Sponsorship Opportunities
Santa Clara Convention Center

+INNOVATION = EXCELLENCE

CWEA 2014 AC

LIKE US!

FACEBOOK.COM/CWEAAC

April 29 - May 2
Training + Innovation = Excellence
Join us for CWEA 2014 Annual Conference
Have 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 with workshops and technical sessions. Below is more information about them as a group:

We would like to extend a special thank you to the CWEA AC13 Sponsors for their support. Their logos are proudly displayed throughout this brochure. Your logo could be among them next year!
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. 8, 2013.
- Recognition in ON-SITE Program is contingent upon receiving payment and artwork by FEBRUARY 5, 2014.
- For Sole Sponsorships production deadline is FEBRUARY 5, 2014.

Contact Us Today!
Let CWEA’s Conference Committee help you select Sponsorship Opportunities to build your image at AC14. Please contact:

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

Alec Mackie, Co-Chair
JWC Environmental
Phone: (714) 428-4614
Email: alecm@jwce.com

We would like to extend a special thank you to the CWEA AC13 Sponsors for their support. Their logos are proudly displayed throughout this brochure. Your logo could be among them next year!
CWEA 2014 Annual Conference
Special Sponsorships and Recognition Benefits

Tote Bags (Sole Sponsorship) $7,500
Deadline February 5, 2014 to allow for production
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.

Collapsible Water Bottles (Sole Sponsorship) $6,000
Deadline February 5, 2014 to allow for production
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.

Lanyards (Sole Sponsorship) $4,000
Deadline February 5, 2014 to allow for production
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.

Online Proceedings (Sole Sponsorship) $4,000
Deadline February 5, 2014 to allow for production
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.

Hotel Room Keys (Sole Sponsorship) $2,500
Deadline February 5, 2014 to allow for production
Your logo will be on all card keys given to our attendees, at all hotels in the block. Price includes production of keys.
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.

Operations Challenge (Sole Sponsorship) $3,000
Deadline February 5, 2014 to allow for production
This spectacular event, considered the Olympics of Operators, is held in the Exhibit Hall on Thursday afternoon.
Sponsorship Includes:
- Sponsor logo on sign at the Friday Social
- Sponsor logo on sign at the Friday Social, which occurs at the Friday afternoon break.
- Sponsor logo featured in the Conference Program.

Sludge Trudge (Sole Sponsorship) $2,000
Deadline February 5, 2014 to allow for production
Annual 5K Fun Run/Jog (2K Walk) event.
Sponsorship Includes:
- Sponsor logo on participant’s Sludge Trudge T-Shirts.
- Sponsor logo featured in the Conference Program.

Students & Young Professionals Events $1,500
The Students & 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.

Friday Break Social $1,000
Sponsor the popular and yummy Friday afternoon ice cream treat at the last break of the conference.
Sponsorship Includes:
- Sponsor logo on sign at the Friday Social
- Sponsor logo featured in the Conference Program.

Break Stations $1,000
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 at the Friday Social, which occurs at the Friday afternoon break.
- Sponsor logo featured in the Conference Program.

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.

We would like to extend a special thank you to the CWEA AC13 Sponsors for their support. Their logos are proudly displayed throughout this brochure. Your logo could be among them next year!
CWEA Annual Conference 2014 Sponsorship Form

To sponsor an event(s), please complete this form and return to:
CWEA Annual Conference 2014
7677 Oakport Street, Suite# 600 Oakland, CA 94621
Fax (510) 382-7810

Sponsor Information (Please print clearly)
Company Name: ___________________________ Title: ___________________________
Contact Person: ___________________________ 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 (Check your event selection in the left column)
☐ GOLD Level (Check your event selection in the left column)
☐ Thursday Lunch Table Sponsor

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) ☐ SYP Events
☐ Friday Social ☐ Break Stations

**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.

Level Sponsorships (See page 3 for details)

<table>
<thead>
<tr>
<th>Level Sponsorships</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>AC14 INNOVATIONS Exclusive Sponsor</td>
<td>$4,500</td>
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<tr>
<td>TITANIUM Level</td>
<td>$3,500</td>
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<tr>
<td>DIAMOND Level</td>
<td>$1,500</td>
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<tr>
<td>PLATINUM Level (Check your event selection in the left column)</td>
<td>$1,000</td>
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<tr>
<td>GOLD Level (Check your event selection in the left column)</td>
<td>$750</td>
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<tr>
<td>Thursday Lunch Table Sponsor</td>
<td>$250</td>
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Other Sponsorship Opportunities (See page 4 for details)

