Sponsorship Opportunities
Annual Conference 2013
Your Key to Connecting with Customers

CWEA 2013

Palm Springs • April 16-19

Palm Springs Convention Center
CWEA attendees seek product information in addition to expanding their education with workshops and technical sessions. Below is some more information about them as a group:

- **Job Function**
  - Consultant/Engineer: 18%
  - Manager/Director: 19%
  - Frontline Technician: 24%
  - Supervisor: 19%
  - Other: 21%

- **CWEA Annual Conference Attendee Primary Work Area**
  - Coll System: 28%
  - Operators: 24%
  - Laboratory: 17%
  - Maint: 10%
  - Process Mgmt: 10%
  -Laboratory: 17%
  -Mgmt: 6%

- **CWEA Annual Conference Attendee Average Dry Weather Flow**
  - Less than 5 MGD: 25%
  - 5 - 20 MGD: 34%
  - Greater than 20 MGD: 41%

We would like to extend a special thank you to the CWEA AC12 Sponsors for their support. Their logos are proudly displayed throughout this brochure. Your logo could be among them next year!
## CWEA 2013 Annual Conference
### Main Sponsorship Levels and Recognition Benefits

### NEW - CWEA AC13 INNOVATION Sponsor (Exclusive) $4,500
1. TWO PAGE CENTER AD in 9,000+ circ Conference Brochure (4C 19"x11" + bleed)
2. ONE AD in Onsite Pull Out Guide (4C, 4"x8", no bleed)
3. Listed as SPONSOR OF INNOVATIONS SESSION (also logo on sign outside room)
4. Sponsor logo on sign at ALL of the following events: Icebreaker Reception, Opening Session, Golf Tournament and Banquet Reception.
5. Showcase of projects or products on up to four PowerPoint slides integrated into a revolving slide show preceding the Awards Lunch and during the Banquet Reception.

### TITANIUM Level (Limit 3) $3,500
1. NEW—ONE FULL PAGE AD in 9,000+ circ Conference Brochure (4C 8.5"x11" + bleed).
2. AND ONE FULL PAGE AD in the On-site Program (4C 8"x8" + bleed).
3. Sponsor logo featured on Sponsor page in the Conference Program.
4. Sponsor logo on banner at the Registration/Common area.
5. ALL of the logo placement benefits listed below.
6. Showcase of projects or products on up to four PowerPoint slides integrated into a revolving slide show preceding the Awards Lunch and during the Banquet Reception.

### DIAMOND Level (Limit 10) $1,500
1. QUARTER PAGE AD (4C 4"x4") inside session pull-out schedule in Onsite Program.
2. Sponsor logo featured on Sponsor page in the Conference Program.
3. Sponsor logo on banner displayed at the Registration/Common area.
4. ALL of the logo placement benefits listed below.
5. Showcase of projects or products on up to four PowerPoint slides integrated into a revolving slide show preceding the Awards Lunch and during the Banquet Reception.

### PLATINUM Level $1,000
- Sponsor logo featured on Sponsor page in the Conference Program.
- Sponsor logo on sign at THREE of the following events: Icebreaker Reception, Opening Session, Golf Tournament or Banquet Reception.
- Sponsor logo on the Platinum Sponsor slide, combined with other Platinum Sponsors, in the revolving slide show immediately preceding the Awards Lunch and Banquet Reception.

### GOLD Level (Sponsor a Session) $750
- NEW! Listed as SPONSOR OF ONE SESSION (plus logo on sign outside room)
- Sponsor logo featured on Sponsor page in the Conference Program.
- Sponsor logo on sign at TWO of the following events: Icebreaker Reception, Opening Session, Golf Tournament or Banquet Reception.

### Thursday Lunch Table Sponsorship Level $250
- Decorate an exhibit hall table in the conference theme, for all conference attendees to see during the free exhibit hall luncheon.

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### Five Great Reasons to Sponsor CWEA’s Annual Conference:
1. Reinforce your image with more than 1,500 wastewater professionals from California.
2. Differentiate your products and services from your competitors.
3. As a Titanium or Diamond Sponsor, your company benefits from an integrated marketing and promotional campaign as a premier source for solutions and advice.
4. The choices of benefiting through the distinction of supporting a specific event or participating at a level of sponsorship.
5. Sponsor contributions enable the Conference Committee to present activities and functions that CWEA funds alone cannot provide.

### Deadlines:
- Recognition in CONFERENCE Brochure is contingent upon receiving payment/artwork by **NOV. 10, 2012**
- Recognition in ON-SITE Program is contingent upon receiving payment and artwork by **FEBRUARY 8, 2013**.
- For Sole Sponsorships production deadline is **FEBRUARY 8, 2013**.

