

# New Mexico Rural Water Association 11th Annual Southern Fall Conference



Hotel Encanto de Las Cruces

November 16 - 18, 2021

## 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!**

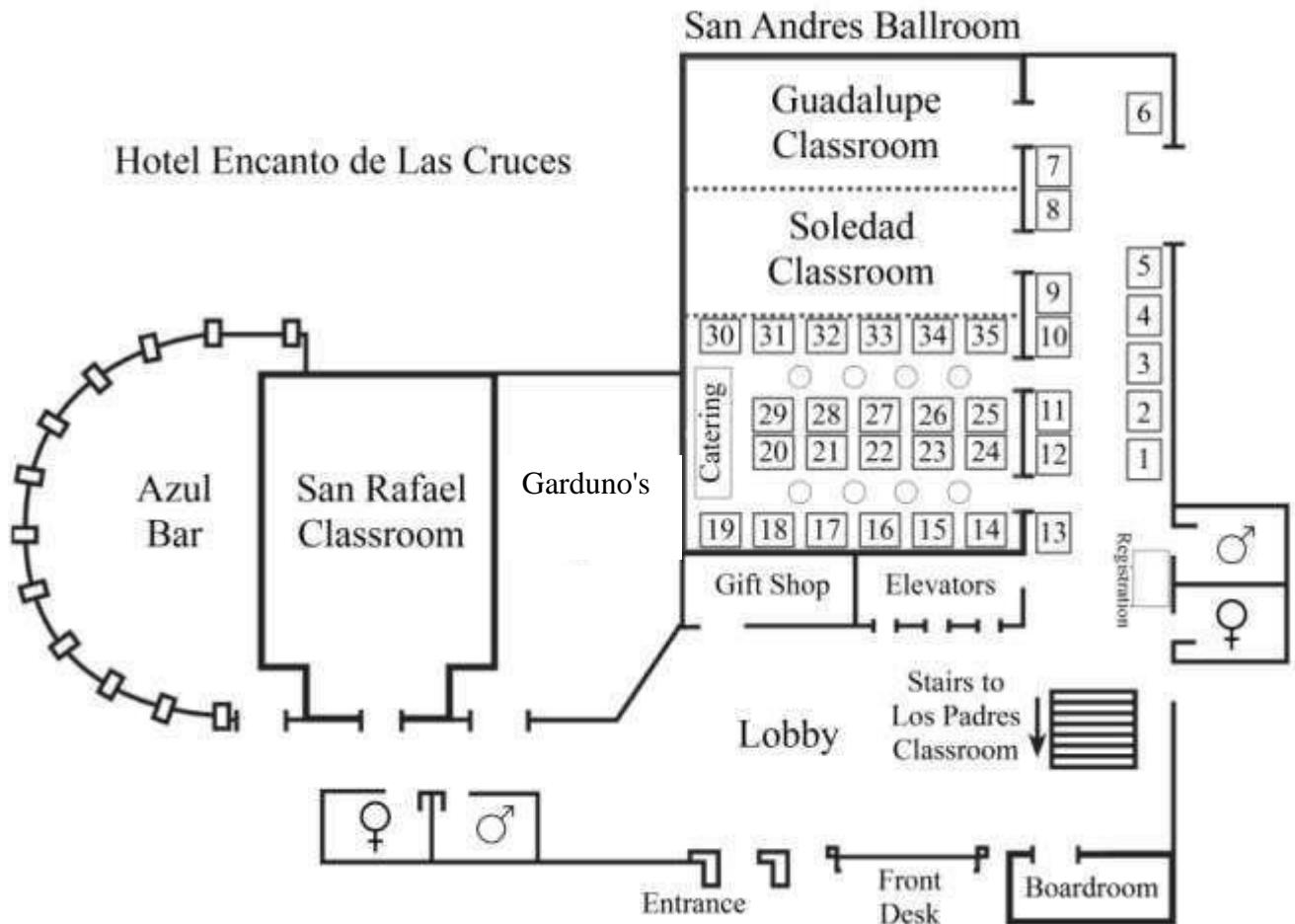
### Exhibitors

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



## Exhibitor Schedule

### Monday, November 15

Exhibitor Setup 3:00 PM to 5:00 PM

### Tuesday, November 16

Exhibitor Setup 7:00 AM to 9:30 AM

Grand Opening 9:30 AM

Box Lunch Noon in Exhibit Hall

### Wednesday, November 17

Breakfast Burritos 7:00 AM to 8:00 AM

Booth Demos 8:00 AM to 12:00 PM

\*No classroom presentations during booth demo classes.

