

The background of the entire page is a vibrant blue with a dynamic water splash effect. A large, central splash of water is the focal point, with numerous smaller droplets and splatters scattered throughout the scene, creating a sense of movement and freshness. The lighting highlights the transparency and texture of the water.

**2023**



**Iowa Section**  
American Water Works Association

# **ANNUAL CONFERENCE**

**Sponsor & Exhibitor Opportunities**

**October 18 – 20, 2023 | Des Moines**

# Sponsor & Exhibitor Opportunities

Don't miss out on this unique opportunity to connect with Iowa's water supply operators, engineers, and consultants; 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 Conference App Banner 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:** 12 – 8 pm, Wednesday, October 18  
7 – 9 am, Thursday, October 19

**Welcome Reception:** 6 – 9 pm, Wednesday, October 18

**Exhibit Hall Hours:** 9:20 am – 7:00 pm, Thursday, October 19, with the following dedicated Exhibit Hall times:

9:20 am – 9:50 am	Networking Break in the Exhibit Hall
12:45 pm – 1:30 pm	Dessert in the Exhibit Hall
3:15 pm – 3:55 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 – 10:00 pm, Thursday, October 19

## Hotel Rooms: Hilton Des Moines Downtown

The Iowa Section has secured a block of discounted hotel rooms at Hilton Des Moines Downtown with special pricing of \$164 (+ tax) per night, available through September 25 or while inventory last. The Hilton is linked directly to the Iowa Events Center via the Des Moines Skywalk system. [Reserve your rooms](#) by September 25th.

## Register Today!

Complete your Sponsor or Exhibitor registration online at <https://iaawwa.regfox.com/2023-annual-conference-sponsors-exhibitors>.

Sponsorships, Exhibit Space, and Advertising are limited and reserved on a FIRST-PAID basis. All payments due no later than October 6, 2023.

# Conference Sponsorship Packages

	Platinum \$2,500	Gold \$1,350	Silver \$800	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>• Wednesday Evening Welcome Reception</li> <li>• Thursday Morning Breakfast &amp; Opening General Session featuring 2023 awards presentations &amp; keynote by AWWA Vice President Ari Copeland</li> <li>• Thursday Annual Business Meeting Luncheon featuring presentation of the Fuller Award</li> <li>• Thursday Evening Section Celebration (Section Celebration takes place in the Exhibit Hall and features the Water Tower Building Competition, Water For People silent auction, and more!)</li> </ul>	💧			
Recognition as a food & beverage sponsor at all breakfasts and snack breaks (5 total) <sup>4</sup>		💧		
Conference app banner advertisement <sup>5</sup>	Footer banner ad	Header banner ad	Header banner ad	
Recognition on conference website	Logo linked to your website	Logo	Name	Name
Recognition in conference app	💧	💧	💧	💧
Alongside listing of your Platinum item	💧			
Sponsor List	💧	💧	💧	💧
Exhibitor List	💧	💧	💧	
<b>Extend Your Reach</b>				
Advertisement on Section website <sup>6</sup>	12 months	12 months		
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 (\$90) including all receptions, meals, and snack breaks for Wednesday and Thursday, or a Conference Registration (\$245-\$460) which also includes access to the educational sessions. For Conference Registrations, early bird discounts are in effect through September 25, and IA-AWWA members receive a \$90 discount when they enter their AWWA member number at 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 conference app, 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.

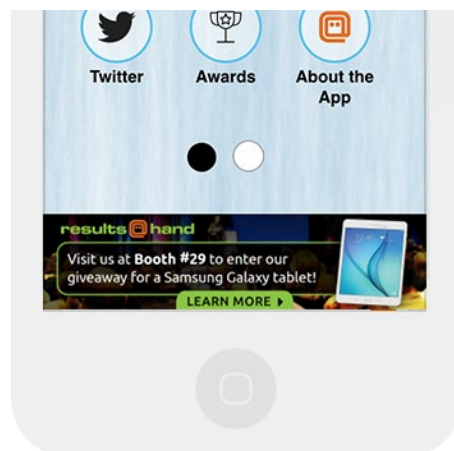
**4 Food & Beverage Sponsor Recognition**  
Gold Sponsors' recognition as food & beverage

