

**Wisconsin Water Association**

**Exhibitor  
Prospectus**

Take Advantage  
of the Early Bird  
Discount Rate by  
4/1/09

**88th Annual Meeting**

**September 23–25, 2009**

**Kalahari Resort, Wisconsin Dells**



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**Wisconsin Water Association 88th Annual Meeting  
Kalahari Resort ~ Wisconsin Dells, WI  
September 23-25, 2009**

**Reasons to Exhibit:**

- Virtually all attendees spend time in the exhibit hall. We are the show with a high percentage of decision makers that participate in the purchasing decisions.
- Top rated technical programs and events held during the conference either directly inside or outside the exhibit hall drawing attendees to the conference.
- Breakfasts, lunches and breaks held in the exhibit hall.
- We bring the majority of the medium and large water utilities in the state together at one time.
- Takes place at the beginning of the fall season when managers are creating their budgets and looking for new suppliers, equipment and products.
- Many of our attendees reported that our conference exposition is the only show they attended in the past year.

**Benefits of Being a WWA Conference Exhibitor:**

- This is the best chance you'll have all year to make high-quality contact with new and existing ground and surface water clients in Wisconsin.
- Exhibitors are recognized in the Conference Program.
- Being an exhibitor is a great way to make your support of WWA highly visible to its members.

**And Sponsors Receive Additional Benefits:**

- Sponsors have priority in Trade Show booth assignments.
- Sponsors receive recognition throughout the Conference via Conference signage and prominent thank-you in the Conference Program.
- Sponsors are appreciated as being supporters of WWA at the highest level.

**Take advantage of our early bird rates and  
reserve your space by April 1, 2009!**

**All other registrations are due July 23, 2009**

**Note: Registrations received by February 28, 2009 will have their company name appear in the spring newsletter as an exhibitor/sponsor**

**Questions?** Contact the WWA Office at (414) 423-7000 or [jill@wiawwa.org](mailto:jill@wiawwa.org)



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**Exhibitor Registration Information:**

• **Conference Location:**

Kalahari Resort & Water Park  
1305 Kalahari Drive, Wisconsin Dells, WI  
(877) 525-2427

• **Exhibiting Schedule:**

**Exhibit booth setup:**

Tuesday, Sept. 22: 12:00 pm – 10:00 pm **OR**  
Wednesday, Sept. 23: 7:00 am – 10:00 am

**Exhibition:**

Wednesday, Sept. 23: 10:30 am – 5:00 pm  
Thursday, Sept. 24: 8:00 am – 12:00 pm\*

**Exhibit booth teardown:**

Thursday, Sept. 24: 12:00 pm – 6:00 pm

**\*Vendors are encouraged to attend the  
Business Lunch from 12:00 pm – 2:00 pm**

• **Booth Costs:**

Member: First Booth (before 4/1). . . . . \$380.00  
Member: First Booth (after 4/1). . . . . \$420.00  
Member: Additional Booth. . . . . \$350.00  
Non-Member: First Booth (before 4/1). \$580.00  
Non-Member: First Booth (after 4/1). . \$620.00  
Non-Member: Additional Booth. . . . . \$450.00  
MAC Committee Sponsor Fee. . . . . \$ 85.00  
Additional Booth Personnel. . . . . \$ 75.00  
(limit 2 per booth)

• **Booth Description:**

8' x 10' space, piped and draped, one table,  
two chairs, wastebasket, carpeting, one  
electrical hook-up and one complimentary  
registration.

• **Booth Location Assignments:**

Conference sponsor's preferences are given  
first priority; then booths are assigned on a  
first-come, first-served basis. WWA reserves  
the right to alter the layout and vendor  
locations.

• **Insurance:**

It is agreed that in no case shall WWA or its  
officers or directors be responsible for any loss,  
theft, damage by fire, or injury to any person or  
article as a direct or indirect result of their  
participation in the show.

• **Liability:**

Each booth operator assumes responsibility for  
the space leased during the trade show and  
will keep it free from hazards to persons on the  
premises. WWA will not be responsible for any  
injury that may occur to booth operators, their  
associates or employees.



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**Sheet A: Exhibitor/Sponsor/Advertisement Registration**

**Due: April 1, 2009 (Early Bird) or July 23, 2009**

**Please complete Sheet A and Sheet B**

**1. Your Company Information**

Company Name: \_\_\_\_\_  
(as you would like it to appear on printed materials)

Contact Name: \_\_\_\_\_

Type of Business/Product or Service Offered: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

**2. Exhibitor Booth Registration**

	<b>Early Bird Registration (by 4/1/09)</b>	<b>Registration 4/2/09 to 7/23/09</b>	<b>Quantity of Booths</b>	<b>Amount</b>
Member: First Booth	\$380	\$420	_____	\$ _____
Member: Add'l Booth	\$350	\$350	_____	\$ _____
Non-Member: First Booth	\$580	\$620	_____	\$ _____
Non-Member: Add'l Booth	\$450	\$450	_____	\$ _____

One Exhibitor Registration is included per booth.  
Please list name(s) of Exhibitor Registrant(s):