Teardown 12:00 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 for \$50
- Sign up to teach a demo class

# 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, contests, events, 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 or call the office and we'll be happy to discuss any ideas or questions you may have.

## Conference Sponsor \$1000

Conference Sponsors will receive a complimentary exhibit booth in a premium location, sponsorship signage, full registration for up to 5 exhibitor representatives, sponsor ribbons for all nametags, recognition on our website and a half-page 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.

## Box Lunch Sponsor \$500

The quickest way to an operator's heart is through their stomach! Box Lunch Sponsors will be recognized with a sponsorship sign displayed during lunch and recognition on our website and in the conference program.

## Coffee Break Sponsor \$150

Coffee Break Sponsors will be recognized with a sponsorship sign displayed during the break and recognition on our website and in the conference program.

## Raffle / Drawing Items

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. **Association Supporter \$900**

**Association Supporters** receive premium exhibit booths at both our Fall Conference in Las Cruces (November 13-15, 2017) and our Annual Conference (April 16 - 18, 2018), plus recognition as a supporter on our website and in the conference program.

## Hotel Encanto

Step into the grandeur of Spanish Colonial tradition at the luxury Hotel Encanto de Las Cruces, a premier 3-star hotel. You will enjoy an outdoor swimming pool and hot tub, business center, fitness room, Café España restaurant, Azul bar, free wireless Internet access and in-town shuttle. Mention the NMRWA Fall Conference to receive our special **\$105** rate (Government rate is **\$96**).

**Reservations must be made by October 25.**

Hotel Encanto de Las Cruces  
705 South Telshor Blvd.  
(575) 522-4300  
[www.hotelencanto.com](http://www.hotelencanto.com)

## 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 30.** PDF files are preferred - additional charges may apply if your graphics need modification.

Quarter page	\$250
Half page	\$350
Full page	\$600
Conference Website Banner	\$350

# 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 **October 26, 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 **October 26, 2021**. Cancellation of all, or part, of the exhibit space must be in writing to NMRWA. Exhibitors canceling before **October 26, 2021** will receive a refund of their fees, less a non-refundable \$100 deposit. Exhibitors canceling between **October 26, 2021** and **November 5, 2021** will forfeit 50% of their total rental fees. No refunds will be issued after **November 5, 2021**.
5. Actual occupation of the exhibit space by an exhibitor is essential. Exhibit space must be set up by 9:30 AM on **November 16, 2021**. All exhibitor material must be removed from the facility by 5:00 PM on **November 17, 2021**.
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 Hotel Encanto de Las Cruces, 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 Wednesday morning. 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 if you are interested.

NMRWA welcomes professional presentations for our accredited conference classes. Contact Quintin Cox at [quintin@nmrwa.org](mailto:quintin@nmrwa.org)

## 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.



# NMRWA 2021 Southern Fall Conference

Hotel Encanto de Las Cruces | November 16 - 18, 2021

## 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)

\_\_\_\_\_  
\_\_\_\_\_

**Exhibitor Demonstration Training** (Optional - brief description of proposed small group training class)

\_\_\_\_\_  
\_\_\_\_\_

Your booth rental includes one complete exhibitor registration and one ticket to all conference events. 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 \$25 each.** 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 – 6' x 8' Booth  @ \$300 = \$ \_\_\_\_\_

Nonmember – 6' x 8' Booth  @ \$706 = \$ \_\_\_\_\_

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

**Advertising in Conference Program**

- Advertising Deadline is October 30, 2021

Quarter-page ad – one color  @ \$75 = \$ \_\_\_\_\_

Quarter-page ad – full color  @ \$100 = \$ \_\_\_\_\_

Half-page ad – full color  @ \$175 = \$ \_\_\_\_\_

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

Conference Website Banner  @ \$350 = \$ \_\_\_\_\_

**Exhibitor Registration**

Quantity

Additional Exhibitors \_\_\_\_\_ x \$ 25 = \$ \_\_\_\_\_

Includes one ticket to all events

**Extra Tickets (For Guests or Spouses)**

Monday Box Lunch \_\_\_\_\_ x \$ 25 = \$ \_\_\_\_\_

Tuesday \_\_\_\_\_ x \$ 25 = \$ \_\_\_\_\_

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 **October 26, 2021** to hold your exhibit space*

*☞ Hotel reservations must be made by **October 25, 2021**: Hotel Encanto de Las Cruces - 877-901-7666 - mention New Mexico Rural Water Conference or code#2111NMRW for the room block 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 October 26, 2021.

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

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

Method of Payment:	
Check # _____	Credit Card _____ Exp . _____ / _____ CVC (3 digit) _____
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**