An Invitation to Exhibitors

CWEA 2014 AC

2014 Annual Conference
April 29 – May 2, 2014
Santa Clara Convention Center
5001 Great America Parkway, Santa Clara, CA 95054

2013 Sponsors continued:

2013 Annual Conference Exhibitors and Sponsors!

CWEA would like to thank their 2013 Annual Conference Exhibitors and Sponsors!
Join us at AC14 and help your company stand out over the rest!

Make your company seen and recognized by hundreds of wastewater professionals who have decision-making authority.

CWEA attendees seek product information in addition to expanding their education in technical sessions. Here is some data on who the CWEA AC audience is:

**CWEA Annual Conference Attendee Job Function**

- Consultant/Engineer: 18%
- Manager/Director: 15%
- Supervisor: 19%
- Frontline/Technician: 24%
- Other: 21%

2013 Sponsors included:

![Sponsors Image]

**CWEA Annual Conference Attendee Average Dry Weather Flow**

- Greater than 20 MGD: 41%
- 5 - 20 MGD: 34%
- Less than 5 MGD: 25%
- 5 MGD: 25%

CWEA attendees seek product information in addition to expanding their education in technical sessions. Here is some data on who the CWEA AC audience is:

**CWEA Annual Conference Attendee Primary Work Area**

- Maintenance: 24%
- Operators: 24%
- Management: 6%
- Water Reclaim: 8%
- Laboratory: 17%
- Process Mgt: 10%
- Coll System: 28%
- Other: 21%

**CWEA Annual Conference Attendance**

- Greater than 20 MGD: 41%
- 5 - 20 MGD: 34%
- Less than 5 MGD: 25%
- 5 MGD: 25%

**Exhibitor Rules & Regulations (cont.)**

**REFUNDS FOR BOOTHS SPACE RESERVATIONS:** CWEA will refund 50% of the amount paid for booth space if written cancellation is received three months prior to the event. Failure to provide written notice of cancellation, or failure to appear at the conference, relieves CWEA of any obligation to refund.

**RELOCATION OF EXHIBITS:** CWEA reserves the right to alter location of exhibits if deemed advisable and in the best interest of the conference.

**ROLLING STOCK:** Special booth spaces may be available on a limited basis depending on the space available at the venue. Examples of rolling stock are sewer maintenance equipment such as van mounted CCTV equipment, hydraulic sewer cleaners, and mechanical rodders.

The exhibitor is responsible for ordering sufficient size exhibit space for the equipment to be exhibited. Extra space not occupied by the rolling stock shall be rented at the standard 10 X 10 booth rate less a multiple booth discount (if available.)

10 X 20 and 10 X 30 foot booths shall be inline with the center post and shall only occupy one end-aisle space.

The exhibitor is responsible for notifying CWEA if special orientation of the equipment is required at the time the booth space is ordered. Example: a CCTV van that has the access doors on the passenger side and requires the back door to face the aisle.

Unless specific arrangements are made with CWEA for outside booth space, (if available) no equipment shall be parked outside at the conference or hotel site.

In order to allow the opportunity for the maximum number of exhibitors to display their products and services, the rolling stock shall be parked either in-line in a 10 foot deep booth space or diagonally in a 20 foot deep space to most efficiently use this space.

The exhibitor is responsible for measuring equipment and for ensuring that equipment will fit within the space reserved by the exhibitor.

Depending on the venue and booth location, special early set up or late tear-down may be required to place or remove rolling stock on the exhibit floor.

**SALES:** Order taking is permitted, provided that all transactions are conducted in a manner consistent with the professional nature of the exposition. The on-site sale and delivery of goods is not permitted.

**SECURITY:** CWEA will provide perimeter security for the exhibit floor to serve as a presence to inhibit theft. In NO way should exhibitors count on this service as personalized protection for their exhibit.

Exhibitors are strongly urged to give the security of their material high priority. Computers, peripherals and equipment are highly vulnerable to loss. You may hire security for your booth at your own cost. If you would like more information, please alert CWEA of any obligation to refund.

In order to help Exhibitors conform to current union rules and regulations, it is highly recommended that the following statement be included as part of your Exhibitor Contract Information:

“In order to conform to current union rules and regulations, it will be necessary for all exhibitors to utilize qualified union personnel for display work and material handling at all times during the show. The placing or setting out of merchandise that is to be displayed does not require union labor and may be done by the exhibitor. In addition, the installation, or dismantle of an exhibit, which does not require the use of tools, or more than one person, and can be accomplished within thirty minutes or less, and is ten feet in width or less, may be performed by the exhibitor. Union regulations do not allow Exhibitors the use of hand trucks, dollies or push carts while on the show floor without teamster assistance. Exhibitors may hand carry items on and off of the show floor, limited to what can be carried by one person in one trip.”

