INNOVATION PARTICIPATION GUIDE
JOIN THE INNOVATION ECOSYSTEM AT ACE20

Why the Innovation Lounge?
A robust lineup of programming and speakers, a wide range of exhibitors, and networking events make the Innovation Lounge the focal point for solutions oriented and forward-thinking early adopters. Powered by Isle, ACE20 will tie in global trends and also address regional challenges that demand creative approaches.

Engagement Opportunities
This guide will outline ways for companies with innovative products, or speakers with innovative ideas to participate in the Innovation Lounge. Engagement opportunities include exhibiting, sponsoring, participating in the Isle Tech Pitch competition, presenting, attending sessions, and more!

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INNOVATION LOUNGE PROGRAM: SUBMIT AN ABSTRACT

Have a hot topic you would like to introduce to the water innovation ecosystem? We want to hear your bold and exciting ideas! The Innovation Lounge is where conversations are taken a step further. Please find a list of suggested topics below (submissions are not limited to these). Please enter submissions online, awwa.org/cfa by Thursday, January 16, 2020.

- Cyber and data security
- Novel approaches to resiliency
- Global trends in non-revenue water
- Resource recovery
- Water reuse
- Application of drone technology
- Leveraging artificial intelligence for optimization
- Stories from water users

ACE19 Total Attendance: 12,070

ATTENDEE BUSINESS/ORGANIZATION TYPE

1,000 Water Utilities represented at ACE19

Have questions about Innovation Lounge programming? Please email Barb Martin (bmartin@awwa.org).
INNOVATION LOUNGE EXHIBITOR GUIDE & APPLICATION

WHO SHOULD APPLY TO EXHIBIT?
The mission of the Innovation Lounge is to showcase lesser-known technologies and solutions, by offering those companies a price break in order to participate.

Those who meet the following criteria should apply:
Field validation in water or overlapping industries, via pilot testing or full scale installations;
Less than 25 full scale installations in North America;
Company generates less than $2m in revenue

HOW TO APPLY
1. Fill out the Innovation Lounge Application form found in this document (both sides). Please print clearly and provide complete information.

2. Email completed form to: brittany.burch@isleutilities.com

3. Applicants will be notified within 10 business days whether application has been accepted.

RATES

<table>
<thead>
<tr>
<th>First Year Exhibitors</th>
<th>Second Year Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>By April 9, 2020</td>
<td>After April 9, 2020</td>
</tr>
<tr>
<td>$3,000</td>
<td>$3,200</td>
</tr>
<tr>
<td>By April 9, 2020</td>
<td>After April 9, 2020</td>
</tr>
<tr>
<td>$3,425</td>
<td>$3,625</td>
</tr>
</tbody>
</table>

CANCELLATION POLICY & IMPORTANT DATES
All cancellations must be submitted to AWWA in writing. Cancellations via email to exhibitormail@awwa.org are acceptable.

- **Prior to February 20, 2020:** A 25% deposit may be submitted with application. Remainder of payment is due February 20.
- **After February 20, 2020:** Full payment must be submitted with application
- **Prior to Thursday, April 9, 2020:** 25% of the total paid booth space cost will be forfeited to AWWA.
- **After Thursday, April 9, 2020:** No refund will be made. AWWA reserves the right to resell the space.

For more detailed information, view the AWWA exhibitor terms and conditions at awwa.org/ACE

INNOVATION LOUNGE SPACE INCLUDES:
- Space within the Innovation Lounge, which is centrally-located in the Exhibit Hall
- Furnishings: one high-top cocktail table (42 inches high x 36 inches wide), two stools, carpeting and signage
- Company name and description listed in the online floor plan, mobile app and in the Onsite Program, if received by cutoff deadlines
- Two (2) Exhibitor Full-Conference registrations (technical sessions and exhibits, no lunch)
- Exhibit Hall 24-hour perimeter security
- Exhibitor access to the Exhibit Hall, professional sessions and networking events
- ACE20 Conference Proceedings for registered booth staff

Pull-up banners are NOT allowed in the Innovation Lounge. The exhibiting company is responsible for ordering electricity if needed.

View the ACE20 interactive floor plan: awwa.org/ACE

Orange County Convention Center (OCCC)
South Building Exhibit Halls SA & SB
www.occc.net/Exhibitor
EXPOSITION HOURS*
Monday, June 15 10:00 a.m.–5:00 p.m.
Tuesday, June 16 9:00 a.m.–5:00 p.m.
Wednesday, June 17 10:00 a.m.–2:00 p.m.

Exhibitor Access
Two hours prior to official Exhibit Hall hours and one hour post.

