



October 26-28, 2021

DoubleTree By Hilton Cedar Rapids Convention Complex

## Sponsor & Exhibitor Opportunities

Don't miss out on this unique opportunity to connect with approximately 150 water supply operators, industry representatives, and city officials!

- ✓ Establish your brand as a leader in the water industry.
- ✓ Meet targeted prospect customers and close sales.
- ✓ Showcase your newest products in a face-to-face environment.
- ✓ Obtain feedback and learn about evolving customer requirements.

[New Sponsorship Packages](#) offer more benefits than ever before! Bundle your Exhibit Space and Program Advertisement, and unlock more opportunities for recognition. [Ala Carte Exhibit Space & Advertisement Opportunities](#) are also available, and don't miss the chance to promote your business while raising important funds for [Water For People](#).

## Exhibitor Schedule

**Exhibitor Move-In:** 3 – 8 pm, Tuesday, October 26

**Welcome Reception:** 6 – 8 pm, Tuesday, October 26 at Veterans Memorial Building

**Exhibit Hall Hours:** 7:00 am – 6:15 pm, Wednesday, October 27, with the following dedicated Exhibit Hall times:

7:00 am – 8:00 am	Breakfast and Committee Meetings in the Exhibit Hall <i>Exhibitors are welcome, but not required, to staff their booths for this hour</i>
9:45 am – 10:15 am	Break in the Exhibit Hall
11:45 am – 1:15 pm	Lunch in the Exhibit Hall <i>Special Exhibit Hall activities include Tap Water Taste Test competition and live broadcast of NEWSRADIO 1040 WHO's The Big Show</i>
2:45 pm – 3:15 pm	Break in the Exhibit Hall
4:30 pm – 6:15 pm	Social Hour & Water For People Silent Auction in the Exhibit Hall

**Awards Banquet:** 6:15 – 8:00 pm, Wednesday, October 27

**Exhibitor Move-Out:** 6:15 pm, Wednesday, October 27 – 12:00 pm, Thursday, October 28

## Reserve Today!

Complete your Sponsor or Exhibitor registration online at [www.AWWA-IA.org/SponsorExhibitAdvertise](http://www.AWWA-IA.org/SponsorExhibitAdvertise).

Sponsorships, Exhibit Space, and Advertising are limited and reserved on a FIRST-PAID basis. All payments due no later than October 1, 2021.

# Conference Sponsorship Packages

	Platinum \$2,350	Gold \$1,250	Silver \$750	Bronze \$250
<b>Exhibit &amp; Participate</b>				
Complimentary exhibit space <sup>1</sup>	💧	💧	💧	
Opportunity to select your location	💧			
Complimentary electrical drop	💧			
Complimentary conference registration <sup>2</sup>	💧	💧	💧	
Unlimited attendance at Tuesday Evening Welcome Reception for company representatives	💧	💧	💧	
<b>Get Recognized</b>				
Premium recognition as <b>sole sponsor</b> of ONE of the following Platinum items: <sup>3</sup> <ul style="list-style-type: none"> <li>• Wi-Fi throughout the Conference &amp; Exhibit Space</li> <li>• Tuesday Evening Welcome Reception</li> <li>• Wednesday Lunch in the Exhibit Hall</li> <li>• Wednesday Evening Social Hour in the Exhibit Hall</li> <li>• Wednesday Evening Awards Banquet</li> </ul>	💧			
Recognition as a food & beverage sponsor at all breakfasts and snack breaks (5 total) <sup>4</sup>		💧		
Advertisement in printed conference program <sup>5</sup>	Large	Small	Small	
Recognition on conference website	Logo linked to your website	Logo	Name	Name
Recognition in printed conference program:	💧	💧	💧	💧
Alongside listing of your Platinum item	Logo			
Sponsor List	Logo	Name	Name	Name
Exhibitor List	Name	Name	Name	
<b>Extend Your Reach</b>				
Advertisement on Section website <sup>6</sup>	12 months	12 months		
Feature article in Section newsletter <sup>7</sup>	💧			
Facebook post promoting your participation	💧	💧		

Want to support the AWWA-IA Annual Conference but have something else in mind?

[Check out the Ala Carte Exhibit & Advertising Opportunities](#), or [contact us to discuss](#).

# Sponsorship Package Details

- 1 Complimentary Exhibit Space**

Platinum, Gold, and Silver Sponsors receive a complimentary Exhibit Space. Each Exhibit is an 8' x 10' space pre-set with one 8' table, two chairs, and a wastebasket. Platinum Sponsors also receive a complimentary standard electrical drop and the opportunity to choose their Exhibit location.
- 2 Complimentary Conference Registration**

Platinum, Gold, and Silver Sponsors' Primary Exhibit Representatives receive a complimentary full conference registration providing access to all educational sessions, meals, and snack breaks throughout the conference. Additional Exhibit Representatives are welcome at no charge, but must register and may purchase meal tickets to participate in Wednesday's lunch and/or Wednesday evening's awards banquet. All Exhibitor Representatives are invited to attend the Tuesday Evening Welcome Reception at no cost.
- 3 Premium Recognition as Sole Sponsor of ONE Platinum Item**

Each Platinum Sponsor will be promoted as the **sole sponsor** of either the conference Wi-Fi or one networking event. This premium recognition includes logo on dedicated conference signage, in the printed conference program, on the conference website, and in various event marketing materials, as well as verbal thank yous throughout the conference.