**UNOCCUPIED SPACE:** CWEA reserves the right, should any rented exhibitor space remain unoccupied on the opening day, to rent paid space to another exhibitor, or use paid space for such purpose as it may see fit without liability on its part. These regulations become a part of the contract between the exhibitor and the California Water Environment Association. CWEA respectfully asks the full cooperation of the exhibitors in their observance. All points not covered are subject to decision of CWEA.

Applications will not be accepted unless accompanied by this signed agreement.
Dear Valued Exhibitor:

This 2014 CWEA Annual Conference is being held at the Santa Clara Convention Center. This will be our first Annual Conference in the Bay Area since 1998. We expect to have over 1,500 representatives from the water quality field and government to attend this educational conference. In 2014, we will have a layout that will allow attendees to move through the hall with ease to the sides, back and corners of the exhibit floor. We will continue to hold all of the exciting activities from years past, most notably a complimentary lunch given to attendees in the exhibit hall on Thursday, May 1st. Operations Challenge will be held in the hall as well. An Exhibitor Reception, including drinks and hors d’oeuvres on the exhibit floor is scheduled for both evenings of exhibits with expanded door prizes.

Conference technical sessions will cover the most current issues facing the water and wastewater treatment field today. This year’s theme is Training + Innovation = Excellence. Speakers will discuss the key developments and innovations in operations, management, engineering, innovative technologies and regulations.

The CWEA Conference Committee is a group of dedicated people working hard to making this year’s conference a great success for exhibitors. Display hours will be arranged to encourage attendance at all the exhibits and encourage exhibitor involvement in conference activities.

This Conference will bring together a concentrated group of decision-makers interested in learning about your products and services. In our 2012 Attendee Survey, 65% of attendees said they learned about products or services they were unaware of before in the Exhibit Hall, with 77% stating the products were of interest to them. And 67% said they will recommend at least one product or service to their company or agency to consider using, that they saw at the conference!

Housing will open in January 2014. The Conference will have rooms available for booking at negotiated rates at the Hyatt Santa Clara the headquarters hotel.

If you are interested in exhibiting at the 2014 Annual Conference, please fill out the enclosed Exhibitor Application and Contract Form included in this packet. The most desirable locations in the Exhibit Hall go fast, so please return it as soon as possible to ensure your company has the best location on the floor! Please make your check payable to CWEA 2014 Annual Conference. For your convenience, you may also use a Visa, MasterCard, Discover Card or American Express to make your payment.

For further information, please call Serena Miller, at (510) 382-7800 ext. 115. We look forward to your participation at the CWEA 2014 Annual Conference in Santa Clara, California.

Sincerely,

Elizabeth Allan, CAE, ABC
Executive Director, CWEA
Exhibitor Information
CWEA 2014 Annual Conference

Conference Dates: April 29 — May 2, 2014

Exhibit Location: Santa Clara Convention Center
5001 Great America Parkway
Santa Clara, CA 95054

Booth Size & Standard Equipment Included with Booth:
Each booth is 10x10, carpeted with 8’ backwall and 3’ side rail drape.
Rental will include:
- Sign with your company name and booth number
- (1) 6’ draped table with two chairs
- Wastebasket
- (1) 500 watt outlet

Exhibit Hours:
Wednesday, April 30: 2:00pm — 7:00pm
Reception: 5:00pm — 7:00pm
Thursday, May 1: 12:00pm — 6:30pm
Reception: 4:30pm — 6:30pm

Set-Up: Tuesday, April 29: 10:00am — 5:00pm
Break-Down: Thursday, May 1: 6:30pm — 10:00pm
Wednesday, April 30: 8:00am — 11:00am

Exhibitor Housing:
CWEA has reserved a room block for attendees at the Hyatt Santa Clara at negotiated rates. To take advantage of these rates you will need to book with the Santa Clara Convention and Visitors Bureau after January 2014. We will notify you via email when housing is open.

Exhibitor Registration:
Exhibitors will receive one free registration to the Technical Program with the purchase of each booth. Please identify the name of the person who should receive this registration. If additional exhibit staff wants to attend the technical program, they will need to register.

Security:
Security services will be provided, however, please be advised that CWEA assumes no responsibility for personal property, nor can it assume responsibility for the effectiveness or performance of the security personnel.

Mailing List:
As an added benefit to your exhibit space at the Annual Conference, you will receive by email a mailing list after the event. In accordance with our policies, the list will contain the attendee’s name, company, and mailing address.

