

**Wisconsin Water Association 90th Annual Meeting
Kalahari Resort ~ Wisconsin Dells, WI
September 21–23, 2011**

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, 2011!**

All other registrations are due July 22, 2011

Questions? Contact the WWA Office at (414) 423-7000 or 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. 20: 12:00 pm – 10:00 pm **OR**
Wednesday, Sept. 21: 7:00 am – 10:00 am

Exhibition:

Wednesday, Sept. 21: 10:30 am – 5:00 pm
Thursday, Sept. 22: 8:00 am – 12:00 pm*

Exhibit booth teardown:

Thursday, Sept. 22: 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

• **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.

Hotel Information:

Hut Room: \$109 per night
Lodge Room: \$129 per night
2 Room Family Suite: \$209.95 per night
Royal African Queen Suite: \$239.95 per night

Please visit www.kalahariresorts.com for room descriptions.

Call (877) 525-2427 and ask for the WWA block when making your reservations.

MAC Night:

Wednesday, September 21st (more details to follow)

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Sheet A: Exhibitor/Sponsor/Advertisement Registration

Due: April 1, 2011 (Early Bird) or July 22, 2011

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

	Early Bird Registration (by 4/1/11)	Registration 4/2/11 to 7/23/11	Quantity of Booths	Amount
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

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Sheet B: Exhibitor/Sponsor/Advertisement Registration

3. Conference Sponsorship

Sponsors will receive recognition through the Conference via such items as Conference signage, a prominent thank-you in the Conference Program. **As an incentive, the first 10 companies to sign up as gold sponsors will also have their logo printed on the canvas bags given to each person that registers for the conference.**

- | | | |
|---|-----------------------|----------|
| <input type="checkbox"/> We wish to register as a Gold Water Sponsor | Cost: \$500.00 | \$ _____ |
| <input type="checkbox"/> We wish to register as a Silver Water Sponsor | Cost: \$400.00 | \$ _____ |
| <input type="checkbox"/> We wish to register as a Bronze Water Sponsor | Cost: \$300.00 | \$ _____ |

4. Website Advertising

Advertise on the WWA website. Your logo/ad will be put on our website with a hyperlink to your website.

- | | | |
|---|-----------------------|----------|
| <input type="checkbox"/> As a member , we wish to renew/register for advertising | Cost: \$ 60.00 | \$ _____ |
| <input type="checkbox"/> As a non-member , we wish to register for advertising | Cost: \$120.00 | \$ _____ |

5. Exhibitor Video Presentation

At the entrance to the exhibit hall there will be vendor video presentations running during the hours the exhibit hall is open. If you would like to be included, please submit a 15 second (up to 5 slides) power point presentation to jill@wiawwa.org.

- I would like to submit a power point presentation of our company.

6. Donations

- We would like to make a donation to **Wisconsin Water for the World** \$ _____

7. Total Due

Booth Registration + Sponsorship + Donation + Advertisement \$ _____

8. Authorization and Payment

Make checks payable to: Wisconsin Water Association, P.O. Box 635, Oak Creek, WI 53154 OR pay by American Express, Discover, Master Card or Visa and fax registration to 414-423-7011

Name on Card: _____ Signature: _____

Credit Card #: _____ Expiration Date: _____ V code #: _____

Type of Credit Card: _____ Total Amount Charged \$: _____