<table>
<thead>
<tr>
<th>Other Sponsorship Opportunities</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Tote Bags (Production deadline: 2/5/14)</td>
<td>$7,500</td>
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<tr>
<td>Collapsible Water Bottles (Production deadline: 2/5/14)</td>
<td>$6,000</td>
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<tr>
<td>Lanyards (Production deadline: 2/5/14)</td>
<td>$4,000</td>
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<td>Online Technical Proceedings (Production deadline: 2/5/14)</td>
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<tr>
<td>Operations Challenge (Production deadline: 2/5/14)</td>
<td>$3,000</td>
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<td>Hotel Room Keys (Production deadline: 2/5/14)</td>
<td>$2,500</td>
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<tr>
<td>Sludge Trudge (Production deadline: 2/5/14)</td>
<td>$2,000</td>
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<tr>
<td>Students &amp; Young Professionals Events</td>
<td>$1,500</td>
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<tr>
<td>Friday Social or Break Stations</td>
<td>$1,000</td>
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</tbody>
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To secure your sponsorship, please provide payment with this form and send to:
CWEA 2014 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 2014 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 8, 2013
Onsite program payment/ad deadline: February 5, 2014
## 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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### Two-page, center spread ad in AC Brochure (Jan./9,000+ circ)
- INNOVATIONS Level: X
- TITANIUM Level: 
- DIAMOND Level: X
- PLATINUM Level: 
- GOLD Level: X
- Tote Bags: 
- Water Bottles: 
- Lanyards: X
- Online Proceedings: 
- Hotel Room Keys: 
- Operations Challenge: 
- Sludge Trudge: 
- SYP Events: 
- Break Stations: 
- Friday Social: 

### Full Page ad in AC Brochure (Jan./9,000+ circ)
- INNOVATIONS Level: X
- TITANIUM Level: 
- DIAMOND Level: X
- PLATINUM Level: 
- GOLD Level: X
- Tote Bags: 
- Water Bottles: 
- Lanyards: X
- Online Proceedings: 
- Hotel Room Keys: 
- Operations Challenge: 
- Sludge Trudge: 
- SYP Events: 
- Break Stations: 
- Friday Social: 

### Full-Page Ad in Onsite Conference Program
- INNOVATIONS Level: X
- TITANIUM Level: 
- DIAMOND Level: X
- PLATINUM Level: 
- GOLD Level: X
- Tote Bags: 
- Water Bottles: 
- Lanyards: X
- Online Proceedings: 
- Hotel Room Keys: 
- Operations Challenge: 
- Sludge Trudge: 
- SYP Events: 
- Break Stations: 
- Friday Social: 

### Ad in the Onsite Conference Program Pull-Out Schedules
- INNOVATIONS Level: X
- TITANIUM Level: X
- DIAMOND Level: 
- PLATINUM Level: 
- GOLD Level: X
- Tote Bags: 
- Water Bottles: 
- Lanyards: X
- Online Proceedings: 
- Hotel Room Keys: 
- Operations Challenge: 
- Sludge Trudge: 
- SYP Events: 
- Break Stations: 
- Friday Social: 

### Showcase of Projects/Products on 4 PowerPoint Slides in Slide Show at Awards Lunch & Banquet Reception
- INNOVATIONS Level: X
- TITANIUM Level: X
- DIAMOND Level: X
- PLATINUM Level: X
- GOLD Level: X
- Tote Bags: 
- Water Bottles: 
- Lanyards: X
- Online Proceedings: 
- Hotel Room Keys: 
- Operations Challenge: 
- Sludge Trudge: 
- SYP Events: 
- Break Stations: 
- Friday Social: 

### Sponsor of One Session chosen by Program Committee
- INNOVATIONS Level: X
- TITANIUM Level: X
- DIAMOND Level: 
- PLATINUM Level: 
- GOLD Level: X
- Tote Bags: 
- Water Bottles: 
- Lanyards: X
- Online Proceedings: 
- Hotel Room Keys: 
- Operations Challenge: 
- Sludge Trudge: 
- SYP Events: 
- Break Stations: 
- Friday Social: 

### Sponsor Logo in Conference Program
- INNOVATIONS Level: X
- TITANIUM Level: X
- DIAMOND Level: X
- PLATINUM Level: X
- GOLD Level: X
- Tote Bags: 
- Water Bottles: 
- Lanyards: X
- Online Proceedings: 
- Hotel Room Keys: 
- Operations Challenge: 
- Sludge Trudge: 
- SYP Events: 
- Break Stations: 
- Friday Social: 

### Sponsor Logo on Banner in Conference Registration Area
- INNOVATIONS Level: X
- TITANIUM Level: X
- DIAMOND Level: X
- PLATINUM Level: 
- GOLD Level: X
- Tote Bags: 
- Water Bottles: 
- Lanyards: X
- Online Proceedings: 
- Hotel Room Keys: 
- Operations Challenge: 
- Sludge Trudge: 
- SYP Events: 
- Break Stations: 
- Friday Social: 

### Sponsor Logo on Sign at 2, 3 or 4 of the Following Events: Ice-breaker Reception, Opening Session, Golf Tournament or Banquet Reception.
- INNOVATIONS Level: 4
- TITANIUM Level: 4
- DIAMOND Level: 4
- PLATINUM Level: 3
- GOLD Level: 2
- Tote Bags: 
- Water Bottles: 
- Lanyards: X
- Online Proceedings: 
- Hotel Room Keys: 
- Operations Challenge: 
- Sludge Trudge: 
- SYP Events: 
- Break Stations: 
- Friday Social: 