Additional Equipment and Services Information:
Additional services will be available through the decorator, such as additional furnishings, drayage, signage, labor, etc. Following the receipt and processing of your application, you will receive a letter of confirmation from the CWEA office which will direct you to the decorator’s website. The kit will be online after January 2014.

Getting Your Questions Answered:
Mike Tooley
Exhibit Co-Chair
Ph: (925) 225-1900
Email: mtooley@miscowater.com

Penny Darlington
Exhibit Co-Chair
Ph: (925) 225-1900
Email: pdarlington@miscowater.com

Or you may contact the CWEA office: Serena Miller, at (510) 382-7800 x115, or email at smiller@cwea.org

Exhibitor Rules & Regulations (cont.)

DISPLAY REGULATIONS (cont.):
- End Cap Booth (Peninsula booth, two or more booths side by side at the end of an aisle): Exhibitors may not exceed the backwall height of 8 feet in the center 10 feet. Booths may also not exceed the backwall height of 4 feet in the outer 5 feet.
- Island Booth (A collection of four or more booths contracted by one exhibitor with 360 degree aisle access) Since island booths are automatically separated by the aisle, full use of the floor space is permitted, however any back walls or drapes set along the booth perimeter may not be higher than 4 feet.

Structural elements must be designed to be self-supporting. Nothing can be taped, mounted or attached in any form or manner to walls, doors or facility structure. The driving of nails, screws, insets into walls, columns, ceilings or trim will not be permitted. Hanging Signs must be cleared with CWEA and its contracted decorator (who will coordinate with the facility). Costs and terms furnished by event upon request.

EARLY TEAR-DOWN: Removal or “earl-down” of display prior to close of show is prohibited.

ELIGIBLE EXHIBITS: CWEA reserves the right to determine the eligibility of any company or product for inclusion in the conference, and reserves the right to reject, evict, or prohibit any exhibit, in whole or in part, or any exhibitor, or his/her representatives, with or without giving cause.

ENDORSEMENT: CWEA does not in any way imply endorsement of any product or service of any exhibitor by entering into the exhibitor contract.

EQUIPMENT DEMONSTRATION: Equipment being demonstrated must be at least two feet from the aisle line of the exhibit. Space must be left within the exhibit area to absorb the booth personnel and spectators. Should spectators interfere with the normal traffic flow in the aisle, overflow into neighboring exhibits, or divert aisle traffic, the demonstration must be limited or eliminated.

Working motors, air pumps, etc. used to power a display must be positioned within the display area to avoid discharging sound or air into neighboring booths.

If moving equipment or displays with moving parts are being used, they must be presented and function in a safe manner, with appropriate safeguards to assure the safety of all present in the exhibition halls. The Exhibitor is solely liable for the operation of all displays and agrees to indemnify and hold CWEA, its officers, directors, volunteers, employees, guests, invitees and agents harmless from any and all claims of liability arising out of Exhibitors exhibit, demonstration and the like. Exhibitors are prohibited from operating any type of display on the grounds of the exposition facility, other than in the space assigned by CWEA.

CWEA reserves the right to restrict demonstrations, literature, or entertainment which CWEA deems objectionable or disruptive to the overall character of the Exposition. The Standards of Detour clause of this policy applies to all activities.

EXHIBITOR SERVICE CENTER: CWEA events that contract the services of a decorating company will have a service desk on the floor to provide assistance to the exhibitors. Exhibitors may inquire with the decorator directly about shipments, electrical needs, labor needs, etc.

FAILURE TO ENFORCE: The failure of CWEA to enforce any of its rights under the provisions of this contract shall not be deemed a waiver of said rights and shall not act to prevent the enforcement of said rights at any time in the future. Exhibitors, by sending in payment, agree to all terms and conditions of this license.

FIRE SAFETY AND HEALTH: The exhibitor agrees to accept full responsibility for compliance with local, city, and state fire, safety, and health ordinances regarding the installation and operation of equipment. All exhibit materials and equipment must be reasonably located within the booth and protected by safety guards and devices where necessary to prevent personal accidents to spectators.

GIVEAWAYS, CONTESTS, DRAWINGS: Drawings, lotteries, and/or contests that have prizes of substantial value (e.g. cars, boats, etc.) are expressly prohibited. All giveaways, contests, drawings, etc. must comply with local legal requirements. Art, etc. must be secured through the CWEA staff and ordered through the official caterer except as specified in conference’s specific materials. Activities must be confined to the space for which the exhibitor has contracted, including distribution of printed materials and placement of signs.

INTERPRETATION AND AMENDMENT: The Board of Directors has full power to interpret or amend these rules. The Board promises full cooperation for a successful show and will be pleased to work with the exhibitors toward this end.