MOVE-IN SCHEDULE*
Thursday, June 11 8:00 a.m.–5:00 p.m.
Friday, June 12 8:00 a.m.–5:00 p.m.
Saturday, June 13 8:00 a.m.–5:00 p.m.
Sunday, June 14 8:00 a.m.–5:00 p.m.

All booths must be set by 5:00 p.m. on Sunday.

MOVE-OUT SCHEDULE*
Wednesday, June 17 2:00–5:00 p.m.
Thursday, June 18 8:00 a.m.–noon

DEDICATED TIME WITH EXHIBITORS*
Monday 10:00 a.m.–1:00 p.m.
Tuesday 11:45 a.m.–1:30 p.m.
3:00–5:00 p.m.
Wednesday noon–2:00 p.m.

*Hours are subject to change.

DRIVE TRAFFIC TO YOUR SPACE
◆ Take advantage of the attendee mailing list (list will be sent to the main contact by email, approximately 6 weeks prior to the event): send a direct mail piece which includes a teaser for a product release or to set up in-person meetings during ACE20
◆ To stand out you must market your participation inside the Innovation Lounge: direct mail, email, create a newsletter
◆ Partner with exhibitors to show your involvement and credibility
◆ Highlight your participation using Social Media promotion—include hashtags #AWWAACE and #AWWAInnovation

Important: Official Contractors
AWWA has been made aware of several ‘unofficial’ companies contacting ACE exhibitors by phone and email, in an effort to solicit business; hotel rooms, attendee lists, booth design, etc. If you are contacted by a company that doesn’t seem legitimate, please contact exhibitormail@awwa.org with details.

AWWA does not provide our exhibitor lists to companies’ other than our official partners: Freeman, Par Avion, TPNI and the Orange County Convention Center and their affiliates.
### INSTRUCTIONS:

Please print clearly and complete all information on both sides. Review the Innovation Lounge Participation Guide for details on who should apply and criteria to be evaluated.

Applications will not be processed without complete information, signature, and required payment.

Email completed form to: brittany.burch@isleutilities.com

### INNOVATION LOUNGE APPLICATION:

<table>
<thead>
<tr>
<th>Headquarters Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>In what countries do you currently do business?</td>
</tr>
<tr>
<td>Total number of installations in the US (if possible, please list your largest)</td>
</tr>
<tr>
<td>Have you been invited to present at a Technology Approval Group (TAG)? When and where?</td>
</tr>
<tr>
<td>Will you have at least one person at the booth at all times?</td>
</tr>
<tr>
<td>Why do you want to have a space within the Innovation Lounge?</td>
</tr>
</tbody>
</table>

### COMPANY INFORMATION:

(AS IT WILL APPEAR IN ALL CONFERENCE PUBLICATIONS, INCLUDING THE ON-SITE PROGRAM)

<table>
<thead>
<tr>
<th>Company Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Website</td>
</tr>
<tr>
<td>Main Exhibit Contact Person to receive materials, correspondence, and billing from AWWA</td>
</tr>
<tr>
<td>Street Address</td>
</tr>
<tr>
<td>City</td>
</tr>
<tr>
<td>Phone Number</td>
</tr>
</tbody>
</table>

### COMPETITORS:

List companies from which you desire booth separation (identify by competitor company name, NOT by products):

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Questions? Contact us! 202.774.7458 | brittany.burch@isleutilities.com

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FOR AWWA USE ONLY

Date Received ___________ Order Number ___________ Booth # ___________ AWWA signature ___________
CANCELLATION AND REFUND POLICY

Notice of cancellation must be given to AWWA in writing. Cancellation by an exhibitor of any portion of exhibit space reserved results in the following, if written cancellation notice is received by AWWA on or before the dates listed:

- Prior to Thursday, April 9, 2020: 25% of the total paid booth space will be forfeited to AWWA.
- After Thursday, April 9, 2020: No refund will be made. AWWA reserves the right to resell the space.

METHOD OF PAYMENT:
(Make checks payable to AWWA, payable through US banks in US funds)

☐ American Express  ☐ Discover  ☐ MasterCard  ☐ Visa  ☐ Check

Credit Card No.: ____________________________________________
Exp. Date: ________________________________________________
Security Code: ____________________________________________
Signature: ________________________________________________

PAYMENT INFORMATION

Please make sure this entire form is filled out with complete information and signed before submitting.

☑ I am applying for space in the Innovation Lounge for the First Time. ☐ I am applying for space in the Innovation Lounge for the Second Time.

$3,000.00  $3,425.00

Prices increase after April 9, 2020. See page 3 for details.