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 NEW! Conference App Banner Advertisement**  
Platinum, Gold, and Silver Sponsors may provide a banner advertisement for inclusion in the conference app providing attendees with event details and connections. Your banner ad will be linked to an online destination of your choice, such as your in-app profile, a landing page with an offer, or your website. Banner ads will rotate between unique ads as users navigate the app. Use this opportunity to drive traffic to your Exhibit Space or to provide attendees with an important reference. Advertisement artwork is due no later than October 6, and is subject to IA-AWWA review and acceptance.

Platinum Sponsors' banner ads are included in a rotation of ads on the footer of all conference app pages.

Gold and Silver Sponsors' banner ads are included in a rotation of ads on the conference app's homepage.



**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.

# Ala Carte Exhibit & Advertising Opportunities

## Standard Exhibit Space

**Member | \$500**  
**Non-Member | \$550**

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 (\$90) including all receptions, meals, and snack breaks for Wednesday and Thursday, or a Conference Registration (\$245-\$460) which also includes access to the educational sessions.

## Exhibitor Add-ons

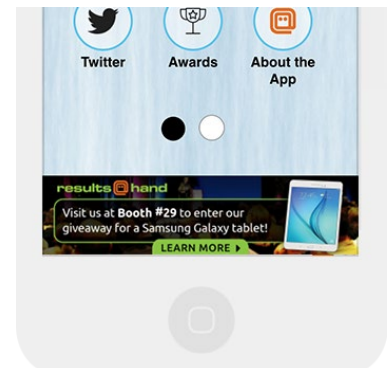
**20 AMP Power Strip | \$40**  
**Guest Lunch Ticket | \$40**  
**Guest Celebration Ticket | \$50**

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.

## NEW! Conference App Banner Advertisement

**Footer Ad (All Pages) | \$200**  
**Header Ad (Home Page) | \$100**

Help your company get noticed with a banner advertisement in the new conference app providing attendees with event details and connections! Your banner ad will be linked to an online destination of your choice, such as your in-app profile, a landing page with an offer, or your website. Banner ads will rotate between unique ads as users navigate the app. Use this opportunity to drive traffic to your Exhibit Space or to provide attendees with an important reference. Advertisement artwork is due no later than October 6, and is subject to IA-AWWA review and acceptance.



Footer banner ads are included in a rotation of ads on the footer of all conference app pages. Header banner ads are included in a rotation of ads on the conference app's homepage.

## Website Advertisement

**12 Months | \$100**

Extend your visibility to water professionals throughout Iowa 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 Opportunities



Net proceeds from the Hatchet Throwing Tournament and Silent Auction at the IA-AWWA 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.

## Hatchet Throwing Tournament

2023's Hatchet Throwing Tournament will be a fun afternoon for colleagues to connect prior to the Iowa Section AWWA Annual Conference! The event will take place on Wednesday, October 18 from 2:00-4:30 PM at Lumber Axe Des Moines, a short 5-minute drive from the Conference venue. Participants will enjoy food, drinks, and hatchet throwing.

Please contact the following Water For People Committee Member to become a Hatchet Throwing Tournament Sponsor:

**Jason Kenyon**     [KenyonJ@bv.com](mailto:KenyonJ@bv.com) | (913) 458-1834

**Sponsor**  
**Event Sponsor | \$200**  
**Lane Sponsor | \$75**

Sponsors are recognized on a sign at the Hatchet Throwing Tournament and at the Conference.

**Participant**  
**Per Individual | \$90**

Build relationships while participating in the fun at Lumber Axe!

**Prize Donor**  
**Choose Your Donation**

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

## Silent Auction

2023's Silent Auction will take place in the Conference Exhibit Hall on Thursday, October 19, with the event culminating during the evening Section Celebration from 4:45 – 7:00 pm.

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

**Jonathan Contag**     [jcontag@whks.com](mailto:jcontag@whks.com) | (515) 450-5358

**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.