

# New Mexico Rural Water Association 43rd Annual Conference



## Invitation to Exhibit

### Attendance

NMRWA's Annual Conference is the premier water and wastewater utility industry training event in the state and brings together board members, managers, operators, regulators, industry representatives, funding agency staff, lawmakers, and community leaders. Last year, nearly 500 attendees represented:

- 71% System personnel
- 8% Agencies / Funders
- 12% Consulting / Engineering
- 9% Industry Suppliers

### Exhibitors

Present your products and services directly to the foremost group of water and wastewater professionals in New Mexico. The NMRWA Annual 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
- Outside equipment space available
- Reach the next level with sponsorship

The New Mexico Rural Water Association (NMRWA) is a non-profit organization with over 480 water and wastewater system members, representing over 1,297,000 New Mexicans. NMRWA strives to provide the highest quality training and technical assistance, and to represent the legislative and regulatory interests of our members.

# Sponsorship Information

Our Annual Conference has a reputation of excellence because of your support – and with your help we can make this conference the best yet! We encourage exhibitors to sponsor food functions, contests, events, and to donate prizes for drawings in the exhibit area. Please indicate your sponsorships on your Exhibit Space Application.

Sponsorships are available to members of NMRWA only.

## Association Supporter \$1000

Association Supporters receive premium exhibit booths at both our Annual Conference **and** our Fall Conference in Las Cruces (November 17-19, 2019) plus recognition as a supporter on our website and in the conference program.

## Silver Sponsor \$1,925

Silver Sponsors will receive a complimentary 8' x 10' exhibit booth in a premium location, a sponsorship banner, sponsor ribbons for all nametags, recognition on our website and in the conference program, plus a half-page 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 \$2,825

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 \$4,500

Take the next step and become a full partner in our mission! Platinum Sponsors receive the additional benefits of an 8' x 20' exhibit booth and a full color advertisement in the NMRWA magazine (Agua de Nuevo Mexico) for 4 issues. Most importantly, your company representative will receive an introduction during one conference event and an opportunity to give a short address to the attendees.

## Other Opportunities

**Hot Tap Contest: \$150 Keg of Beer: \$500 Backhoe Contest: \$250 Refreshment Break: \$500**

**Name Badges: \$350 Lanyards - You Donate PAC Raffle Item - You Donate**

## Crowne Plaza Hotel

The NMRWA Annual Conference is held at the Crowne Plaza Hotel, located 1901 University Blvd NE, Albuquerque, NM 87102. NMRWA has reserved a block of guest rooms at a special rate of \$104/night plus tax. Be sure to refer to the NMRWA Annual Conference to receive this rate.

Crowne Plaza Hotel  
1901 University Blvd NE,  
Albuquerque, NM 87102  
505-884-2500

## Program Advertising

Showcase your products and reach attendees during and after the conference with an advertisement in our professionally printed conference program. **The deadline for ads is July 15.** PDF files are preferred - additional charges may apply if your graphics need modification. All ads are printed in full color.

	<u>Member</u>	<u>Nonmember</u>
Quarter page	\$250	\$350
Half page	\$350	\$450
Full page	\$500	\$650

# 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 July 15, 2021. 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 July 15, 2021. Cancellation of all, or part, of the exhibit space must be in writing to NMRWA. Exhibitors canceling before July 15, 2021 will receive a refund of their fees, less a non-refundable \$100 deposit. Exhibitors canceling between July 15, 2021 and July 22, 2021 will forfeit 50% of their total rental fees. No refunds will be issued after July 22, 2021.
5. Actual occupation of the exhibit space by an exhibit is essential. Exhibit space must be set up by 10:00 am on August 3, 2021. All exhibitor material must be removed from the facility by 5:00 pm on August 4, 2021.
6. Facility lighting does not illuminate all areas evenly and effectively and NMRWA will not assume responsibility for providing additional lighting. Exhibitors may order additional lights at the prevailing rates (see the Exhibitor Service Packet from CSS).
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 Hotel Albuquerque at Old Town, 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 hotel
  - 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 Tuesday morning. Attendees earn certification credit by rotating among participating exhibitors' booths in round-robin sessions. Demonstration classes must teach a skill or present knowledge to system operators (you may not make a "sales pitch" for a specific product). List your proposed topic on the application form 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).

## Raffles & Fundraisers

Please list any items you wish to raffle on the application form - we can help you get the maximum impact from your donation by coordinating with conference events. You are welcome to raffle items at your booth, or you may sponsor a door prize raffle using participant event tickets.

Support NMRWA's lobbying efforts by donating an item or by purchasing raffle tickets for our Political Action Committee (PAC). PAC donations allow the NMRWA Board of Directors to represent rural systems on both the state and national level. The PAC Raffle drawing is held on Thursday, August 5, at 5:15 pm.

# 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 requests)

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 - 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 Meet & Greet (Monday evening), one ticket to the Exhibitor Box Lunch (Tuesday), and one ticket to the Awards Luncheon (Wednesday). 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 for members / \$100 each for nonmembers.** Additional exhibitors will receive registration materials and one ticket to all conference events.

**List of Additional Exhibitors** (attach an additional list if necessary)

1. \_\_\_\_\_ 2. \_\_\_\_\_

3. \_\_\_\_\_ 4. \_\_\_\_\_

**Exhibit Booth Space**

- Includes one ticket to all events

Check all that apply

item total

Member – 8' x 10' Booth  @ \$650 = \$ \_\_\_\_\_

Nonmember – 8' x 10' Booth  @ \$1056 = \$ \_\_\_\_\_

Want to Join NMRWA? | Call 1-800-819-9893

**Full Color Advertising in Conference Program**

Quarter-page ad – Member  @ \$250 = \$ \_\_\_\_\_

Quarter-page ad – Nonmember  @ \$350 = \$ \_\_\_\_\_

Half-page ad – Member  @ \$350 = \$ \_\_\_\_\_

Half-page ad – Nonmember  @ \$450 = \$ \_\_\_\_\_

Full-page ad – Member  @ \$500 = \$ \_\_\_\_\_

Full-page ad – Nonmember  @ \$650 = \$ \_\_\_\_\_

**Exhibitor Registration**

Quantity

Additional Exhibitors - Member \_\_\_\_\_ x \$ 75 = \$ \_\_\_\_\_  
Includes one ticket to all events

Additional Exhibitors - Nonmember \_\_\_\_\_ x \$ 100 = \$ \_\_\_\_\_  
Includes one ticket to all events

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

Raffle Item(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 July 15th* to hold your exhibit space
- ☞ For the Conference rate, hotel reservations: *Crowne Plaza Hotel 1901 University Blvd NE, Albuquerque, NM 87102. Mention NMRWA for block room rate.*

By signing below, I affirm that I have read, understood and agree to comply with all of the terms contained in the Invitation to Exhibit. I understand that the \$100 deposit fee is non-refundable, and that balance is due on March 15, 2018.

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

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

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

**Return completed application with payment to:**

**New Mexico Rural Water Association ♦ Fax 505-884-1032  
8336 Washington Place NE ♦ Albuquerque, NM ♦ 87113**