



CWEA

March 31 - April 3, 2020
Reno Sparks Convention Center



AC20 Sponsorship Brochure



Reno | March 31 - April 3, 2020

This is Why Sponsors Succeed at AC20

1. Stand out as one of the **leading companies** within California's water sector.
2. Make connections with your **customers and meet new buyers**.
3. Sponsorship **extends beyond Annual Conference**. All sponsorships include several months of visibility, online and in-print, before, during and after AC.
4. Sponsors receive **complimentary conference passes** at the Pure Water (2 passes) and Tertiary (1 pass) levels.
5. CWEA attendees are on the cutting edge. **Help support the Utilities of the Future** and the outstanding water professionals who design, build and operate advanced water resource recovery facilities.

"Good positive feel. Everyone was in good spirits."

- Exhibitor

"Great events. We participated in the scavenger hunt and it was great."

- Exhibitor

"I loved the exposure to new ideas and meeting new people."

- Attendee

"Networking. Inspirational. Celebratory."

-Attendee

The AC Audience*

47%

Management
Titles

35%

Engineers

1,800

Total
Attendees

14%

Laboratory

150

Exhibitors

*data from AC19 Palm Springs

AC20 SPONSOR PACKAGES

We've designed sponsor packages that make it easy for you to **maximize your presence** with conference attendees



Pure Water
Level
\$5,500



Tertiary
Level
\$3,300



Secondary
Level
\$1,200

Sponsorship Items	BENEFITS	BENEFITS	BENEFITS
1 Event Sponsorship	Exclusive Sponsorship (choice of one below) <ol style="list-style-type: none"> 1. WiFi 2. Tote Bags 3. Opening Session & Icebreaker 4. Event Lanyards 5. Hotel Room Keys 6. Mobile App Sponsor 	Sponsorship (choice of one below) <ol style="list-style-type: none"> 1. Coffee Breaks 2. Game Show 3. Scavenger Hunt 4. President's Reception 5. Women's Breakfast 6. Bowling Tournament 	Sponsorship (choice of one below) <ol style="list-style-type: none"> 1. Women's Breakfast 2. Awards Ceremony 3. President's Reception
2 Listed as technical session sponsor	Listed as technical session sponsor	Listed as technical session sponsor	Listed as technical session sponsor
3 Logo on signage, on-line and in print	Logo on signage, on-line and in print (Top of the sign)	Logo on signage, on-line and in print	Logo on signage, on-line and in print
4 June Clean Water magazine ad	June Clean Water magazine ad (Full Page)	_____	_____
5 On-site conference brochure ad	On-site conference brochure ad (Full Page)	On-site conference brochure ad (Half Page)	_____
6 Full conference passes	Full conference passes (Two Passes)	Full conference passes (One Pass)	_____



PURE WATER LEVEL SPONSORSHIP CHOICES

- 1 WiFi**—Your logo will be featured MULTIPLE times in every conference brochure and session schedule document. Plus, the WiFi password features your company's name!

- 2 Conference Tote Bags**—Get the highest visibility possible at the conference. As sponsor you'll also get to help choose the tote bag design and colors. NOTE - additional \$2,000 for tote bag production costs. Total sponsorship is \$7,500.

- 3 Opening Session & Icebreaker Sponsor**—Earn maximum recognition as the lead sponsor of the Tuesday Icebreaker Reception and Wednesday Opening General Session.

- 4 Event Lanyards**—Gain visibility with this high-profile sponsorship. See your logo on all AC20 conference attendee lanyards. You can choose a color that matches your company's branding.

- 5 Hotel Keys**—Feature your logo, booth number, and/or message on the room key of the host hotel. Artwork is subject to approval and deadline. Additional fees may apply.

- 6 Attendee Mobile App Sponsor**—Have your company featured in all conference brochures and on the homepage of the conference app as our main sponsor. Great visibility right in front of attendees throughout the conference.

TERTIARY SPONSORSHIP LEVEL CHOICES

- Coffee and Break Stations Sponsor**—Everyone at the conference needs a break! Be the company they see as they reach for coffee and snacks. Your company logo will be featured at each of the break stations on Wednesday, Thursday and Friday.
- Game Show:** You don't know 🤖! Sponsor this fun, informative game show on the Exhibit Floor. This is an opportunity to add your logo to this high-spirited event as teams show off their knowledge of the wastewater industry.
- Scavenger Hunt:** Be part of our newest networking opportunity on the Exhibit Floor as attendees visit Exhibits, answer questions and win prizes. Your logo will be featured on Scavenger Hunt signage and on the mobile app.
- President's Reception**—Help support the annual CWEA President's Reception and see your company and logo featured as event sponsor. You'll be acknowledged and thanked during the reception and your company logo will be featured in the brochure and throughout the event.
- Women Impacting Water networking breakfast**—Sponsor this motivational morning of networking and discussion with industry leaders and be part of the effort to encourage more women to join the water industry.
- Bowling Tournament**—What better way to network, have fun and meet new people than to go Bowling! Sponsor this combined CWEA/NWEA evening of fun at the High Sierra Lanes and we'll feature your company your logo on the event signage and in the conference brochure.

SECONDARY LEVEL LEVEL CHOICES

- Women Impacting Water networking breakfast**—Add your logo and support to this unique networking event, held immediately before the Opening General Session. Your sponsorship includes your logo on event signage, and a thank you from the podium.
- Awards Ceremony**—Don't miss the opportunity to sponsor this lunch where we recognize individual and group achievements in the water profession. Your sponsorship includes logo signage and a mention in the conference guide.
- President's Reception**—Help support the annual CWEA President's Reception. You'll be acknowledged during the reception and your company logo will be featured in the Conference brochure.

ADD-ONS OPTIONS FOR SPONSORS

1 **Hallway Advertising Signs**—See your advertisement placed in public areas of our event on tall, free-standing, double-sided boards. **\$1,250**

2 **Conference Brochure Ad**—Full page ad placement in the AC20 in on-site brochure. **\$600**

3 **Networking Mixer sponsored by the SYP Committee**—Help sponsor the SYP event on Wednesday evening. **\$500**

4 **Bowling Competition**—Add your company logo and support to this combined NWEA/CWEA networking event. Your sponsorship includes your logo on event signage. **\$250**

Technical Specifications	Size (width x height)	Due Date
Pure Level Advertisement in Onsite Brochure (full page)	8.5"w x 11"h +0.125" bleed, full color	March 2, 2020
Pure Level Advertisement <i>Clean Water</i> June (full page)	8.5"w x 11"h +0.125" bleed, full color	May 1, 2020
Tertiary Level Advertisement in Onsite (half page)	8.5" wide x 5.5" tall + 0.125" bleed, full color	March 2, 2020
Hallway signage	specs still to come	March 6, 2020
High-res logo (AI, eps or high-res jpg)	Logo	Upload asap

Ready to become an AC 20 Sponsor?

Contact: **Christine Carchia**, CWEA, Sr. Manager, Exhibitions & Sponsorship Sales

Phone: **510.746.7415** Email: **ccarchia@cwea.org**

Thank You to Our AC19 Sponsors!

PURE WATER LEVEL



TERTIARY LEVEL



SECONDARY LEVEL