Sign-up early – with only five available, Platinum Sponsorships will go fast! Sponsor's choice of Wi-Fi or networking event recognition is based on availability, and full payment is required to secure your preference.
- 4 Food & Beverage Sponsor Recognition**

Gold Sponsors' recognition as food & beverage sponsors includes logo on signage near the refreshments provided at each breakfast and networking break (five events total), as well as verbal thank yous throughout the conference.
- 5 Program Advertisement**

Platinum, Gold, and Silver Sponsors may provide an advertisement for inclusion in the printed conference program. Use this opportunity to drive traffic to your Exhibit Space or to provide attendees with an important reference to take back to the office. Advertisement artwork is due no later than October 1, and is subject to AWWA-IA review and acceptance.

Platinum Sponsors: large advertisement, 4" tall x 6.5" wide  
Gold and Silver Sponsors: small advertisement, 2" tall x 3.5" wide (business card-sized)
- 6 Website Advertisement**

Platinum and Gold Sponsors have the opportunity to extend their reach beyond the conference with an AWWA-IA website advertisement. For a full 12 months, a 300-px x 200-px business card-type graphic of the Sponsor's design will be included in the rotating display of Sponsors on each AWWA-IA webpage and linked to the Sponsor's website. Advertisement artwork is due no later than October 29, and is subject to AWWA-IA review and acceptance.
- 7 Newsletter Article**

Each Platinum Sponsor's solutions will be spotlighted in a dedicated Section newsletter article. Article will be published on a mutually agreed upon scheduled, within 10 months of the conference. Sponsor must either provide the article's content (subject to AWWA-IA review and acceptance) or complete an interview with a Section representative.

# Ala Carte Exhibit & Advertising Opportunities

## Exhibit Space

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**Member | \$450**  
**Non-Member | \$500**

An Exhibit Space is an 8' x 10' space pre-set with one 8' table, two chairs, and a wastebasket. [Contact the Section Manager](#) to inquire about larger spaces.

Each Exhibit Space includes *one* full conference registration providing access to all educational sessions, meals, and snack breaks throughout the conference. Additional representatives are welcome, but must register (at no charge), and may purchase Wednesday meal tickets.

All Exhibitor Representatives are invited to attend the Tuesday Evening Welcome Reception at no cost.

## Exhibitor Add-ons

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**20 AMP Power Strip | \$35**  
**Extra Lunch Ticket | \$40**  
**Extra Awards Banquet Ticket | \$45**

Complete your conference experience with these popular add-ons! Power your demonstrations and stay connected to the office with a standard 20 AMP power strip, connect with attendees over lunch in the Exhibit Hall on Wednesday, and build new relationships at the Section's annual Awards Banquet Wednesday night (Exhibit Space includes *one* lunch ticket and *one* banquet ticket for your Primary Exhibit Representative).

## Program Advertisement

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**Back Outside Cover | \$200**  
**Large | \$100**  
**Small | \$50**

Help your company get noticed with an advertisement in the printed conference program! Drive water supply operators, industry representatives, and city officials to your Exhibit Space during the conference, and send them back to the office with an important reference for later.

Advertisement artwork is due no later than October 1, and is subject to AWWA-IA review and acceptance.

Back Outside Cover | 8.5" tall x 7" wide (*only one available!*)  
Large | 4" tall x 6.5" wide  
Small | 2" tall x 3.5" wide (business card-sized)

## Website Advertisement

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**12 Months | \$100**

Extend your visibility to water professionals throughout the State by advertising on the AWWA-IA website. For a full 12 months, a 300-px x 200-px business-card type graphic of your design will be included in the rotating display of Sponsors on each AWWA-IA webpage and linked to your website.

Advertisement artwork is due no later than October 29, and is subject to AWWA-IA review and acceptance.

# Water For People Benefit Opportunities



Net proceeds from the Golf Outing and Silent Auction at the AWWA-IA Annual Conference are donated directly to Water For People, aiding in their mission to promote the development of high-quality drinking water and sanitation services, accessible to all, and sustained by strong communities, businesses, and governments.

## Golf Outing – 4-Person Best Shot/Scramble

2021's Annual Golf Outing will take place on Tuesday, October 26 at Gardner Golf Course in Marion, IA. Registration begins at 10 am, with a shotgun start at 11 am. Participants will enjoy 18 holes of golf with a cart, and lunch is provided.

Please contact the following Water For People Committee Member to become a Golf Outing Sponsor:

**Suzie Carpenter**     [carpenters@bv.com](mailto:carpenters@bv.com) | (913) 458-6235

**Golf Outing Event Sponsor**  
+ Foursome Team | \$510  
Event Sponsor Only | \$200

Golf Outing Event Sponsors are recognized on a sign at the golf outing and at the conference. Add a foursome team to your sponsorship to save \$50 on the group's golf outing registration!

**Golf Outing Hole Sponsor**  
\$75

Golf Outing Hole Sponsors are recognized with a sign at their sponsored golf hole.

**Golf Outing Prize Donor**  
Choose Your Donation

Donate cash, merchandise, or other in-kind contributions to be used as golf outing prizes.

## Silent Auction

2021's Silent Auction will take place in the Conference Exhibit Hall on Wednesday, October 27, with the event culminating during the evening Social Hour in the Exhibit Hall from 4:30 – 6:15 pm.

Please contact the following Water For People Committee Member to become a Silent Auction Donor:

**Jonathan Contag**     [jdc@foxeng.com](mailto:jdc@foxeng.com) | (515) 233-0000

**Silent Auction Donation**  
Choose Your Donation

Donate an item, package, or gift card to be used as a Silent Auction Item. Your company will be recognized alongside the item in the Silent Auction display area.