INSTALLATION, SHOWING AND DISMANTLING: Show Hours, Set-up Hours and Dismantle Hours are specified in the Exhibitor Invitation. CWEA reserves the right to alter the show hours in any conference. Any crated deliveries that remain unattended 4 working hours before show open will be erected or placed into storage at the discretion of Show Management unless otherwise notified by the exhibiting company. All charges for labor will be charged to the exhibitors account.

All storage and handling charges for not removing materials from the floor at the conclusion of the move-out period shall be the responsibility of the exhibitor. Exhibitors requesting the scrapping of any exhibit material, rates, etc. shall pay for any expenses involved.
**Exhibitor Rules & Regulations**

**CWEA 2014 Annual Conference**

**Santa Clara Convention Center, April 29—May 2, 2014**

**SHOW MANAGEMENT:** CWEA, as it appears in the following Rules and Regulations, shall mean the California Water Environment Association (CWEA) Board of Directors, who determines the interpretation and enforcement of the following rules and regulations. The decision of the Board of Directors is final.

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**AGE REQUIREMENTS FOR ADMITTANCE TO EXHIBIT:** In the interests of safety, no one under the age of 18 is permitted in the Exposition during set-up, during the Exposition, or during tear-down, unless accompanied by an adult. 

**ADMISSION HOURS:** Exhibitors will only be allowed on the floor 1 hour prior to the opening on Exhibition Dates (except set up hours.) If for some reason an exhibitor must stay at his exhibit after the daily show closing, special arrangements need to be made with Show Management. This procedure will enable us to notify our security personnel. Exhibitors may not hold any meetings or events that conflict with the Exhibition or Conference Hours.

**AILSE SPACE:** All aisle space is under control of CWEA and must not be used in any way for exhibit space.

**BOOTH ASSIGNMENT:** No exhibitor will assign, sublet, or share the space assigned without the knowledge and consent of the CWEA Exhibit Chair and staff. (However, no notification is required for third-party payors.)

**BOOTH PERSONNEL BADGES:** All personnel representing the exhibitor on the exhibit floor during the official show hours must be properly identified with the official conference badge. Exhibitor registration will be open during setup of the exhibition and throughout the duration of the show.

**CANCELLATION OF SHOW:** Should the conference and exhibition be canceled, postponed, or abandoned due to fire, strikes, weather, or acts of terrorism, in the immediate area of the conference, curtailment of transportation or other uncontrollable circumstances before the opening date, the exhibit space contract will not be binding and exhibitors will receive refunds.

**CERTIFICATE OF INSURANCE:** Exhibitor will maintain the following insurance for the entire period of the Exhibition:

- Worker’s Compensation Insurance to meet statutory requirements and Employers Liability Insurance with limits not less than $500,000
- General Liability Insurance having a combined single limit for bodily injury and property damage in the amount not less than $2,000,000 per occurrence and in the aggregate
- Coverage under this insurance shall include Contractual Liability, Product Liability and Personal Injury Liability
- Certificate of Insurance must be furnished if requested by CWEA however, failure to request proof of insurance shall not relieve Exhibitors from carrying the above coverage.

**CONFLICTS/ISSUES:** For any issues that arise during exhibit setup and hours, CWEA will work with the Exhibitors to handle the issue to determine the best course of action. However, CWEA will not issue a monetary refund for the current year’s booth fees.

**CONTRACT:** The booth regulations and guidelines shall become a part of the contract between the exhibitor and CWEA. All points not covered are subject to decision of CWEA. Applications will not be accepted unless the exhibitor has signed (as part of the application) that they have reviewed and have received the booth regulations and guidelines policy.

**DAMAGE LIABILITY:** Exhibitors are liable for any damage caused to building floor, walls, columns, or to standard equipment or other decorator property.

**DECORATION STANDARDS:** No combustible decorations, such as crepe paper, tissue paper, cardboard, or corrugated paper, shall be used at any time. All packing containers, excelsior, and wrapping paper should be removed from the floor and must not be stored under tables. In order to conform to local fire ordinances, as well as the National Board of Fire Underwriters, all decorative materials, including fabrics, must be fire resistant and meet with standards established by the Fire Marshal’s Office. Balloons may or may not be allowed due to fire code and infra-red devices. The decorator will advise exhibitors if they are allowed and what fees may apply. No live animals of any size will be permitted within this show facility with the exception of service animals.