METHOD OF PAYMENT: (Make checks payable to AWWA, payable through US banks in US funds)

☐ American Express  ☐ Discover  ☐ MasterCard  ☐ Visa  ☐ Check

Credit Card No.: ____________________________________________
Exp. Date: ________________________________________________
Security Code: ____________________________________________
Signature: ________________________________________________

We hereby agree to:

Abide by all Exhibitor Contractual Terms and Conditions (See on the web at awwa.org/ACE).

Attach hereto our credit card number or check payable to American Water Works Association (AWWA) for full payment.

As part of this event registration, personal contact data such as name, address, and email will be collected and used by AWWA Show Management and approved third-parties affiliated with ACE20. See AWWA privacy policy (awwa.org/privacy) for additional information.

Note: AWWA reserves the right to relocate your booth if deemed necessary.

Agree for Innovation Lounge Exhibitor:

Name (print): ______________________________________________
Title: ______________________________________________________
Signature: _________________________________________________

Thank you! We look forward to working with you.
INNOVATION SPONSORSHIP OPPORTUNITIES

Interested in becoming a sponsor?
Please contact Cristina Ahmadpour
cristina.ahmadpour@isleutilities.com | 760.707.8959

NO WATER, NO BEER HAPPY HOUR | $15,000 | EXCLUSIVE
This event will be held on the first day of the ACE20 Exhibit Hall, Monday, June 15, between 4:00–5:00 p.m. Beer and non-alcoholic refreshments will be served.
∂ Sponsor representative given a 2–3 minute speaking opportunity to kick off the reception
∂ Sponsor logo displayed on signage during the happy hour
∂ Sponsor permitted to hand out marketing materials during event
∂ Option to participate in Innovation Lounge programming as available, sponsor will work with team to develop content

NO WATER, NO BEER KOOZIES | $3,000 | EXCLUSIVE
∂ Sponsor logo displayed along with AWWA No Water No Beer logo on beverage koozies provided to attendees by bartenders

INNOVATION CHAMPION | $5,000 | UP TO 5 SPONSORS
∂ Sponsor logo displayed in Innovation Lounge during all three days of the ACE20 Exhibit Hall
∂ Sponsor offered a judge position for the Tech Pitch Competition
∂ Option to participate in Innovation Lounge programming as available, sponsor will work with team to develop content

All ACE Innovation Lounge Sponsors Can Enjoy:
∂ Sponsor logo included in Innovation Lounge brochure, distributed on-site to ACE20 attendees
∂ Two (2) Exhibitor Full-Conference registrations (technical sessions and exhibits, no lunch)
∂ ACE20 Pre-and-Post Attendee Mailing List

TECH PITCH COMPETITION | $5,000 | EXCLUSIVE
Hosted by Isle on the second day of the ACE20 Exposition, this Competition will draw audience members who are interested in the latest-and-greatest technologies available in the marketplace. It will feature an exciting, diverse mix of technology companies, and conclude with an Award Ceremony.
∂ Sponsor logo displayed in Innovation Lounge during competition and Award Ceremony
∂ Sponsor offered a Judge position for Tech Pitch Competition
∂ Sponsor may ‘Host’ the Tech Pitch Awards Ceremony, where the winner of the Competition will be announced

MIXED REALITY ZONE | $5,000 | UP TO 3 SPONSORS
∂ Dedicated space in the Innovation Lounge where the sponsor may host ongoing mixed reality product demos to attendees
∂ Sponsor logo displayed in Innovation Lounge during all three days of the ACE20 Exhibit Hall

PHOTO BOOTH | $5,000 | EXCLUSIVE
∂ Sponsor logo included on back drop of photo booth in addition to ACE, AWWA and Isle logos
∂ Sponsor welcome to provide branded props for attendees to use in photos
∂ Sponsor welcome to provide branded items that complement the photos
INNOVATION LOUNGE SPONSORSHIP FORM

To register for an Innovation Lounge sponsorship, please complete this form and email to Cristina at: cristina.ahmadpour@isleutilities.com

Company Name: ________________________________________________________________________________________________________________

Contact Person: ________________________________________________________________________________________________________________

Address: _________________________________________________________________________________________________________________________

City: _________________________State/Province: _________________________ZIP/Postal Code: _______________________

Country: _______________________________________________________________________________________________________________________

Phone: _______________________________________________________________________________________________________________________

Email: _______________________________________________________________________________________________________________________

Please indicate selected sponsorship:

☐ No Water No Beer Happy Hour | $15,000
☐ No Water No Beer Koozies | $3,000
☐ Tech Pitch Competition | $5,000
☐ Innovation Champion | $5,000
☐ Mixed Reality Zone | $5,000
☐ Photo Booth | $5,000

WE HEREBY AGREE TO

1. Abide by all rules and regulations posted at awwa.org/ACE

2. Enclose payment to AWWA in US funds for the total amount due.

3. As part of this event registration; personal contact data such as name, address, and email will be collected and used by AWWA Show Management and approved third-parties affiliated with ACE20. See AWWA privacy policy (awwa.org/privacy) for additional information.