### Contact Us Today!
Let CWEA’s Conference Committee help you select Sponsorship Opportunities to build your image at AC13. Please contact:

**Alec Mackie, Chair, JWCE**
Phone: (714) 428-4614
Email: alecm@jwce.com

**Marco J. Palilla, HDR Engineering**
Phone: (916) 817-4878
Email: marco.palilla@hdrinc.com

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We would like to extend a special thank you to the CWEA AC12 Sponsors for their support. Their logos are proudly displayed throughout this brochure. Your logo could be among them next year!
### CWEA 2013 Annual Conference

#### Special Sponsorships and Recognition Benefits

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Cost</th>
<th>Deadline</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hotel Room Keys</strong> (Sole Sponsorship)</td>
<td><strong>$2,500</strong></td>
<td>December 8, 2012 to allow for production</td>
<td>Price includes production. Sponsorship includes: • Sponsor logo on all electronic hotel keys distributed to all attendees staying at a Conference Hotel • Sponsor logo featured in the Conference Program.</td>
</tr>
<tr>
<td><strong>Tote Bags</strong> (Sole Sponsorship)</td>
<td><strong>$7,500</strong></td>
<td>December 8, 2012 to allow for production</td>
<td>Obtain direct exposure with CWEA attendees by placing your company logo on the popular tote bag handed out to all attendees at registration, and carried throughout the week. Price includes production. Sponsorship includes: • Includes Diamond Level recognition benefits 2 thru 5 (see page 3). • Tote bags with Sponsor logo distributed to all attendees. • Sponsor logo featured in the Conference Program.</td>
</tr>
<tr>
<td><strong>Collapsible Water Bottles</strong> (Sole Sponsorship)</td>
<td><strong>$6,000</strong></td>
<td>December 8, 2012 to allow for production</td>
<td>Obtain direct exposure with CWEA attendees by placing your company logo on a collapsible water bottle that will be handed out to all attendees at registration, and carried throughout the week. Price includes production. Sponsorship includes: • Includes Diamond Level recognition benefits 2 thru 5 (see page 3). • Collapsible Water Bottle with Sponsor logo distributed to all attendees. • Sponsor logo featured in the Conference Program.</td>
</tr>
<tr>
<td><strong>Sponsorship</strong></td>
<td><strong>$4,000</strong></td>
<td>December 8, 2012 to allow for production</td>
<td>Lanyards offer CWEA attendees a way to wear their badge, while keeping clips away from clothing. Price includes production. Sponsorship includes: • Includes Diamond Level recognition benefits 2 thru 5 (see page 3). • Lanyards with Sponsor logo distributed to all attendees. • Sponsor logo featured in the Conference Program.</td>
</tr>
<tr>
<td><strong>Online Proceedings</strong> (Sole Sponsorship)</td>
<td><strong>$4,000</strong></td>
<td>December 8, 2012 to allow for production</td>
<td>Technical session proceedings will be presented in HTML-style electronic format and posted on the interactive and professionally developed Conference Proceedings website following the conference. The website link will be sent to all Conference attendees and will be accessible through the CWEA website. Sponsorship includes: • Includes Diamond Level recognition benefits 2 thru 5 (see page 3). • Sponsor logo will appear on banner ad in the header or navigation bar on all pages of the Online Proceedings. • Sponsor logo will be included in the e-mail blast to all conference attendees, publicizing access to the Online Proceedings. • Sponsor logo featured in the Conference Program.</td>
</tr>
<tr>
<td><strong>Operations Challenge</strong> (Sole Sponsorship)</td>
<td><strong>$3,000</strong></td>
<td>December 9, 2012 to allow for production</td>
<td>This spectacular event, considered the Olympics of Operators, is held in the Exhibit Hall on Thursday afternoon. Sponsorship includes: • Sponsor logo on participant’s Sludge T-Shirts. • Sponsor logo featured in the Conference Program.</td>
</tr>
<tr>
<td><strong>Sludge Trudge</strong> (Sole Sponsorship)</td>
<td><strong>$2,000</strong></td>
<td>December 8, 2012 to allow for production</td>
<td>Annual 5K Fun Run/Jog (2K Walk) event. Sponsorship includes: • Sponsor logo on sign the SYP events: Sludgy Scavenger Hunt and Speed Mentoring • Sponsor logo featured in the Conference Program.</td>
</tr>
<tr>
<td><strong>Students &amp; Young Professionals Events</strong></td>
<td><strong>$1,500</strong></td>
<td>December 8, 2012 to allow for production</td>
<td>The Students &amp; Young Professionals Service Project fosters an opportunity for students and professionals to network and interact while giving back to the local community. Sponsorship includes: • Sponsor logo on sign the SYP events: Sludgy Scavenger Hunt and Speed Mentoring • Sponsor logo featured in the Conference Program.</td>
</tr>
<tr>
<td><strong>Friday Break Social</strong></td>
<td><strong>$1,000</strong></td>
<td>December 8, 2012 to allow for production</td>
<td>Sponsor the popular and yummy Friday afternoon ice cream treat at the last break of the conference. Sponsorship includes: • Sponsor logo on sign the Friday Social • Sponsor logo featured in the Conference Program.</td>
</tr>
<tr>
<td><strong>Break Stations</strong></td>
<td><strong>$1,000</strong></td>
<td>December 8, 2012 to allow for production</td>
<td>One of the most requested services by CWEA attendees are much needed refreshments in the technical session areas. Sponsorship includes: • Sponsor logo on signs at ALL technical session break stations. • Sponsor logo on sign the Friday Social, which occurs at the Friday afternoon break. • Sponsor logo featured in the Conference Program.</td>
</tr>
</tbody>
</table>

