



# New Mexico Rural Water Association 13th Annual Southern Fall Conference



November 28-30, 2023  
Las Cruces  
Convention Center

## Invitation to Exhibit

### Conference

NMRWA's Southern Fall Conference is an exciting opportunity for our Associate Members. This Conference provides focused information for water and wastewater system operators, managers, board members and decision makers. Classes are designed to give attendees the highest quality instruction possible in the areas they need the most. **Demo Classes will be on Wednesday from 8:00 AM to 12:00 PM. No other classes are scheduled during this time to maximize your interaction with attendees. Don't miss out, send in your Exhibit Application today!**

### Exhibitors

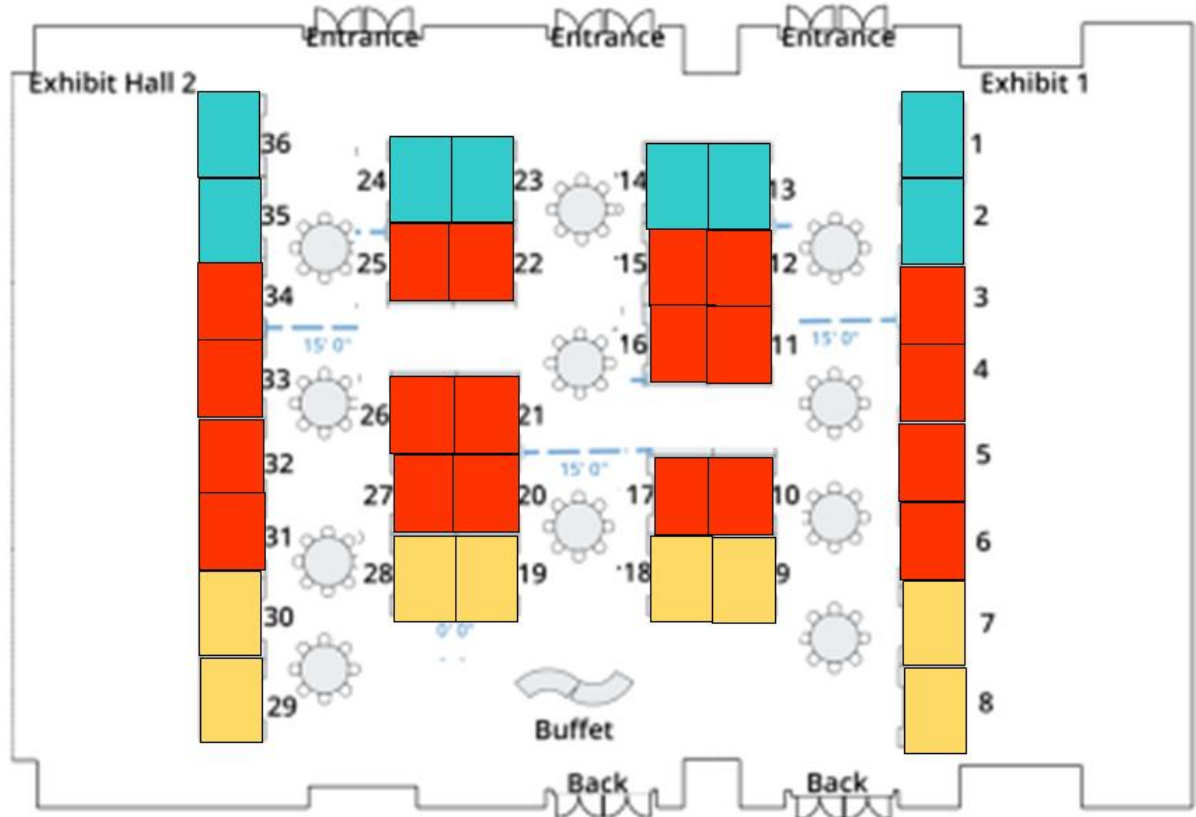
Present your products and services directly to the foremost group of water and wastewater professionals in New Mexico. The NMRWA Fall Conference provides many outstanding opportunities for your firm to showcase your products and services through our program:

- Special events and breaks in Exhibit Hall
- Develop real relationships with clients
- Membership benefits pay off all year
- Hold demo classes right at your booth
- Present an accredited conference class
- Tap into a new market in Southern NM
- Reach the next level with sponsorship

The New Mexico Rural Water Association (NMRWA) is a non-profit organization with over 485 water and wastewater system members, representing over 1,180,000 New Mexicans. NMRWA strives to provide the highest quality training and technical assistance, and to represent the legislative and regulatory interests of our members.

# Exhibit Hall Floorplan

## Las Cruces Convention Center



### Monday, November 27

Exhibitor Setup 3:00 pm to 5:00 pm

### Tuesday, November 28

Light Breakfast 7:00 am to 8:00 am

Exhibitor Setup 7:00 am to 9:30 am

Grand Opening 9:30 am

Box Lunch Noon in Exhibit Hall

### Wednesday, November 29

Breakfast Burritos 7:00 am to 8:00 am

Demo Classes 8:00 am to 12:00 pm

\*There will be no scheduled classes during Booth Demos.

Box Lunch Noon in Exhibit Hall

Teardown 1:00 pm to 3:00 pm

## Exhibit Booth Rental

- 6' table with skirt and 2 chairs
- Listing in conference program
- Company listing at [www.nmrwa.org](http://www.nmrwa.org)
- Electronic copy of attendee list
- Free wireless internet
- One full conference registration
- Additional exhibitors only \$25 each
- Electricity available at all booths
- Sign up to teach a demo class!

