



CALIFORNIA WATER ENVIRONMENT ASSOCIATION

7677 Oakport Street, Suite #600, Oakland, CA 94621-1935

Phone (510) 382-7800 · FAX (510) 382-7810

www.cwea.org



AN INVITATION TO EXHIBITORS

2008 Northern Regional Training Conference (NRTC)

Passing the Torch

John Ascuaga's Nugget

September 7 – 9th, 2008

You're cordially invited to join more than 500 people involved in wastewater issues in California at the 2008 Northern Regional Training Conference (NRTC) of the California Water Environment Association (CWEA). Attendees are vocational specialists responsible for the operation of wastewater agencies in California. In addition, many of them have direct input into the purchasing of equipment and supplies for their agencies. This Conference will be held at the John Ascuaga's Nugget in Sparks, NV, September 7 - 9, 2008.

Exhibiting your products/services is one of the most cost-effective marketing tools available because it puts you in contact with your potential customers, reduces your outside sales calls, builds new business, and cements customer relationships.

Event Schedule:

- **Sunday, September 7, 2008:**
 - **2:00 p.m. - 8:30 p.m.** *Set -up*
 - **6:30 p.m. - 8:30 p.m.** *Ice-Breaker reception*
- **Monday, September 8, 2008:**
 - **8:00 a.m. - 9:30 a.m.** *Set-up*
 - **10:15 a.m. - 7:00 p.m.** *Exhibits Open*
 - **4:30 p.m. - 7:00 p.m.** *Exhibitor Hosted Reception*
 - **7:00 p.m. - 9:00 p.m.** *Break down*

Join us at the Northern Regional Training Conference, showcasing the products, services, and information needed by wastewater industry leaders. We will work hard to make your time at the conference beneficial.

Please review the enclosed materials carefully and send your registration material today. We assign booths as applications are received. Historically, this conference has been a lot of fun, informative, and well attended by many agencies and booth space is limited so don't miss this opportunity to showcase your products and services.

We look forward to having you join us in Sparks, NV to help make this a memorable event for everyone who attends!

Sincerely,

Tom Edwards
Duke's Root Control
Exhibit Chair

EXHIBITOR INFORMATION

CWEA Northern Regional Training Conference, Sept. 7 – 9, 2008
John Ascuaga's Nugget, Sparks, NV

LOCATION:

CWEA's 2008 Northern Regional Training Conference will be held at John Ascuaga's Nugget located at 1100 Nugget Ave. Sparks, NV 89431.

CONFERENCE EXHIBIT DATE:

Monday, September 8, 2008 from 10:15 a.m. to 7:00 p.m.
"Exhibitor hosted" reception from 4:30 p.m. to 7:00 p.m.

BOOTH SIZE AND STANDARD EQUIPMENT INCLUDED:

Standard indoor booth size is 10' X 9' and will include a 6' table, two chairs, pipe & drape, and one 20-amp electrical service. Exhibitors must provide their own extension cords. Booth includes **two** lunch tickets (IF you do not need two, please indicated that you will only need one.) Extra lunch tickets must be purchased at \$25.00 each.

BOOTH RATES:

The cost is \$495.00 for indoor 10' X 9' booths

EXHIBIT HOURS:

| | |
|----------------------------|-------------------------|
| Monday, September 8, 2008 | 10:15 a.m. to 7:00 p.m. |
| Exhibitor Hosted Reception | 4:30 p.m. to 7:00 p.m. |

INSTALLATION:

| | |
|---------------------------|------------------------|
| Sunday, September 7, 2008 | 2:00 p.m. to 8:30 p.m. |
|---------------------------|------------------------|

DISMANTLE:

| | |
|---------------------------|------------------------|
| Monday, September 8, 2008 | 7:00 p.m. to 9:00 p.m. |
|---------------------------|------------------------|

EXHIBITOR HOUSING:

The CWEA has reserved a block of rooms for Northern Regional Training Conference at the John Ascuaga's Nugget at a rate of \$88.00 per night for Sunday – Thursday and \$150.00 per night Friday - Saturday, not including tax and resort fee, if reserved by August 4, 2008. Reservations should be made directly with the hotel by phoning 1-800-648-1177. Please mention that you are with the CWEA Conference.