####SOLE SPONSORSHIPS may be shared: Firms wishing to ‘team up’ and split the cost may do so. This teaming agreement must be approved in writing by all firms and submitted with the Sponsorship Registration Form.

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We would like to extend a special thank you to the CWEA AC12 Sponsors for their support. Their logos are proudly displayed throughout this brochure. Your logo could be among them next year!
CWEA Annual Conference 2013 Sponsorship Form

To sponsor an event(s), please complete this form and return to:
CWEA Annual Conference 2013
7677 Oakport Street, Suite #600 Oakland, CA 94621
Fax (510) 382-7810

Sponsor Information (Please print clearly)

Company Name: ________________________________ Title: ________________________________
Contact Person: ________________________________ Title: ________________________________
Mailing Address: _______________________________________________________________
City: _______________ State: _______ Zip Code: _______________
Phone: __________________ Fax: __________________
E-mail: ___________________ Website: __________________

Please indicate selected sponsorship level and/or event. See Pages 3-4 for more details.

Level Sponsorships:

☐ INNOVATION Level (Includes All Events)
☐ TITANIUM Level (Includes All Events)
   Ad position choice first come first served.
☐ DIAMOND Level (Includes All Events)
☐ PLATINUM Level (Select 3 Events)
   ☐ Ice Breaker Recep. ☐ Golf Tournament ☐ Banquet Reception ☐ Opening Session
☐ GOLD Levels (Select 2 Events)
   ☐ Ice Breaker Recep. ☐ Golf Tournament ☐ Banquet Reception ☐ Opening Session

Session sponsors are assigned by Program Committee and we’ll do our best to fulfill your request.
Type of session you’d like to sponsor?
______________________________________________________________________________

** Innovation/Titanium/Diamond Sponsors—Following payment, please submit high-res PDF advertisement(s) to Serena Miller at CWEA, smiller@cwea.org.

Other Sponsorship Opportunities:

☐ Tote Bags (Sole Sponsorship) ☐ Water Bottles (Sole Sponsorship)
☐ Lanyards (Sole Sponsorship) ☐ Online Proceedings (Sole Sponsorship)
☐ Hotel Room Keys (Sole Sponsorship) ☐ Operations Challenge (Sole Sponsorship):
   ☐ Sludge Trudge (Sole Sponsorship) ☐ Sludge Trudge (Sole Sponsorship)
☐ SYP Events ☐ Friday Social ☐ Break Stations

Level Sponsorships (See page 3 for details)

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>AC13 INNOVATIONS Exclusive Sponsor</td>
<td>$4,500</td>
</tr>
<tr>
<td>TITANIUM Level</td>
<td>$3,500</td>
</tr>
<tr>
<td>DIAMOND Level</td>
<td>$1,500</td>
</tr>
<tr>
<td>PLATINUM Level (Check your event selection in the left column)</td>
<td>$1,000</td>
</tr>
<tr>
<td>GOLD Level (Check your event selection in the left column)</td>
<td>$750</td>
</tr>
<tr>
<td>Thursday Lunch Table Sponsor</td>
<td>$250</td>
</tr>
</tbody>
</table>

Other Sponsorship Opportunities (See page 4 for details)

