

New Mexico Rural Water Association 16th Annual Southern Fall Conference



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:

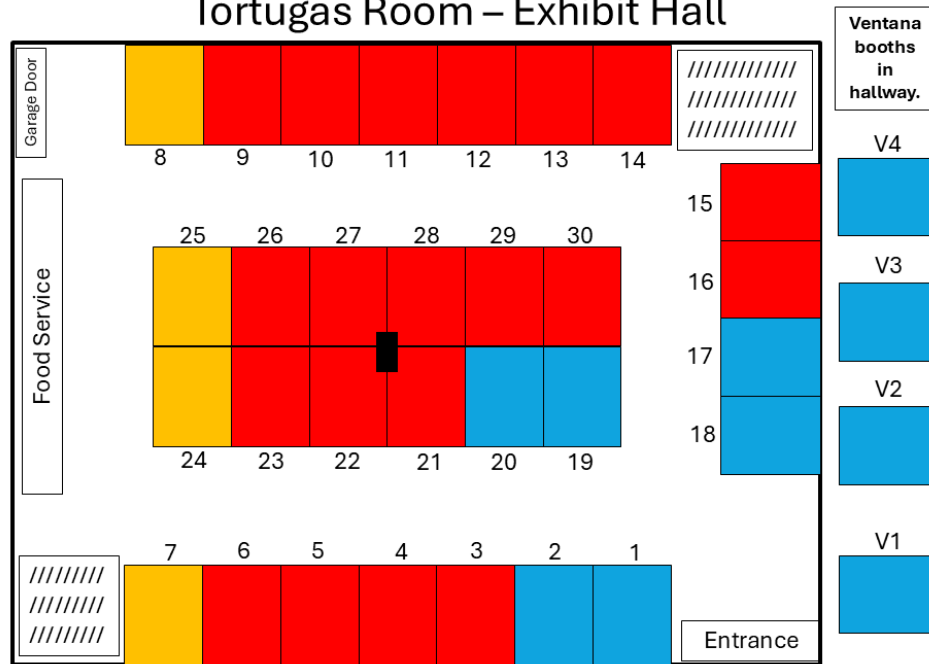
- Special events and breaks in Exhibit Hall
- Develop real relationships with clients
- Membership benefits pay off all year
- Hold demo classes right at your booth
- Present an accredited conference class
- Tap into a new market in Southern NM
- Reach the next level with sponsorship

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

New Mexico Farm & Ranch Heritage Museum

Tortugas Room – Exhibit Hall



SEE THE UPDATED MAP WITH AVAILABLE BOOTHS
ON THE NMRWA WEBSITE AT:
WWW.NMRWA.ORG

NEW SETUP TIMES & EXHIBITOR SCHEDULE

Monday, October 19

Exhibitor Setup 3:00 pm to 5:00 pm

Tuesday, October 20

Exhibitor Setup 8:30 am to 11:30 am

Grand Opening 12:00 pm

Box Lunch 12:00 pm (Exhibit Hall)

Wednesday, October 21

Demo Classes 8:00 am to 12:00 pm

*There are no scheduled classes during Booth Demos.

Teardown 1:00 pm to 3:00 pm

**NOTE: CONFERENCE ENDS ON WED., OCT. 21
FOR EXHIBITORS. ATTENDEES CONTINUE
THROUGH THURS., OCT. 22.**

Exhibit Booth Rental

- Two exhibitors with booth rental
- 8 x 8-foot booth
- 6' skirted table and two chairs
- Listing in conference program
- Members listed on website
- Electronic copy of attendee list
- Free wireless internet
- Additional exhibitors only \$75 each
- Electricity free 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. **[Sponsorship ads are due by October 1. Email to ruth@nmrwa.org .]**

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, provided meals, and three additional exhibitors over the two that come with the booth.

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, provided meals, and two additional exhibitors over the two that come with the booth.

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, provided meals, and one additional exhibitor over the two that come with the booth.

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.

See attached rate sheet for additional registration options.

EXHIBIT SPACE APPLICATION and ON-LINE PAYMENT at this link: [EXHIBITOR REGISTRATION](#)

AND CLICK "SELECT REGISTRATION TYPE." PLEASE FULLY COMPLETE THE EXHIBITOR REGISTRATION FORM!