QUESTIONS?

Marci Chase, CMP
Sr. Meeting Manager
CWEA
mchase@cwea.org
(510) 382-7800 x 120

Tom Edwards
Exhibit Chair
Duke's Root Control
tom@dukes.com
(800) 769-8690

EXHIBIT SPACE APPLICATION AND CONTRACT

**CWEA Northern Regional Training Conference, Sept. 7 – 9, 2008
John Ascuaga's Nugget, Sparks, NV**

1. **Booth Locations** will be assigned on a 'first come first served' basis.

2. **Booth Rental Prices:** Indoor 10' x 9' = \$495.00

Spaces are available on a first come basis until all spaces have been sold.

- *Late registrations that are accompanied with a check or guaranteed with a credit card will be put on a priority waiting list in the order they are received.*
- *Prices listed above are for members. Non-members add \$110.00 to the above prices.*
- *Discount of \$50.00 off the base price of first booth for any additional booth (e.g. \$495.00 first booth, and \$445.00 for second, third, fourth or any number of additional booths)*
- *No large rolling stock equipment shall be allowed indoors*

Note: Full amount must accompany application.

No. of Booths requested: _____ Amount Enclosed: \$ _____

Additional Lunch Ticket # _____ Amount \$ _____

3. **Company/Organization:** _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Name of person that has verified the space required for equipment to be displayed will fit in the booth reserved: _____

Phone () _____ FAX () _____ E-mail: _____

4. **Name of Contact Person (if different):** _____

Phone () _____ FAX () _____ E-mail: _____

5. **Company Representatives who will need name badges** (maximum of 4 per booth will be provided). Additional Representatives must register for the conference.

| Name (print or type) | Title |
|----------------------|-------|
| 1. | |
| 2. | |
| 3. | |
| 4. | |

6. **Identification Sign should read exactly as follows:** _____

7. **Conference Program Listing should read exactly as follows:** _____

8. **Factual Description of product or service to be exhibited (25 words or less):**

EXHIBIT SPACE APPLICATION AND CONTRACT
CWEA Northern Regional Training Conference, Sept. 7 – 9, 2008
John Ascuaga's Nugget, Sparks, NV

9. Please specify if there are companies or products you would like to be:

a) Close to: _____

b) Away from: _____

c) Choice of Booth: 1st # _____ 2nd # _____ 3rd # _____ 4th # _____

10. **Would your company like to contribute \$50 to the prize fund?** Yes No

A listing of contributing vendors will be on display in the Exhibit area and Exhibitor Hosted Reception.

11. Please read the **CWEA EXHIBIT RULES AND REGULATIONS**. These regulations become a part of the contract between the exhibitor and CWEA. CWEA respectfully asks the full cooperation of the exhibitors in their observance. All points not covered are subject to the decision of CWEA. **Applications will not be accepted without an authorized company representative's signature.**

I ACCEPT THE TERMS AND CONDITIONS OF EXHIBIT REGULATIONS ACCOMPANYING THIS CONTRACT.

Authorized Company Representative's Signature and Title Date: _____

Printed Name of Authorized Company Representative: _____

12. **CWEA Membership:**

I am a member of CWEA.

I am *not* a member of CWEA. *Please add \$110.00 to your payment.*

Please apply my extra non-member fee for CWEA Membership: Yes No

13. **Payment Method:** (please check all that apply)