<table>
<thead>
<tr>
<th>Sponsorship Opportunity</th>
<th>Production deadline:</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tote Bags (Production deadline: 2/9/13)</td>
<td></td>
<td>$7,500</td>
</tr>
<tr>
<td>Collapsible Water Bottle (Production deadline: 2/9/13)</td>
<td></td>
<td>$6,000</td>
</tr>
<tr>
<td>Lanyards (Production deadline: 2/9/13)</td>
<td></td>
<td>$4,000</td>
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<tr>
<td>Online Technical Proceedings (Production deadline: 2/9/13)</td>
<td></td>
<td>$4,000</td>
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<tr>
<td>Operations Challenge (Production deadline: 2/9/13)</td>
<td></td>
<td>$3,000</td>
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<tr>
<td>Hotel Room Keys (Production deadline: 2/9/13)</td>
<td></td>
<td>$2,500</td>
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<tr>
<td>Sludge Trudge (Production deadline: 2/9/13)</td>
<td></td>
<td>$2,000</td>
</tr>
<tr>
<td>Students &amp; Young Professionals Events</td>
<td></td>
<td>$1,500</td>
</tr>
<tr>
<td>Friday Social or Break Stations</td>
<td></td>
<td>$1,000</td>
</tr>
</tbody>
</table>

To secure your sponsorship, please provide payment with this form and send to:
CWEA 2013 Annual Conference
7677 Oakport Street, Suite #600 Oakland, CA 94621
(510) 382-7800 ext. 115, Fax (510) 382-7810

Pay by Check: Make check payable to CWEA 2013 Annual Conference

Pay by Credit Card: ☐ Visa ☐ MC ☐ Discover ☐ AMEX
Credit Card #: ___________________________ Exp Date: __________
Signature: ___________________________ Billing Zip Code: __________
Name as it appears on the card: ___________________________

Conference brochure payment/ad deadline: November 10, 2012
Onsite program payment/ad deadline: February 8, 2013

SOLE SPONSORSHIPS may be shared:
Firms wishing to ‘team up’ and split the cost may do so. This teaming agreement must be approved in writing by all firms and submitted with the Sponsorship Registration Form.
## Comparison of Sponsorship Benefits

<table>
<thead>
<tr>
<th>Sponsorship Cost ($)</th>
<th>INNOVATIONS Level (NEW)</th>
<th>TITANIUM Level</th>
<th>DIAMOND Level</th>
<th>PLATINUM Level</th>
<th>GOLD Level</th>
<th>Tote Bags</th>
<th>Water Bottles</th>
<th>Lanyards</th>
<th>Online Proceedings</th>
<th>Hotel Room Keys</th>
<th>Operations Challenge</th>
<th>Sludge Trudge</th>
<th>SYP Events</th>
<th>Break Stations</th>
<th>Friday Social</th>
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<tbody>
<tr>
<td>4,500</td>
<td>3,500</td>
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<td>750</td>
<td>7,500</td>
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<tr>
<td>Two-page, center spread ad in AC Brochure (Jan./9,000+ circ)</td>
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<td>Full Page ad in AC Brochure (Jan./9,000+ circ)</td>
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<td>Full-Page Ad in Onsite Conference Program</td>
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<td>Ad in the Onsite Conference Program Pull-Out Schedules</td>
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<tr>
<td>Showcase of Projects/Products on 4 PowerPoint Slides in Slide Show at Awards Lunch &amp; Banquet Reception</td>
<td>X</td>
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<td>Sponsor of One Session chosen by Program Committee</td>
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<tr>
<td>Sponsor Logo in Conference Program</td>
<td>X</td>
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<tr>
<td>Sponsor Logo on Banner in Conference Registration Area</td>
<td>X</td>
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<tr>
<td>Sponsor Logo on Sign at 2, 3 or 4 of the Following Events: Ice-breaker Reception, Opening Session, Golf Tournament or Banquet Reception.</td>
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<tr>
<td>Tote Bags with Sponsor Logo given to all Conference Attendees</td>
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<td>Water Bottles with Sponsor logo given to all Conference Attendees</td>
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<td>Lanyards with Sponsor Logo given to all Attendees</td>
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<td>Sponsor Logo on Banner Ad on All Pages of the Online Proceedings. Plus, Sponsor Logo in E-mail Blast to All Attendees Announcing Online Access.</td>
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<td>Sponsor logo on electronic hotel keys distributed to all attendees staying at a Conference Hotels</td>
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<tr>
<td>Sponsor Logo on Ops Challenge T-Shirts &amp; Caps Worn by Judges and Teams. Plus, Sponsor logo on Signage.</td>
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<tr>
<td>Sponsor Logo on Participant’s Sludge Trudge T-Shirts.</td>
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<tr>
<td>Sponsor Logo on Sign the SYP Event and Table at the Event for Sponsor Information</td>
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<td>Sponsor Logo on Signs at All Break Stations.</td>
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<td>Sponsor Logo on Sign at the Friday Afternoon Social.</td>
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