Nearby Lodging

Comfort Suites University
2101 S Triviz Drive, Las Cruces, NM 88001
(575) 222-2362

Hilton Garden Inn Las Cruces
2550 Don Roser Dr, Las Cruces, NM 88011
(575) 522-0900

Courtyard by Marriott Las Cruces at NMSU
456 E University Ave, Las Cruces, NM 88005
(575) 526-1722

Holiday Inn Express & Suites Las Cruces by IHG
2635 S Valley Dr, Las Cruces, NM 88005
(575) 527-9947

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 1.** 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

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 by rotating among participating exhibitors' booths in round-robin sessions. Demo classes must teach a skill or present knowledge to attendees, (not a "sales pitch" for a specific product).

An NMRWA representative will distribute demo sign-up materials to interested booths prior to demo classes.

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

# 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 **October 12, 2026**. 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 two full conference registrations. All additional employees must be registered separately. All conference participants must always display a name badge.
4. Full payment is due by **October 12, 2026**. Cancellation of all, or part, of the exhibit space must be in writing to NMRWA. Exhibitors canceling before **October 5, 2026**, will receive a refund of their fees, less a non-refundable \$100 deposit. Exhibitors canceling between **October 5, 2026**, and **October 12, 2026**, will forfeit 50% of their total rental fees. No refunds will be issued after **October 20, 2026**.
5. Actual occupation of the exhibit space by an exhibitor is essential. Exhibit space must be set up by 12:00 pm on **October 20, 2026**. We recommend exhibitors set up the day prior, if possible, all exhibitor material must be removed from the facility by 5:00 pm on **October 21, 2026**.
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 New Mexico Farm & Ranch Heritage Museum, 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 exhibit hall.
  - 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



## Exhibitors

### Turquoise Premium Booth

8' x 8' Booth at Exhibit Hall Entrance. \*Members Only.  
Includes two exhibitors in booth.

\$600.00

### Yellow Premium Booth

8' x 8' Booth at Catering Row. \*Members Only.  
Includes two exhibitors in booth.

\$500.00

### Red Exhibit Booth Space – Member

8' x 8' Booth. Includes two exhibitors in booth.

\$350.00

### Red Exhibit Booth Space - Non-Member

8' x 8' Booth. Includes two exhibitors in booth.

\$750.00

### Gold Sponsor

Turquoise premium exhibit booth. Includes full-page ad in conference Program and on monitors at conference, gold sponsorship banner at booth, top-level recognition as supporter on website, and three additional exhibitors over the two that come with the booth. \*Members Only.

\$1000.00

### Silver Sponsor

Yellow premium exhibit booth. Includes full-page ad in conference program and on monitors at conference, silver sponsorship banner at booth, second-level recognition as supporter on website, and two additional exhibitors over the two that come with the booth. \*Members Only.

\$800.00

### Bronze Sponsor

Red exhibit booth. Includes half-page ad in conference program and on monitors at conference, bronze sponsorship banner at booth, recognition as bronze supporter on website, and one additional exhibitor over the two that come with the booth. \*Members Only.

\$600.00

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| <u>Additional Exhibitors</u> – Over those provided with booth and/or sponsorship                                                                             | \$75.00  |
| <u>Full-page Ad</u><br>Full Color Ad in Conference Program & Ad on Monitors at Conference                                                                    | \$250.00 |
| <u>Half-page Ad</u><br>Full Color Ad in Conference Program & Ad on Monitors at Conference                                                                    | \$175.00 |
| <u>Sponsor - Lunch</u><br>Includes recognition sign at Luncheon, in conference program,<br>and on monitors at conference.                                    | \$500.00 |
| <u>Sponsor – Coffee/Refreshment Break</u><br>Includes recognition sign at Coffee/Refreshment Break, in conference<br>program, and on monitors at conference. | \$150.00 |
| <u>*ASSOCIATE MEMBERSHIP DUES</u><br>Membership includes a listing in the NMRWA website's<br>Associate Membership Directory.                                 | \$500.00 |