_____ I am enclosing a check, made payable to CWEA

_____ I wish to use my charge card to pay for my registration in the amount of \$ _____

Visa MasterCard Discover Card American Express

Credit Card Number: _____

Authorized signature: _____ Date: _____

Name on Card: _____ Expiration date: _____

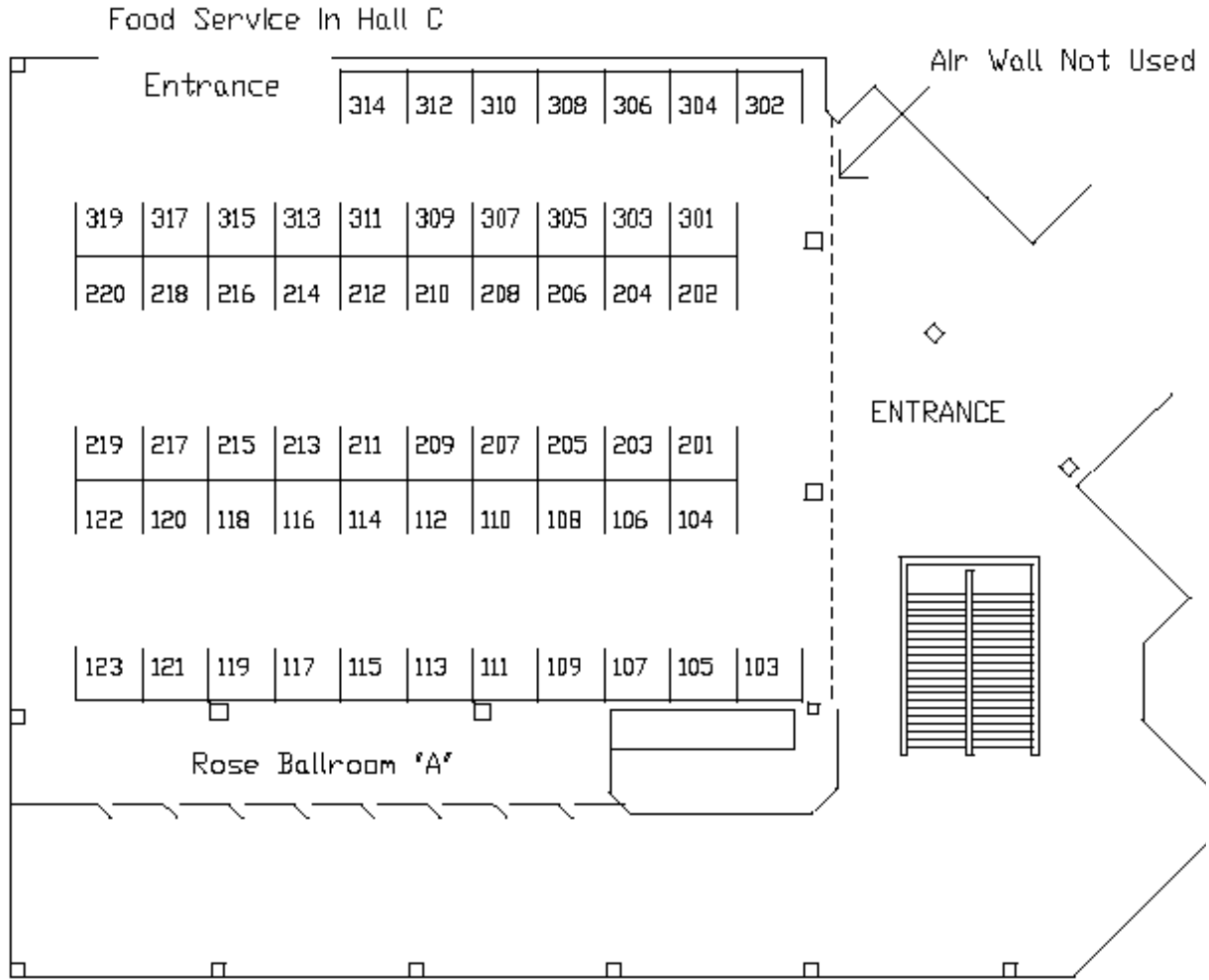
(please print)

Please check to be sure that you have completed all sections and signed this before mailing. These forms must be returned with your payment to:

California Water Environment Association
7677 Oakport Street, Suite #600
Oakland, CA 94621
Phone: (510) 382-7800 x 120 Fax: (510) 382-7810
www.cwea.org

EXHIBIT SPACE APPLICATION AND CONTRACT

CWEA Northern Regional Training Conference, Sept. 7 – 9, 2008
John Ascuaga's Nugget, Sparks, NV



CWEA - NRTC 2008

John Ascuaga's Nugget - Sparks, NV
 September 8 - 10, 2008

EXHIBIT RULES AND REGULATIONS
California Water Environment Association
Northern Regional Training Conference, Sept. 7 – 9, 2008
John Ascuaga's Nugget, Sparks, NV

SHOW MANAGEMENT: CWEA, as it appears in the following rules and regulations, shall mean the California Water Environment Association (CWEA) Board of Directors, who determines the interpretation and enforcement of the following rules and regulations. The decision of the Board of Directors is final.

