

# EXHIBITOR REGISTRATION

## 32<sup>nd</sup> Annual Conference

Hotel Albuquerque at Old Town  
Albuquerque, New Mexico

**April 5 – 8, 2010**



**New Mexico Rural Water Association**

3413 Carlisle Blvd NE  
Albuquerque, NM 87110  
505-884-1031 | 800-819-9893

**[www.nmrwa.org](http://www.nmrwa.org)**

# 2010 Conference Schedule

Sunday	April 4
Noon to 5:00	Vendor Setup

Monday	April 5
7:00	Vendor Setup / Morning Coffee (North Atrium)
8:00 to 10:00	Vendor Setup / Classes
10:00-10:30	Morning Coffee (North Atrium)
10:30 to 12:00	Vendor Setup / Classes
12:00-1:30	Exhibit Hall Grand Opening & Box Lunch
1:30 to 3:00	Exhibits / Classes
3:00-3:30	Afternoon Break
3:30 to 5:00	Exhibits / Classes
5:00-7:30	Exhibitor Meet & Greet

Tuesday	April 6
7:00	Morning Coffee (Exhibit Hall)
8:00 to 10:00	Demo Classes
10:00-10:30	Morning Break (Exhibit Hall)
10:30 to 12:00	Demo Classes
12:00-1:30	Lunch Break (on your own)
1:30 to 3:00	Exhibits / Classes
3:00-3:30	Afternoon Break (Exhibit Hall)
3:30 to 5:00	Exhibit Teardown / Classes
5:00-7:30	President's Reception + Drinking Water Taste Test (Pavilion / Pool)

Wednesday	April 7
7:00	Morning Coffee (North Atrium)
8:00 to 10:00	Classes
10:00-10:30	Morning Break (North Atrium)
10:30 to 12:00	Classes
12:00-1:30	Awards Luncheon (Alvarado Ballroom)
1:30 to 3:00	Classes
3:00-3:30	Afternoon Break (North Atrium)
3:30 to 5:00	Classes
5:15-6:00	PAC Raffle (Franciscan Ballroom)

Thursday	April 8
8:00 to 3:00	Certification Exam

# NMRWA's Annual Conference

Take advantage of a golden opportunity to present your products and services directly to a prominent group of water and wastewater professionals in New Mexico. NMRWA's Annual Conference is the largest industry training event in the State and brings together board members, administrators, operators, managers, regulators, industry representatives, agency representatives, lawmakers, and community leaders. Conference attendance in 2009 was our highest yet and we expect even more in 2010. A majority of attendees are directly involved in purchasing decisions, so this is *the* place to network and grow your customer base!

NMRWA Annual Conference exhibitors are public and private corporations, federal and state agencies, and assistance providers to the water community. The focus of our exhibits is on small system needs, treatment technologies, utility equipment, and professional services. Always welcome are exhibitors that provide information on compliance issues, computer and technology skills, educational opportunities, funding sources, and data management services.

## New in 2010

Exhibitor set-up will be on Sunday from noon to 5 pm and on Monday from 7:00 am until 11:30 am. The Exhibit Hall will open at noon on Monday with the popular Exhibitor Box Lunch, and the Meet & Greet will be held Monday evening. Exhibitor Demonstration Classes are scheduled for Tuesday morning, and tear-down will occur from 3:30 to 5 pm.

This schedule is designed to maximize your interaction with conference attendees, and to allow for ample time for networking and socializing with important clients. Be sure to attend the President's Reception on Tuesday evening – this new event emphasizes the political representation and policy advocacy efforts of the Association. Relax and enjoy quality food and entertainment outside in the beautiful Pavilion and pool areas of the Hotel Albuquerque. Learn more about the mission and vision of the Association and still have plenty of time to go out to dinner with your best clients.

Please note that the Awards Luncheon will be held on Wednesday – separate tickets must be purchased for this event.

