________________________________________

How did you learn about exhibiting at the Water Quality Technology Conference (WQTC)?

____________________________________________________________________________________

____________________________________________________________________________________

AGREEMENT

We hereby agree to:

1. Abide by the Exhibitor Contractual Terms & Conditions that are posted at awwa.org/exhibitors.
2. Attach hereto our credit card number or check payable to American Water Works Association for 25% of the booth fee as a deposit, which will be applied to our space rental cost. Applications received on or after Thursday, July 25, 2019, must be accompanied by full payment.
3. Pay the balance of the space cost prior to the final payment date of Thursday, July 25, 2019.

AGREE FOR EXHIBITOR:

NAME (PLEASE PRINT) ________________________________

TITLE ________________________________

SIGNATURE ________________________________ DATE ________________

FOR AWWA USE ONLY:

Date Rec’d. ______________ Order # ______________ AWWA Signature ________________________________
SPONSORSHIP INFORMATION

Drinking water quality is a global issue that requires constant research, evaluation, and scrutiny. More than 1,000 water professionals from around the world come to AWWA’s Water Quality Technology Conference & Exposition to benefit from the collective knowledge of industry leaders. For even greater visibility at WQTC, take advantage of the sponsorship opportunities listed below. Being a sponsor is a great way to leverage your presence in the Exhibit Hall and put your organization’s name in front of all attendees. It’s also an excellent opportunity to demonstrate your support and gain recognition for your organization if you’re not an exhibitor.

**Gold Sponsorship Level**
$3,000 member | $6,000 nonmember
- Recognition in pre-conference emails, conference program, conference webpage, and mobile app
- Sign promoting your company name and logo on display for the duration of the conference
- Recognition at the Opening General Session
- Conference attendee mailing list pre/post
- Collateral on literature table in registration area

**Silver Sponsorship Level**
$2,000 member | $4,000 nonmember
- Recognition in pre-conference emails, conference program, conference webpage, and mobile app
- Conference attendee mailing list pre/post
- Attendee Services
  - **Tote Bags (Exclusive)**
    - $4,000 member | $8,000 nonmember
    - Provide 800 of your own company’s tote bags with your logo for distribution to attendees.
    - Includes silver level benefits
    - *Customer must provide tote bags.*
  - **Lanyards* (Exclusive)**
    - $4,500 member | $9,000 nonmember
    - Lanyard sponsorship is a great way to get your company name and logo in front of 1,100 attendees*
    - Includes silver level benefits
    - *Sponsor must provide AWWA-approved lanyards.
- **Conference Advertising**
  - **Back Cover**
    - $3,500 member | $7,000 nonmember
    - Your advertisement on the back cover of the program distributed to attendees
    - Includes silver level benefits
  - **Inside Front Cover**
    - $3,000 member | $6,000 nonmember
  - or **Inside Back Cover**
    - $2,500 member | $5,000 nonmember
    - Your advertisement on the inside front or inside back cover of the program distributed to attendees. Artwork must be received by September 10, 2019.
    - Includes silver level benefits
- **Food & Beverage Events**
  - **Refreshment Breaks* (Exclusive)**
    - $3,500 member | $7,000 nonmember
    - Your company name and logo on refreshment break cups at all six refreshment breaks*
    - Includes silver level benefits
    - *Sponsor must provide imprinted cups.
  - **Welcome Reception—Sunday**
    - $3,000 member | $6,000 nonmember
    - Sign promoting your company name and logo on display for the duration of the conference and during the networking reception
    - Includes silver level benefits
  - **Networking Reception—Monday**
    - $3,000 member | $6,000 nonmember
    - Sign promoting your company name and logo on display for the duration of the conference and during the networking reception
    - Includes silver level benefits
  - **Lunch—Monday (Exclusive) or Tuesday (Exclusive)**
    - $3,000 member | $6,000 nonmember
    - Sign promoting your company name and logo on display for the duration of the conference and during the networking lunch
    - Includes silver level benefits

**Bronze Sponsorship Level**
$1,500 member | $3,000 nonmember
- Recognition in pre-conference emails, conference program, conference webpage, and mobile app
- Sign promoting your company name and logo on display for the duration of the conference
- Recognition at the Opening General Session
SPONSORSHIP REGISTRATION FORM

To register for a sponsorship, please complete this form and mail or fax with payment to
AWWA Sales
6666 West Quincy Avenue, Denver, CO 80235-3098
Fax: 303.795.1989

Company Name: ____________________________________________  AWWA Member No.: ____________________________________________
Web URL: __________________________________________________  Contact Person: ________________________________________________
Address: ___________________________________________________ City:___________________________________________________________
State/Province: _____________________________________________ ZIP/Postal Code: ________________________________________________
Phone: ____________________________________________________ Email: __________________________________________________________

Please indicate Sponsorship Level (Pricing below is Member/Nonmember):