**DISPLAY RULES:** No exhibit may block or interfere with a neighboring exhibit. Height is the most critical dimension of these display rules. The objective is to assure that every exhibitor has an equal opportunity to be seen. In general, greater heights are permitted in booths farthest removed from adjoining booths. Lower height limitations prevail where they are necessary to ensure sight lines from aisles.

Specific regulations to particular booth types:

- **Standard Booth** (One or more standard units in a straight line): Maximum display height is 8 feet high. If the display is over 4 feet high it needs to be confined to an area within 5 feet of the back line.
- **Exhibitors with a larger space (30 lineal feet or more) shall also be able to effectively use as much of the total floor space as long as they do not interfere with the rights of others.** There is a limitation of display fixtures over 4 feet and within 10 lineal feet of a neighboring exhibit.

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**Exhibitor Application & Contract**

**CWEA 2014 Annual Conference**

**Santa Clara Convention Center, April 29—May 2, 2014**

1. Booth locations will be assigned on a first-come-first-serve basis.

2. **Booth Rental Prices:**

<table>
<thead>
<tr>
<th>Booth Size</th>
<th>10x10</th>
<th>10x20</th>
<th>10x30</th>
<th>20x20</th>
<th>20x30</th>
<th>20x40</th>
</tr>
</thead>
<tbody>
<tr>
<td>Square Feet</td>
<td>100</td>
<td>200</td>
<td>300</td>
<td>400</td>
<td>600</td>
<td>800</td>
</tr>
<tr>
<td>Early Reg—until 12/31/13</td>
<td>$1,350.00</td>
<td>$2,500.00</td>
<td>$3,650.00</td>
<td>$4,350.00</td>
<td>$5,050.00</td>
<td>$5,550.00</td>
</tr>
<tr>
<td>Regular Reg 1/1/14—3/1/14</td>
<td>$1,530.00</td>
<td>$2,860.00</td>
<td>$4,190.00</td>
<td>$4,850.00</td>
<td>$5,590.00</td>
<td>$6,090.00</td>
</tr>
<tr>
<td>Late Reg 3/2/14—5/1/14</td>
<td>$1,710.00</td>
<td>$3,220.00</td>
<td>$4,730.00</td>
<td>$5,350.00</td>
<td>$6,130.00</td>
<td>$6,330.00</td>
</tr>
</tbody>
</table>

- Spaces are available on a first-come-first-serve basis until all spaces are sold
- Once the floor is sold out, registrations that are accompanied with a check or guaranteed with a credit card will be put on a priority waiting list in the order they are received.

**Please note:** Full amount must accompany the application. For no reason may we hold booths without full payment.

3. **Company/Organization:**

   [Provide company/Organization name]

   Name of the person who has verified the equipment will fit in the booth space reserved:

   [Provide name]

   Mailing Address:

   City, State, Zip:

   Phone:  Fax:  Email:

4. Name of the Contact Person (if different than above):

   [Provide name]

   Phone:  Email:

5. **Company Representatives for Name Badges** (max is 4 per booth.) Additional reps will need to register for the conference. Please print or type the names.

   1. 
   2. 
   3. 
   4. 

6. **Identification Sign made for your booth should read:**

7. **Conference Program Listing for the company should read:**
8. Factual description of products or services to be exhibited (25 words or less.) Please type or print legibly:


9. Please specify if there are companies you would like to request to be:
   A. Close to:
   B. Away from:
   We will do our best to accommodate your preference, but we cannot guarantee requests.

10. Which booth number would you prefer?
   1st Choice: __________ 2nd: __________ 3rd: __________ 4th: __________

11. Please read the attached CWEA Exhibit Rules and Regulations. These regulations become a part of the contract between the exhibitor and CWEA. CWEA respectfully asks for full cooperation of the exhibitors in their observance of these rules. All points not covered are subject to the decision of CWEA. Applications will not be accepted without an authorized company representative’s signature.

I accept the terms and conditions of the Exhibit Rules and Regulations accompanying this contract.

Authorized Company Representative’s Signature & Title __________
Date __________

Printed Name __________

12. Payment Calculations:
   A. Booth Rental: (see table on previous page for pricing options) $ __________
   B. Corner Booth: Add for each corner Add: $120.00 ea. $ __________
   D. Door Prize Fund: (Logo on signage included) Add: $100.00 $ __________
   Total Due: $ __________

13. Payment Method: (Please check all that apply)
   □ I am enclosing a check made payable to CWEA 2014 Annual Conference
   □ I wish to use my charge card to pay the amount of: $ __________
   □ Visa □ Mastercard □ American Express □ Discover Card
   Credit card #: ___________________________ Billing Zip Code: __________
   Authorized Signature: ___________________________ Date: __________
   Name on the Card: ___________________________ Expiration Date: __________