## Advertising

Showcase your products and reach attendees even after the conference is over with an advertisement in our professionally printed conference program. **The deadline for ads is March 5, 2010.** Ads should be submitted in .tif or .pdf file format and additional charges may apply if your graphics need modification.

Quarter page (one/two-color)	\$150	Half page (4-color)	\$350
Quarter page (4-color)	\$250	Full page (4-color)	\$500

# Be a Sponsor

Consider becoming more involved with the NMRWA and our membership by being a Silver, Gold or Platinum Sponsor. It's also possible to sponsor just about anything during the Annual Conference: meals, breaks, contests, prizes, tours, and site visits. Benefits include recognition in the conference program and at conference events, logo placement on conference materials and on NMRWA.org, complimentary conference registrations, and an introduction to the NMRWA Board of Directors. It all adds up to high visibility and huge opportunity! Please see the Sponsorship page in this packet or call the office for more information.

# Demo Classes & Conference Presentations

Participate in one of our most popular events by giving a small, hands-on training class at your booth on Tuesday from 8 am to noon. Attendees will have the opportunity to earn certification credit in several "round robin" sessions by rotating among participating exhibitors' booths. Demonstration classes must teach a skill or present knowledge in a way that is useful for system operators (you may not make a "sales pitch" for a specific product). Each class will be limited to 8 participants, and you will teach up to seven classes. If interested, please list the proposed topic on the registration form and a NMRWA representative will contact you to arrange details.

You may also submit an application to give a professional presentation on a suitable topic related to the industry. The Conference Committee will contact selected applicants with an invitation to present. Presenters will then be required to send NMRWA their full presentation abstract, biography, and presentation needs. Applications can be submitted online at: [www.nmrwa.org/instructor.php](http://www.nmrwa.org/instructor.php).

# Registration

Your Exhibitor Registration includes:

- One 8' x 10' Exhibit Booth
- Listing printed in the conference program (subject to program deadline)
- A copy of final conference attendee list
- One name badge and one set of event tickets for the Exhibitor Box Lunch, Exhibitor Meet & Greet, and President's Reception

Exhibitors must register all employees that will be at the Conference by using the form enclosed in this packet. All attendees must display a name badge at all times. **Exhibitors must purchase tickets for the Awards Luncheon separately.**

# Exhibit Hall

The Exhibit Hall will be available for **set-up on Sunday, April 4, from noon to 5 pm and on Monday, April 5, from 7 am until 11:30 am. Tear-down is Tuesday, April 6, from 3:30 to 5 pm.** All material must be removed from the exhibit hall by 5 pm.

All exhibit booth rentals include the following:

- 8' x 10' area (additional space available for fee)
- Electrical outlet and basic electricity
- 6' table with skirt & 2 chairs
- Wireless Internet access
- Back & side drapes
- 7" x 44" ID sign

Additional display needs may be purchased separately from our contractor, Convention Services of the Southwest (CSS). CSS will mail a packet to all exhibitors upon registration.

## Space Assignment

Exhibit space will be held only upon receipt of \$100 non-refundable deposit and completed Exhibit Space Application. The balance is due by January 29, 2010. You may fax or mail your application with Visa, MasterCard or Discover credit card payment information.

Funding partners and returning conference sponsors have pre-assigned premium booth space. These booths are marked on the Exhibit Hall floor plan with an "X" and are not available. New conference sponsors should contact the office as soon as possible for the most desirable location.

**Booth spaces will be assigned by NMRWA to minimize demonstration class conflicts.** Please refer to the enclosed Exhibit Hall floor plan and indicate your first three choices on the form. If these spaces are not available, the next best available space will be assigned. NMRWA will make every effort to accommodate your requests. In case the Exhibit Hall is sold out, you may ask to be added to a waiting list in the event a booth space becomes available due to cancellation or nonpayment.