1.\* \_\_\_\_\_  
(\*one name per booth purchased)

**Additional Booth Personnel** \$75.00 per person Qty: \_\_\_\_\_ \$ \_\_\_\_\_  
Please list name(s) of any additional booth personnel

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Companies you **do not** wish to be placed near: \_\_\_\_\_

Companies you **would** like to be placed near: \_\_\_\_\_

**MAC Fee** Each firm will pay one sponsor fee for MAC Night \$ 85.00

**PLEASE CONTINUE ON SHEET B**





## Come and Join the Fun at the 2009 Wisconsin Water Association Golf Outing

**Date:** September 22, 2009

**Time:** 10:00 a.m. "Shotgun Start"

**Lunch:** Cookout on the turn

**Cost:** \$70 – All Golfers

(cost includes green fees, ½ golf cart rental, lunch & door prizes)

**Format:** Scramble with hole events

**Location:** Reedsburg Country Club  
3003 East Main Street  
Reedsburg, WI 53959  
(608) 524-6000

**Reduced  
Rates  
For 2009**

For directions to the  
Reedsburg Country Club  
visit their website at:

[www.reedsburgcountryclub.com](http://www.reedsburgcountryclub.com)

Please contact Doug Gries or Keitha Seiler at Davies Water Equipment if you have any questions regarding the golf outing. The telephone number is 920-731-3252.

Payments and names of your foursome must be received  
no later than **September 15, 2009**

No refunds will be given once playing groups are  
established.

**PLEASE RSVP EARLY AS WE ARE LIMITED TO 144  
PARTICIPANTS.**

Please make check payable with names of those playing  
in your foursome before **September 15, 2009** to:

Davies Water Equipment Co.  
5350 N. Richmond Street · Appleton, WI 54913  
**Do not send to WWA**

I/We would like to register for the golf outing  
Number of registrants \_\_\_\_\_ x \$70 = \_\_\_\_\_

I/We would like to sponsor a golf hole for the Young  
Professionals Scholarship Fund \_\_\_\_\_ x \$100 = \_\_\_\_\_  
Sponsor's name on sign: (limit of one name per sign).  
**Must be paid by September 15, 2009.**

**Sponsor's name to appear on sign**

### GOLF OUTING NOTES:

- WWA Manufacturer, Engineer, Supplier & Consultant Members are welcome to contribute door prizes. Please call Keitha at Davies Water Equipment at 920-731-3252 if you have a door prize to contribute for the golf outing.
- The WWA Young Professionals will be awarding three scholarships for the 2009/2010 academic year. One scholarship will be awarded to an engineering student, another will be awarded to a student who is studying to become a Certified Water Operator and a third scholarship will be given to a WWA member's son or daughter who is pursuing a two or four year degree. We would like to sell out the hole sponsorships and build up the scholarship fund.
- Special closest to the pin scholarship fund event.

### Names in your foursome:

1. \_\_\_\_\_  
Name Firm/Municipality
2. \_\_\_\_\_  
Name Firm/Municipality
3. \_\_\_\_\_  
Name Firm/Municipality
4. \_\_\_\_\_  
Name Firm/Municipality

**Dixon Engineering is once again sponsoring the 50/50 putting contest.  
50% for Wisconsin Water for the World & 50% for bragging rights for the winner.**

# **MAC Night at the Races**

**Wednesday, September 23, 2009**

**5:00 p.m. – 7:30 p.m.**

**In the Exhibit Hall**

WIN A PRIZE \* Network with some new folks \* Use funny money to place your bets \* WIN A PRIZE \* Say hi to some old friends \* Enjoy some refreshments \* WIN A PRIZE \* Cheer your horse to the finish line \* Snack on some appetizers \* WIN A PRIZE \*

**Hope to see you in the Winner's Circle!**



**MAC Night is brought to you by:  
The Manufacturers/Associates Council (MAC)**











**WISCONSIN WATER** for the **WORLD**

**Donate an item to the WWW 2009 SILENT AUCTION!**

The 2009 WWA Annual Conference will again include the *WWW* silent auction. We locate this event in the exhibit hall to enhance pedestrian traffic, and vendors enjoy additional exposure from items labeled with their company's name. This is *WWW's* biggest fund-raiser and we count on your generosity. Help provide potable water to the needy.

**Typical WWW SILENT AUCTIONS include...**

-  Power Tool
-  Digital Camera
-  GPS
-  Vacation Packages (fishing, hunting, or golf packages)
-  Packer, Brewer, Badger tickets...and more.....
-  Gift Certificates
-  Wildlife Prints
-  Television

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**WISCONSIN WATER** for the **WORLD** Silent Auction Donation

Donor Name and Address: \_\_\_\_\_  
\_\_\_\_\_

Contact Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Donation: \_\_\_\_\_ Value: \_\_\_\_\_

**Please return completed forms via email ([don.swailes@aecom.com](mailto:don.swailes@aecom.com)),  
**fax (715-341-7390) or surface mail to:****

**Don Swailes, Vice Chair**  
**Wisconsin Water** for the **World**  
**200 Indiana Avenue**  
**Stevens Point, WI 54481**