- Gold $3,000/$6,000
- Silver $2,000/$4,000
- Bronze $1,500/$3,000
- Tote Bags $4,000/$8,000
- Lanyards $4,500/$9,000
- Program Insert $2,000/$4,000
- Refreshment Breaks $3,500/$7,000
- Welcome Reception--Sunday $3,000/$6,000
- Networking Reception--Monday $3,000/$6,000
- Monday Lunch $3,000/$6,000
- Tuesday Lunch $3,000/$6,000
- Back Cover of On-Site Program $3,500/$7,000
- Inside Front Cover of On-Site Program $3,000/$6,000
- Inside Back Cover of On-Site Program $2,500/$5,000

By signing here, I am confirming that I am an authorized agent of the above-referenced company to commit to this sponsorship.

Signature: _________________________________________________________________________________________________________________
Title: ____________________________________________________ Date: _____________________________________________________________

Method of Payment

Amount: __________________________________________________ Check Enclosed (Make payable to AWWA; US funds only.)
Credit Card: American Express  Discover  MasterCard  Visa
Card No.: ____________________________________________ Exp.: ____________________________________________________________
Signature: _________________________________________________________________________________________________________________

Payment is due at time of sponsorship registration. No cancellation or refund after sponsorship form has been received.
Sponsorship benefits will not begin until payment has been received.
EXHIBITOR EMAIL BLASTS

Reach registered attendees with a pre-show or post-show email blast!

Send an email to pre-registered Water Quality Technology Conference® & Exposition attendees to boost your booth traffic, increase awareness of your company, highlight booth promotions, new product releases, or special events happening at the conference.

Emails will be scheduled Monday–Friday prior to WQTC19 (October 14–November 1) and post show (November 11–29).

Emails will be sent at 10:00 a.m., 1:00 p.m., and 3:00 p.m., Mountain Time.

Provide email content (HTML) or work with AWWA to customize a template with your company’s message and images.

View analytics; how many attendees opened your email, percentage of opens, unique click through number, click through rate, and total number of clicks per link.

Limited Offer!

Due to a limited email schedule, we can only offer this opportunity on a first come-first served basis.

Register TODAY to guarantee your e-blast reservation and have your choice of time slots!

Dallas, Texas
November 3–7
awwa.org/wqtc

$600 per email for AWWA Members

$1,200 per email for Nonmembers

Questions?
Contact Exhibit Services at 303.347.6159 or exhibitormail@awwa.org
**RATES**

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<th>Membership Type</th>
<th>Rate</th>
<th>Pre</th>
<th>Post</th>
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<tr>
<td>AWWA Service Provider Member</td>
<td>$600.00 per email</td>
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<tr>
<td>Nonmember</td>
<td>$1,200.00 per email</td>
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**ORDER INFORMATION**

Exhibiting Company:       Booth #:
Main Exhibit Contact Name:
Credit Card Billing Address: City: State: Zip:
Phone:       Email:

**PAYMENT INFORMATION**

- AMEX
- Discover
- MasterCard
- VISA

Amount to be charged: $  
Cardholder Name:  
Credit Card #:  
Expiration Month/Year:  /  
Security Code:  
Cardholder Signature: X

Card holder & signature represents above company and authorizes this credit card to be used as payment for this contract. 
By signing here, you agree to AWWA exhibitor terms and conditions posted at awwa.org/exhibitors. Payment is due at time of order.

**SUBMIT ORDERS TO:**
AWWA Exhibit Services  
6666 W. Quincy Ave., Denver, CO 80235  
FAX: 303.347.6157

**QUESTIONS?**
303.347.6159  
exhibitormail@awwa.org

**FOR AWWA USE ONLY:**

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<th>Date Rec’d</th>
<th>Order #</th>
<th>AWWA Signature</th>
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Send Date and Time:  
LOGO RECOGNITION PACKAGE
Make your company and brand stand out for only $99!

- Include your company logo alongside your company profile in the Water Quality Technology Conference Program, also available in a digital version.
- Include your company logo in your listing on the AWWA Events Mobile App.

Complete below and return with payment and logo to Exhibit Services.

Contact Name: ____________________________________________________________

Exhibiting Company: ___________________________________________________________  Booth Number: ___________________________

Contact Email: ______________________________________________________________  Contact Phone Number: ___________________________

Payment of $99 due with order: □ AmEx   □ Discover   □ MasterCard   □ Visa  Exp. Date: _______ Security Code:______
Card Number: ____________________________  Signature:______________________________

High resolution company logo, (eps preferred; jpg at a minimum of 300 dpi accepted) due:
August 29, 2019
Send logo file to exhibitormail@awwa.org
and fax application to 303.347.6157

Questions? Contact Exhibit Services
303.347.6159 | exhibitormail@awwa.org

For AWWA use only: Date received:_____________  Order #: ________________________________

Logo RCVD: □  AWWA Signature: ____________________________________________________________