## Awards Luncheon

NMRWA recognizes our outstanding members by holding an Annual Awards ceremony during the Awards Luncheon on Wednesday. Support exemplary operators, managers, board members, and associate members by attending the Awards Luncheon. Nominations for awards may be made by any Association member by February 12, 2010. Visit our 2010 Conference webpage ([www.nmrwa.org/2010conference.php](http://www.nmrwa.org/2010conference.php)) for details and nomination form.

## PAC Raffle

Contribute your support of NMRWA's lobbying efforts on behalf of rural and small water and wastewater systems by **donating an item** or by **purchasing raffle tickets**. The NMRWA Board of Directors represents New Mexico water systems on both the State and National level by providing information and input on regulatory and funding issues. Our partnership with the National Rural Water Association gives small communities a legislative voice in Washington, DC as the largest utility membership organization in the United States. Every contribution counts! The Raffle drawing is held on Wednesday at 5:15 pm.

## Hotel Information

The Annual Conference is held at the beautiful Hotel Albuquerque at Old Town, located at 800 Rio Grande Boulevard, within walking distance of the Albuquerque Plaza. NMRWA has reserved a block of guest rooms at a rate of \$102. Reservations must be made by **March 12, 2010** to receive this rate. Please call the hotel at (505) 843-6300 and refer to the NMRWA Annual Conference.

## Security

Off-hours security will be provided by an independent security firm. However, NMRWA will not be responsible for lost or stolen property. Exhibitors should insure all property against this risk.





# NMRWA 32<sup>nd</sup> Annual Conference

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## SPONSORSHIP INFORMATION

Our Annual Conference has a reputation of excellence because of your support – and we need your help to make our 2010 conference the best yet! NMRWA encourages exhibitors to sponsor food functions, contests, events and to donate prizes for drawings in the exhibit area. Silver, Gold and Platinum Sponsors receive premium booth locations and many other benefits including recognition in the conference program and at conference events, logo placement on conference materials and on the NMRWA website, and introduction to the NMRWA Board of Directors. It all adds up to high visibility in the Association. Our Sponsors support the mission of the Association and the membership – we can't do it without you!

If you would like to support the Association by becoming a 2010 Sponsor, please indicate the level of sponsorship, any event sponsorships and the total amount on the Exhibit Space Application. You may suggest sponsorships for special or unique events – we are open to creative ideas and suggestions. Please contact the office to discuss any special event ideas or if we may be of any other assistance.

### Silver Sponsor - \$1750

Silver sponsors will receive a complimentary 8' x10' exhibit booth in a premium location, a sponsorship banner, sponsor ribbons for all nametags, recognition on the NMRWA website and in the conference program, and a free half-page full-color ad in the conference program. Returning sponsors receive premium reserved booth locations. New conference sponsors should contact the office as soon as possible for the best locations.

### Gold Sponsor - \$2500

Elevate your visibility and presence in the Association by becoming a Gold Sponsor. Receive the same benefits as a Silver Sponsor, plus banner recognition at conference meal events, a free full-page color advertisement in the conference program and in one issue of the NMRWA magazine, *Agua de Nuevo Mexico*, and premium logo placement on conference materials.

### Platinum Sponsor - \$5000

Take the next step and become a full partner in the mission of NMRWA! Platinum Sponsors receive the further benefit of an additional exhibit booth, full color advertisement in the NMRWA magazine, *Agua de Nuevo Mexico* for 4 issues, and a full color 3-sided sign on all tables in the exhibit hall during the Exhibitor Box Lunch and the Exhibitor Meet & Greet. Most importantly, your company representative will receive an introduction during one conference event and the opportunity to give a short address to the attendees.

### Event Sponsorship

Choose one of the following events to host for the conference attendees or in addition to your conference sponsorship. Event sponsors will be recognized with a sponsorship sign displayed during the event and acknowledgment in the Conference Program.