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

All reserved sponsorships are noncancellable and nonrefundable. Total cost is due at the time of the application in order to secure the sponsorship.

Signature: _______________________________________________________________________________________________________________________

Title: _______________________________________________________________________ Date: __________________________________________________________________________

METHOD OF PAYMENT

☐ Check Enclosed (make payable to AWWA, US funds only)

Credit Card: ☐ American Express ☐ Discover ☐ MasterCard ☐ VISA Amount $

Card No. ______________________________ Exp. _______________________________ Security Code ______________________________

Signature: _______________________________________________________________________________________________________________________

Sponsorships are nonrefundable and are nontransferable. To be included in the recognition that will be promoted in the ACE20 Innovation Lounge brochure, application and full payment must be received. If company logo changes after approval, sponsor must notify AWWA.
ISLE TECH PITCH COMPETITION

Calling all innovative water solutions!

Isle Utilities, an independent water technology and innovation consultancy, will host an engaging Tech Pitch Competition within the ACE20 Innovation Lounge on Tuesday, June 16, 2020. Up to eight technology firms, who meet the criteria outlined below, will be brought before a panel of judges in a “Shark Tank”-style competition to determine the most relevant, unique, and promising solutions. Competitors may present for up to 3 minutes, followed by a brief Q&A by the judging panel and the audience. The judging panel will select a winner, and present the winner with an Isle Tech Pitch Competition Award.

CRITERIA TO PARTICIPATE:

1. Solution must still be in the emerging stages, and seek to provide a meaningful and positive change to the water industry. Those who meet one of the following Technology Readiness Levels (TRL) should apply. Based on these criteria, well-known, fully commercialized solutions will not be invited to pitch.
   - TRL 5: Components/technology validation in relevant environment
   - TRL 6: Prototype demonstration in a relevant environment
   - TRL 7: Prototype demonstration in an operational environment: Whole system prototype evaluation in actual operational environment (on a water or wastewater site)
   - TRL 8: Actual technology completed and qualified through test and demonstration: Final phase of technology development; validation of technical performance and compliance with design specifications (Initial commercial trials)
   - TRL 9: Actual technology proven through successful operations or commercial application of the technology in its final form and under real world conditions (commercial trials)

2. Shortlisted solutions must demonstrate excellence in three key areas:
   - Uniqueness
   - Business Potential
   - Long-Term Vision

3. Must be an exhibitor at ACE20.

Tech Pitch forms must be received by February 28, 2020. Companies will be notified of their acceptance status no later than March 13, 2020. Please submit completed forms to Brittany Burch: brittany.burch@isleutilities.com.
INNOVATION TECH PITCH APPLICATION

Company Name: ________________________________________________________________________________________________________________

Booth Number: __________________________________________________________________________________________________________________

Contact Name: __________________________________________________________________________________________________________________

Phone: __________________________________________________________________________________________________________________________

Email: ___________________________________________________________________________________________________________________________

What does your product, technology, or solution do? Please describe briefly how it works.

____________________________________________________________________________________________________________________________________

How many total installations does your solution have worldwide? If no installations, how many pilots, and where?

____________________________________________________________________________________________________________________________________

What is your Technology Readiness Level? (See Criteria, Section 1)

☐ TRL 5  ☐ TRL 6  ☐ TRL 7  ☐ TRL 8  ☐ TRL 9

Why do you want to apply for the Tech Pitch Competition?

____________________________________________________________________________________________________________________________________

Please outline how your innovative solution meets the following criteria:

Long-Term Vision:

____________________________________________________________________________________________________________________________________

Uniqueness:

____________________________________________________________________________________________________________________________________

Business Potential:

☐ I understand if my company is selected there is a $500.00 fee to participate in the Tech Pitch Competition. An invoice will be sent by email once your pitch proposal is selected. If payment is not received by Friday, March 13, 2020, your presenting spot will be given to another applicant.

Contact Signature: _______________________________________________________________ Date: _________________________________________

Tech Pitch forms must be received by Friday, February 28, 2020.
Companies will be notified of their acceptance status no later than Friday, March 13, 2020.
Please submit completed forms to Brittany Burch: brittany.burch@isleutilities.com.