



Iowa Section
American Water Works Association

2024 Annual Conference



Sponsor & Exhibitor Opportunities

October 23-25, 2024 | Hyatt Regency Coralville

Sponsor & Exhibitor Opportunities

Don't miss out on this unique opportunity to connect with Iowa's water superintendents, 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: 10 am – 4:30 pm, Wednesday, October 23

New for 2024! Exhibitors must be moved in by Wednesday at 4:30 pm in preparation for the Welcome Reception.

Exhibit Hall Hours: 5 – 7 pm, Wednesday, October 23

New for 2024! Wednesday evening's Welcome Reception will be held in the Exhibit Hall. By vote of 2023's Exhibitors, this additional Exhibit Hall time was selected in lieu of the Thursday evening Section Celebration which will be moved out of the Exhibit Hall.

9:20 am – 4:15 pm, Thursday, October 24, with the following dedicated Exhibit Hall times:

- 9:20 am – 9:50 am Networking Break in the Exhibit Hall
- 1:00 pm – 1:45 pm Dessert in the Exhibit Hall
- 3:30 pm – 4:10 pm Networking Break in the Exhibit Hall

Section Celebration: 5:00 pm – 7:15 pm, Thursday, October 24

New for 2024! The 2024 Section Celebration will take place in a separate room from the Exhibit Hall. Exhibitors are encouraged to attend and continue networking with attendees. A designated area will be provided for interested Exhibitors to display banners (no tables or other large displays will be available due to space constraints).

Exhibitor Move-Out: 4:15 pm – 10:00 pm, Thursday, October 24
7:00 am – 1:00 pm, Friday, October 25

Hotel Rooms: Hyatt Regency Coralville

The Iowa Section has secured a block of discounted hotel rooms at the conference venue with special pricing of \$130 (+ tax) per night, available through October 2, or while inventory lasts. The Hyatt Regency Coralville features newly-renovated guest rooms and anchors the [Iowa River Landing](#), a 180-acre development of shopping, dining, and entertainment offerings. [Reserve your rooms](#) by October 2nd.

Conference Sponsorship Packages

	Platinum \$2,650	Gold \$1,450	Silver \$950	Bronze \$250
Exhibit & Participate				
Complimentary exhibit space ¹	💧	💧	💧	
Opportunity to select your location	💧			
Complimentary electrical drop	💧			
Complimentary conference registration ²	💧	💧	💧	
Unlimited attendance at Thursday Evening Section Celebration for company representatives	💧	💧	💧	
Get Recognized				
Premium recognition as sole sponsor of ONE of the following Platinum items: ³ <ul style="list-style-type: none"> Wednesday Evening Welcome Reception (takes place in the Exhibit Hall) Thursday Morning Breakfast & Opening General Session featuring 2024 awards presentations Thursday Annual Business Meeting Luncheon featuring presentation of the Fuller Award Thursday Evening Section Celebration (Section Celebration features the Water Tower Building Competition, Water For People silent auction, and more!) 	💧			
Recognition on Safe Drinking Water Act 50 th anniversary trivia signage scattered through Exhibit Hall	💧			
Recognition as a food & beverage sponsor at all snack breaks and Friday breakfast (5 total) ⁴		💧		
Conference app banner advertisement ⁵	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	💧	💧	💧	
Extend Your Reach				
Advertisement on Section website ⁶	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 (\$95) 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 October 2, 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 networking break and Friday's breakfast (five events total), as well as verbal thank yous throughout the conference.

5 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 requested by October 11, 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 | \$525
Non-Member | \$575

An Exhibit Space is an 8' x 10' space pre-set with one table and two chairs. [Contact the Executive Director](#) 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 (\$95) including all receptions, meals, and snack breaks for Wednesday and Thursday, or a Conference Registration (\$250-\$620) which also includes access to the educational sessions.

Exhibitor Add-ons

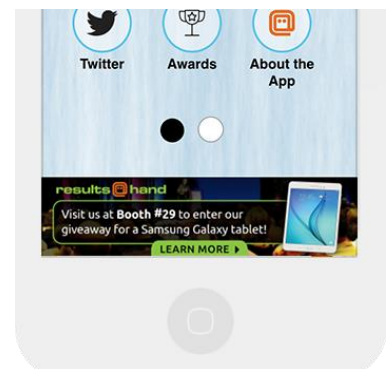
20 AMP Power Strip | \$100
Women in Water Luncheon Ticket | \$45
Guest Lunch Ticket | \$40
Guest Celebration Ticket | \$50

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. Immediately after the Conference adjourns at noon on Friday, join colleagues for the **NEW!** Women in Water Luncheon – a final opportunity to build connection, camaraderie, and mentorship over lunch as we celebrate the women who are making waves in the water industry.

Conference App Banner Advertisement

Footer Ad (All Pages) | \$210
Header Ad (Home Page) | \$110

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

Tournament

Plans for a friendly competition to take place on Wednesday, October 23 are in development. Stay tuned for Sponsor, Donor, and Participant opportunities!

Jason Kenyon KenyonJ@bv.com | (913) 458-1834

Silent Auction

2024's Silent Auction will take place in the Conference Exhibit Hall on Thursday, October 24, with the event culminating later that evening in the Section Celebration space from 5:00 – 6:10 pm.

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

Jonathan Contag 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.

Register Today!

Complete your Sponsor or Exhibitor registration online at IAAWWA.RegFox.com/2024ConferenceSponsorExhibit.

Sponsorships, Exhibit Space, and Advertising are limited and reserved on a FIRST-PAID basis. All payments due no later than October 9, 2024.