**Hot Tap Contest – \$150**

**Backhoe Operator Contest – \$250**

**Keg of Beer – \$500**

**Refreshment Break – \$500**

## Contract Terms and Conditions

### SPONSORSHIP AND PURPOSE

The NMRWA Annual Conference and Membership Meeting (AC) is sponsored by the New Mexico Rural Water Association, a nonprofit association. The purpose of the exhibition hall is to compliment the professional meetings and program sessions by enabling attendees to see, hear, examine, and question the latest developments in equipment, supplies and services which are represented.

### EXHIBIT HALL DATES

Set-up will be on Sunday 04/04/10 from 12:00 noon to 5:00 pm, and on Monday 04/05/10 from 7:00 am to 11:30 am. The Exhibit Hall opens on Monday 04/05/10 at 12:00 noon and will end on Tuesday 04/06/10 at 3:30 pm. Tear-down is scheduled on Tuesday 04/06/10 at 3:30 pm, and all exhibitor material must be removed from the facility by 5:00 pm on Tuesday 04/06/10.

### GENERAL

The words "Association" or "NMRWA" shall mean the New Mexico Rural Water Association, its officers, committees, agents or employees acting for them in the management of the AC. The Association reserves the right to render all interpretations and to establish further regulations as may be deemed necessary for the general success of the exhibition. NMRWA reserves the right to decline, prohibit, or expel an exhibit which, in its judgment, is out of character of the exhibition and/or is in violation of this contract or any rules or regulations now or hereafter in effect. Dimensions of all exhibit areas are believed to be accurately stated on the floor plans, however, NMRWA will assume no liability for any discrepancies that may actually occur. **Facility lighting does not illuminate all areas evenly and effectively and NMRWA will not assume responsibility for providing additional lighting.** The exhibitor may order additional lights at the prevailing rates (See the Exhibitor Service Packet). NMRWA will not assume responsibility for the temperature levels of the exhibit hall during setup, show and teardown. NMRWA reserves the option in any emergency either to substitute comparable display space if required by unforeseen circumstances, or to refund the exhibit fee. Exhibitors shall be bound by all pertinent laws, codes and regulations of municipal or other authorities having jurisdiction over the exhibit facility or the conducting of said exhibit, together with the rules and regulations of the owners and operators of the facility in which the exhibition is held. NMRWA will not be responsible for lost or stolen property.

### SOLICITATION

Distribution of advertising material and exhibitor solicitation of any sort shall be restricted to the exhibitor's booth. Exhibitor's exhibit or product may not extend into any aisle. No exhibitor shall so arrange his/her exhibit so as to obscure or prejudice adjacent exhibitors in the opinion of NMRWA.

### RETAIL SALES PROHIBITED

All over-the-counter sales or sales of any kind that involve the exchange of currency for goods received during the exhibition are prohibited.

### TAXES AND LICENSES

Exhibitor shall be responsible for obtaining any licenses, permits, or approvals required under local, state, or federal law applicable to their activity at the exhibition. Exhibitor shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees, or other charges that shall become due to any governmental authority in connection with their activities at the exhibition.

### SUBLETTING OF SPACE PROHIBITED

Exhibitor agrees not to assign, sublet, or apportion space or any part thereof allotted to him/her, and not to exhibit or advertise goods other than manufactured or sold by him/her in the regular course of business unless approved in writing by NMRWA.

### CANCELLATION & REFUND POLICY

**Full payment is due no later than January 29, 2010.** Cancellation of all, or part, of the exhibit space must be in writing to NMRWA. Exhibitors canceling before January 29, 2010, will receive a refund of their fees, less a non-refundable \$100 deposit. Exhibitors canceling between January 29, 2010 and February 26, 2010, will forfeit 50% of their total rental fees. No refunds will be issued after February 26, 2010. If the exhibitor does not make full payment when due under the terms of this contract, NMRWA reserves the right to terminate this contract and the exhibitor shall be responsible for payment to NMRWA of all amounts which would have been due NMRWA, under the terms of this contract.