### Tote Bags with Sponsor Logo given to all Conference Attendees
- INNOVATIONS Level: X
- TITANIUM Level: 
- DIAMOND Level: 
- PLATINUM Level: 
- GOLD Level: 
- Tote Bags: X
- Water Bottles: 
- Lanyards: X
- Online Proceedings: 
- Hotel Room Keys: 
- Operations Challenge: 
- Sludge Trudge: 
- SYP Events: 
- Break Stations: 
- Friday Social: 

### Water Bottles with Sponsor logo given to all Conference Attendees
- INNOVATIONS Level: X
- TITANIUM Level: 
- DIAMOND Level: 
- PLATINUM Level: 
- GOLD Level: 
- Tote Bags: 
- Water Bottles: X
- Lanyards: X
- Online Proceedings: 
- Hotel Room Keys: 
- Operations Challenge: 
- Sludge Trudge: 
- SYP Events: 
- Break Stations: 
- Friday Social: 

### Lanyards with Sponsor Logo given to all Attendees
- INNOVATIONS Level: X
- TITANIUM Level: 
- DIAMOND Level: 
- PLATINUM Level: 
- GOLD Level: 
- Tote Bags: 
- Water Bottles: 
- Lanyards: 
- Online Proceedings: 
- Hotel Room Keys: 
- Operations Challenge: 
- Sludge Trudge: 
- SYP Events: 
- Break Stations: 
- Friday Social: 

### 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.
- INNOVATIONS Level: X
- TITANIUM Level: 
- DIAMOND Level: 
- PLATINUM Level: 
- GOLD Level: 
- Tote Bags: 
- Water Bottles: 
- Lanyards: 
- Online Proceedings: 
- Hotel Room Keys: 
- Operations Challenge: 
- Sludge Trudge: 
- SYP Events: 
- Break Stations: 
- Friday Social: 

### Sponsor Logo on electronic hotel keys distributed to all attendees staying at a Conference Hotels
- INNOVATIONS Level: X
- TITANIUM Level: 
- DIAMOND Level: 
- PLATINUM Level: 
- GOLD Level: 
- Tote Bags: 
- Water Bottles: 
- Lanyards: 
- Online Proceedings: 
- Hotel Room Keys: X
- Operations Challenge: 
- Sludge Trudge: 
- SYP Events: 
- Break Stations: 
- Friday Social: 

### Sponsor Logo on Ops Challenge T-Shirts & Caps Worn by Judges and Teams. Plus, Sponsor logo on Signage.
- INNOVATIONS Level: X
- TITANIUM Level: 
- DIAMOND Level: 
- PLATINUM Level: 
- GOLD Level: 
- Tote Bags: 
- Water Bottles: 
- Lanyards: 
- Online Proceedings: 
- Hotel Room Keys: 
- Operations Challenge: 
- Sludge Trudge: 
- SYP Events: 
- Break Stations: 
- Friday Social: 

### Sponsor Logo on Participant’s Sludge Trudge T-Shirts.
- INNOVATIONS Level: 
- TITANIUM Level: 
- DIAMOND Level: 
- PLATINUM Level: 
- GOLD Level: 
- Tote Bags: 
- Water Bottles: 
- Lanyards: 
- Online Proceedings: 
- Hotel Room Keys: 
- Operations Challenge: 
- Sludge Trudge: 
- SYP Events: 
- Break Stations: 
- Friday Social: X

### Sponsor Logo on Sign the SYP Event and Table at the Event for Sponsor Information
- INNOVATIONS Level: 
- TITANIUM Level: 
- DIAMOND Level: 
- PLATINUM Level: 
- GOLD Level: 
- Tote Bags: 
- Water Bottles: 
- Lanyards: 
- Online Proceedings: 
- Hotel Room Keys: 
- Operations Challenge: 
- Sludge Trudge: 
- SYP Events: X
- Break Stations: 
- Friday Social: 

### Sponsor Logo on Signs at All Break Stations.
- INNOVATIONS Level: 
- TITANIUM Level: 
- DIAMOND Level: 
- PLATINUM Level: 
- GOLD Level: 
- Tote Bags: 
- Water Bottles: 
- Lanyards: 
- Online Proceedings: 
- Hotel Room Keys: 
- Operations Challenge: 
- Sludge Trudge: 
- SYP Events: 
- Break Stations: X
- Friday Social: 

### Sponsor Logo on Sign at the Friday Afternoon Social.
- INNOVATIONS Level: 
- TITANIUM Level: 
- DIAMOND Level: 
- PLATINUM Level: 
- GOLD Level: 
- Tote Bags: 
- Water Bottles: 
- Lanyards: 
- Online Proceedings: 
- Hotel Room Keys: 
- Operations Challenge: 
- Sludge Trudge: 
- SYP Events: 
- Break Stations: 
- Friday Social: X