# Booth & Sponsorship Information

Make an impact on your target audience by displaying your support of NMRWA in full view of conference attendees. We encourage exhibitors to sponsor food functions (box lunches and breaks) and to donate prizes for drawings in the exhibit area. It all adds up to high visibility and huge opportunity! Please indicate your choice of sponsorship on your Exhibit Space Application.

## **Gold Sponsor - \$1000**

Gold Sponsors will receive a Turquoise Premium Booth, a full-page ad in the conference program and on monitors at the conference, a gold sponsorship banner at their booth, top-level recognition as a gold sponsor on website, and three additional exhibitors.

## **Silver Sponsor - \$800**

Silver Sponsors will receive a Yellow Premium Booth, a full-page ad in the conference program and on monitors at the conference, a silver sponsorship banner at their booth, second-level recognition as a silver sponsor on website, and two additional exhibitors.

## **Bronze Sponsor - \$600**

Bronze Sponsors will receive a Red Exhibit Booth, a half-page ad in the conference program and on monitors at the conference, a bronze sponsorship banner at their booth, recognition as a bronze sponsor on website, and one additional exhibitor.

## **Box Lunch Sponsor - \$500**

The quickest way to an operator's heart is through their stomach! Box Lunch Sponsors will receive recognition at the box luncheon, in the conference program, and on monitors at the conference.

## **Coffee/Refreshment Break Sponsor - \$150**

What goes best with a cup of coffee? Another cup! Coffee/Refreshment Break Sponsors will receive recognition at the coffee/refreshment break, in the conference program, and on monitors at the conference.

**EXHIBIT SPACE APPLICATION and ON-LINE PAYMENT at this link: [EXHIBITOR REGISTRATION](#)  
AND CLICK "SELECT REGISTRATION TYPE." PLEASE FULLY COMPLETE EXHIBITOR REGISTRATION FORM!**

## Courtyard by Marriot at NMSU

Experience a refreshing stay at Courtyard by Marriott Las Cruces at NMSU. Closest lodging to the conference. You will enjoy an outdoor swimming pool, fitness center, free wireless Internet access, business center, and complimentary parking. Mention NM Rural Water Association to receive the \$139 rate.

**Reservations must be made by November 13.**

Courtyard by Marriot Las Cruces at NMSU  
456 East University Avenue  
Las Cruces, NM 88005  
(505) 526-1722

Reservation Link: [Courtyard by Marriott at NMSU](#)

## Program Advertising

Showcase your products and reach attendees during and after the conference with an advertisement in our professional conference program. **The deadline for ads is October 31.** PDF files are preferred - additional charges may apply if your graphics need modification.

Additionally, all purchased ads will display on monitors in and outside the Exhibit Hall.

Full-page (color)	\$250
Half-page (color)	\$175

# Exhibitor Agreement

1. NMRWA reserves the right to refuse the application of any company not meeting the required standards, as well as the right to curtail exhibits or parts of exhibits that detract from the character of the meeting. This also applies to displays, literature, advertising novelties, souvenirs, and personal conduct.
2. Exhibit booth space will be held only upon receipt of a \$100 non-refundable deposit and completed Exhibit Space Application. The balance is due by **November 10, 2023**. Booth space may be assigned to minimize demonstration class conflicts. NMRWA will make every effort to accommodate exhibitor preferences regarding booth locations.
3. One exhibit booth fee includes one full conference registration. All additional employees must be registered separately. All conference participants must display a name badge at all times.
4. Full payment is due by **November 10, 2023**. Cancellation of all, or part, of the exhibit space must be in writing to NMRWA. Exhibitors canceling before **November 10, 2023**, will receive a refund of their fees, less a non-refundable \$100 deposit. Exhibitors canceling between **November 10, 2023**, and **November 17, 2023**, will forfeit 50% of their total rental fees. No refunds will be issued after **November 17, 2023**.
5. Actual occupation of the exhibit space by an exhibitor is essential. Exhibit space must be set up by 9:30 am on **November 28, 2023**. All exhibitor material must be removed from the facility by 5:00 pm on **November 29, 2023**.
6. Facility lighting may not illuminate all areas evenly and effectively and NMRWA will not assume responsibility for providing additional lighting.
7. Exhibitors assume all responsibility for damages to the exhibit area and they shall indemnify and hold harmless the New Mexico Rural Water Association, the Las Cruces Convention Center, and any service contractor acting as agents of NMRWA from all liability which may ensue from any cause, whatsoever.
8. The following practices are expressly prohibited:
  - Posting, tacking, or otherwise attaching any item to the walls, columns, floors or other parts of the Convention Center
  - Sales of any kind that involve the exchange of currency for goods received during the exhibition
  - Subletting or otherwise apportioning exhibit space to other firms
  - Canvassing or distributing any material outside of the exhibitor's own space
  - Noisy electrical or mechanical apparatus, or any other arrangement that interferes with other exhibits
  - Volatile or flammable oils, greases, or other explosives or inflammable materials, or any substances prohibited by the city laws or insurance carriers

## Training Opportunities

Participate in one of our most popular events by giving a hands-on training class at your booth on **Wednesday morning, (Demo Classes 8:00 am – 12:00 noon)**. Attendees earn certification credit while you demonstrate your knowledge. Demo classes must teach a skill or present information to system operators (you may not make a "sales pitch" for a specific product). List your proposed topic on the application form under "Notes" if you are interested.

NMRWA welcomes professional presentations for our accredited conference classes. Apply online at: [www.nmrwa.org/volunteer-instructor](http://www.nmrwa.org/volunteer-instructor)