### INSURANCE

An exhibitor shall carry its own insurance. NMRWA and the exhibition facility assume no responsibility for the safety of the properties of the exhibitor, its officers, agents, or employees from theft, damages by fire,

# Contract Terms and Conditions

## INSURANCE, CONTINUED

accident, or any other cause whatsoever, and the exhibitor expressly agrees to save and hold harmless NMRWA, the decorator/exposition company and the exhibition facility and their respective management, agents, and employees from any and all liability resulting from injuries or damage to exhibitor, its agents, employees, persons, and/or properties in connection with the exhibitor's use of the exhibit space. By signing this contract the exhibitor is certifying to NMRWA that it has liability insurance coverage currently in place that is adequate to cover exhibitor's potential liability arising from the exhibitor's participation in the AC.

## DEFAULT OF OCCUPANCY

**It is further agreed that actual occupation of the exhibit space by an exhibit is essential.** Should the exhibitor be unable to occupy the space by 11:30 am on Monday 04/05/10, then the Association is authorized to occupy or cause said space to be occupied in such a manner as it may deem in the best interest of the exhibition, without any rebate or allowance whatsoever to the exhibitor and without in any way releasing said exhibitor from any liability, or from any of its other obligations under this contract. Said exhibitor expressly agrees to pay the exhibition the full sum set forth.

## BUILDING OCCUPANCY

NMRWA will not be liable for the nonfulfillment of this contract as to the delivery of exhibit space if nondelivery is due to any of the following causes: by reason of the facility being damaged or destroyed by fire, acts of God, public enemy, war or insurrections, strikes, the authority of the law, postponement or cancellation of the exhibition, or for any cause beyond its control. It will, however, in any of the above named reasons reimburse the exhibitor on a pro-rated basis on any amount paid, less any and all legitimate expenses incurred, such as but not limited to rent, advertising, salaries, operating costs, etc.

## PROTECTION OF FACILITIES

**Nothing shall be posted on, tacked, nailed, screwed, or otherwise attached to the columns, walls, floors or other parts of the hotel or convention hall exhibit area without written permission from NMRWA.** Packing, unpacking, and assembly of exhibits shall be done only in designated areas and in conformity with directions of NMRWA, the hotel or convention facility manager, or their assistants.

## EXHIBITOR SERVICE PACKET

NMRWA will furnish an Exhibitor Service Packet to the exhibitor prior to the exhibition. This packet will include specifications for shipping, drayage, labor requirement, labor rates, electricity, lighting, water, carpeting, furniture, telephones, etc. This packet must be read carefully by the person in charge of the exhibit.

## BOOTHS

The booth package (one 8' X 10' space with back and side wall draping, 7" X 44" identification sign, one 6' draped table, electrical outlet with basic electricity, two chairs, off-hour security and a listing in the show directory) is provided by NMRWA without additional cost to the exhibitor. If an exhibitor plans to install a completely constructed display of such a character that the exhibitor will not require or desire the use of standard booth equipment, no part thereof shall project as to obstruct the view of adjacent booths. No display may exceed a height of 8 feet on the back or side walls, without the consent of NMRWA in writing. No booth may incorporate elements outside the designated booth display area. **Any booth or booths not conforming to these requirements must be approved in advance by NMRWA and may result in additional fees.**

## REGISTRATION & BADGES

Each exhibit space will receive one name badge and one complimentary ticket to each of the following events: Exhibitor Box Lunch, Exhibitor Meet & Greet and the President's Reception. All persons must wear a conference name badge at all times while attending the AC. Additional name badges and event tickets may be purchased using the registration forms included.

## INSTALLATION & DISMANTLING

The specific requirements as to the times for installation and dismantling of exhibits shall be set forth in this Exhibitor Registration Packet supplied to each exhibitor prior to the event. NMRWA expressly reserves the right to determine the rules subject to all installations and dismantling done by any exhibitor at this conference.

## EFFECTIVE DATE

This contract shall become effective upon the date of acceptance by the Association. Your exhibitor application is considered accepted once the Association cashes your \$100.00 deposit fee.



