



American Water Works Association
IowaSection



2022 ANNUAL
CONFERENCE

**SPONSOR &
EXHIBITOR
OPPORTUNITIES**

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.

[Sponsorship Packages](#) offer the greatest value! 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](#).

Want to support the IA-AWWA Annual Conference but have something else in mind? [Contact us](#) to discuss.

Exhibitor Schedule

Exhibitor Move-In: 3 – 8 pm, Tuesday, October 25

Welcome Reception: 6 – 8 pm, Tuesday, October 25 at Backpocket Brewing

Exhibit Hall Hours: 9:45 am – 7:00 pm, Wednesday, October 26, with the following dedicated Exhibit Hall times:

9:55 am – 10:25 am	Networking Break in the Exhibit Hall
1:10 pm – 1:40 pm	Dessert in the Exhibit Hall
2:30 pm – 3:00 pm	Networking Break in the Exhibit Hall
4:45 pm – 7:00 pm	Section Celebration in the Exhibit Hall

Exhibitor Move-Out: 7:00 pm, Wednesday, October 26 – 2:00 pm, Thursday, October 27

Reserve Today!

Complete your Sponsor or Exhibitor registration online at www.IA-AWWA.org/SponsorExhibitAdvertise22.

Sponsorships, Exhibit Space, and Advertising are limited and reserved on a FIRST-PAID basis. All payments due no later than October 10, 2022.

Conference Sponsorship Packages

	Platinum \$2,350	Gold \$1,250	Silver \$750	Bronze \$250
Exhibit & Participate				
Complimentary exhibit space ¹	💧	💧	💧	
Opportunity to select your location	💧			
Complimentary electrical drop	💧			
Complimentary conference registration ²	💧	💧	💧	
Unlimited attendance at Tuesday Evening Welcome Reception for company representatives	💧	💧	💧	
Get Recognized				
Premium recognition as sole sponsor of ONE of the following Platinum items: ³ <ul style="list-style-type: none"> • Tuesday Evening Welcome Reception at Backpocket Brewing • Wednesday Luncheon featuring awards presentations and remarks from AWWA Vice President Michelle Stockness • Wednesday Evening Section Celebration Stage* • Wednesday Evening Section Celebration Food & Beverage* *Section Celebration takes place in the Exhibit Hall and features the Fuller Award presentation, Water For People silent auction, competitions, and more!	💧			
Recognition as a food & beverage sponsor at all breakfasts and snack breaks (5 total) ⁴		💧		
Advertisement in printed conference program ⁵	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	
Extend Your Reach				
Advertisement on Section website ⁶	12 months	12 months		
Feature article in Section newsletter ⁷	💧			
Facebook post promoting your participation	💧	💧		

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 table and two chairs. 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 *one* complimentary Full Conference Registration providing access to all educational sessions, receptions, meals, and snack breaks throughout the conference.

Additional Exhibit Representatives may choose from an Exhibits-ONLY Registration (\$75) including all receptions, meals, and snack breaks for Tuesday and Wednesday, or a Conference Registration (\$310-\$390) which also includes access to the educational sessions. For Conference Registrations, early bird discounts are in effect through October 3, and IA-AWWA members receive an additional \$90 discount (enter the promo code received by email when you reach the Summary page of your registration).
- 3 Premium Recognition as Sole Sponsor of ONE Platinum Item**

Each Platinum Sponsor will be promoted as the **sole sponsor** of one major meal or networking event element. 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 four available, Platinum Sponsorships will go fast! Sponsor's choice of 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 5, and is subject to IA-AWWA review and acceptance.

Platinum Sponsors: large advertisement, 4.5" tall x 6" 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 IA-AWWA 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 IA-AWWA webpage and linked to the Sponsor's website. Advertisement artwork is due no later than December 31, and is subject to IA-AWWA 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 IA-AWWA review and acceptance) or complete an interview with a Section representative.

Ala Carte Exhibit & Advertising Opportunities

Standard Exhibit Space

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

An Exhibit Space is an 8' x 10' space pre-set with one table and two chairs. [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 Exhibit Representatives may choose from an Exhibits-ONLY Registration (\$75) including all receptions, meals, and snack breaks for Tuesday and Wednesday, or a Conference Registration (\$220-\$390) which also includes access to the educational sessions.

Exhibitor Add-ons

20 AMP Power Strip | \$35
Guest Lunch Ticket | \$40
Guest Celebration 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. Invite a client or other guest not already registered for the Conference to join you for lunch or the evening Section Celebration in the Exhibit Hall.

Program Advertisement

Back Outside Cover | \$500
Large | \$200
Small | \$100

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 5, and is subject to IA-AWWA review and acceptance.

Back Outside Cover | 9" tall x 6" wide (*only one available!*)
Large (half page) | 4.5" tall x 6" wide
Small (business card) | 2" tall x 3.5" wide

Website Advertisement

12 Months | \$100

Extend your visibility to water professionals throughout the State by advertising on the IA-AWWA 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 IA-AWWA webpage and linked to your website.

Advertisement artwork is due no later than December 31, and is subject to IA-AWWA review and acceptance.

Water For People Benefit Opportunity



2022's Silent Auction will take place in the Conference Exhibit Hall on Wednesday, October 26, with the event culminating during the evening Section Celebration from 4:45 – 7:00 pm. Net proceeds from the Silent Auction 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.

When you 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.

Please contact Water For People Committee Member Jonathan Contag to become a Silent Auction Donor: Jonathan.Contag@strand.com or (515) 233-0000.



SILENT AUCTION

VISION

A world where every person has access to reliable and safe water and sanitation services.

MISSION

Water For People exists to promote the development of high-quality drinking water and sanitation services, accessible to all, and sustained by strong communities, businesses, and governments.