# NMRWA 32<sup>nd</sup> Annual Conference

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## EXHIBIT SPACE APPLICATION

Please complete all items and type or print clearly. This information will be used for your program listing.

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

Exhibit Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**Exhibit Booth Location Preference** (all reasonable attempts will be made to accommodate your request)

1<sup>st</sup> choice: \_\_\_\_\_ 2<sup>nd</sup> choice: \_\_\_\_\_ 3<sup>rd</sup> choice: \_\_\_\_\_ 4<sup>th</sup> choice: \_\_\_\_\_

**Ten-word description of product or service** (will be printed in conference program and on website)

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**Exhibitor Demonstration Training** - *optional, please see page 2 for more information* (brief description of proposed small group training class)

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Your booth rental includes one complete exhibitor registration including one ticket to the Exhibitor Box Lunch (Monday), one ticket to the Exhibitor Meet & Greet (Monday), and one ticket to the President's Reception (Tuesday). **Tickets to the Awards Luncheon (Wednesday) must be purchased separately.** The first registration will be made in the name of the exhibit contact person listed above. **You must register all additional employees of your company in attendance for \$75 each** and each will receive registration materials, one ticket to the Exhibitor Box Lunch, one ticket to the Exhibitor Meet & Greet and one ticket to the President's Reception.

**List of Additional Exhibitors** (attach a list if necessary)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

**Exhibit Booth Space**

- Includes one ticket to Box Lunch, Meet & Greet & President's Reception

Check all that apply

item total

**Member – 8' x 10' Booth**  @ \$625 = \$ \_\_\_\_\_

**Nonmember – 8' x 10' Booth**  @ \$930 = \$ \_\_\_\_\_  
Includes NMRWA Associate Member Dues

**Advertising in Conference Program**

**Quarter-page ad – one color**  @ \$150 = \$ \_\_\_\_\_

**Quarter-page ad – full color**  @ \$250 = \$ \_\_\_\_\_

**Half-page ad – full color**  @ \$350 = \$ \_\_\_\_\_

**Full-page ad – full color**  @ \$500 = \$ \_\_\_\_\_

**Exhibitor Registration**

Quantity

**Additional Exhibitors** \_\_\_\_\_ x \$75 = \$ \_\_\_\_\_  
Includes one ticket to Box Lunch, Meet & Greet & President's Reception

**Extra Tickets**

**Exhibitor Box Lunch (Monday)** \_\_\_\_\_ x \$25 = \$ \_\_\_\_\_

**Exhibitor Meet & Greet (Monday)** \_\_\_\_\_ x \$25 = \$ \_\_\_\_\_

**President's Reception (Tuesday)** \_\_\_\_\_ x \$25 = \$ \_\_\_\_\_

**Awards Luncheon (Wednesday)** \_\_\_\_\_ x \$30 = \$ \_\_\_\_\_

**Sponsorship(s)** \_\_\_\_\_ = \$ \_\_\_\_\_

**Total Due: \$**

- ☞ You must make a non-refundable deposit of \$100 with this application
- ☞ The remainder of the balance is due no later than January 29<sup>th</sup>, 2010 to hold your exhibit space
- ☞ Hotel reservations must be made by March 12, 2010 in order to receive \$102 conference rate: 505-843-6300

By signing this application, I affirm that I have read and agree to all the terms and conditions contained in the Exhibitor Registration Packet. I understand that the \$100 deposit fee is non-refundable, and that balance is due on January 29, 2010.

**Authorized by (Name):** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Check # _____ VISA ___ MasterCard ___ Discover ___ Card _____ Exp. _____
Name on credit card _____ Cardholder's signature _____

**Please return this complete and signed registration form with payment to:**

**New Mexico Rural Water Association ♦ Fax 505-884-1032  
3413 Carlisle Blvd. NE ♦ Albuquerque, NM ♦ 87110**