AGE REQUIREMENTS FOR ADMITTANCE TO EXHIBIT: In the interests of safety, no one under the age of 18 is permitted in the Exposition during set-up, during the Exposition, or during tear-down, unless accompanied by an adult.

AISLE SPACE: All aisle space is under control of CWEA and must not be used in any way for exhibit space.

BOOTH ASSIGNMENT: No exhibitor will assign, sublet, or share the space assigned without the knowledge and consent of the CWEA Exhibit Chair. (However, no notification is required for third-party payors.)

CANCELLATION OF SHOW: Should the conference and exhibition be canceled, postponed, or abandoned due to fire, strikes, weather, or other uncontrollable circumstances before the opening date, this contract will not be binding and exhibitors will receive refunds.

CONTRACT: The booth regulations and guidelines shall become a part of the contract between the exhibitor and CWEA. All points not covered are subject to decision of CWEA. Applications will not be accepted unless accompanied by a signed copy of the booth regulations and guidelines.

DAMAGE LIABILITY: Exhibitors are liable for any damage caused to building floor, walls, columns, or to standard equipment or other decorator property.

DECORATION STANDARDS: No combustible decorations, such as crepe paper, tissue paper, cardboard, or corrugated paper, shall be used at any time. All packing containers, excelsior, and wrapping paper should be removed from the floor and must not be stored under tables. In order to conform to local fire ordinances, as well as the National Board of Fire Underwriters, all decorative materials, including fabrics, must be fire resistant and meet with standards established by the Fire Marshal's Office.

EARLY TEAR-DOWN: Removal or "tear-down" of display prior to close of show is prohibited.

ELIGIBLE EXHIBITS: Management reserves the right to determine the eligibility of any company or product for inclusion in the conference, and reserves the right to reject, evict, or prohibit any exhibit, in whole or in part, or any exhibitor, or his/her representatives, with or without giving cause.

ENDORSEMENT: The California Water Environment Association does not in any way imply endorsement of any product or service of any exhibitor by entering into the exhibitor contract.

EQUIPMENT DEMONSTRATION: Equipment being demonstrated must be set at least two feet from the aisle line of the exhibit. Space must be left within the exhibit area to absorb the booth personnel and spectators. Should spectators interfere with the normal traffic flow in the aisle, overflow into neighboring exhibits, or divert aisle traffic, the demonstration must be limited or eliminated.

If moving equipment or displays with moving parts are being used, they must be presented and function in a safe manner, with appropriate safeguards to assure the safety of all present in the exposition halls.

Exhibitors are prohibited from operating any type of display on the grounds of the exposition facility, other than in the space assigned by CWEA.

CWEA reserves the right to restrict demonstrations, literature, or entertainment which CWEA deems objectionable or disruptive to the overall character of the Exposition. The Standards of Decorum clause of this policy applies to all activities.

EXHIBIT RULES AND REGULATIONS

PAGE TWO

FIRE SAFETY AND HEALTH: The exhibitor agrees to accept full responsibility for compliance with local, city, and state fire, safety, and health ordinances regarding the installation and operation of equipment. All exhibit materials and equipment must be reasonably located within the booth and protected by safety guards and devices where necessary to prevent personal accidents to spectators.

GIVEAWAYS, CONTESTS, DRAWINGS: Drawings, lotteries, and/or contests that have prizes of substantial value (e.g. cars, boats, etc.) are expressly prohibited. All giveaways, contests, drawings, etc. must comply with local legal requirements. All food must be secured through the Local Arrangements Chair. Activities must be confined to the space for which the exhibitor has contracted, including distribution of printed materials and placement of signs.

INTERPRETATION AND AMENDMENT: The Board of Directors has full power to interpret or amend these rules. The Board promises full cooperation for a successful show and will be pleased to work with exhibitors toward this end.

MUSIC: No exhibitor will play music of any kind. Any fines that CWEA incurs as a result of an exhibitor playing music will be paid by the exhibitor.

NOISE STANDARDS: The following noise standards are intended to protect exhibitors and visitors from nuisances and hazards related to excessive sound levels by establishing maximum tolerances:

- Sound level readings will be made in decibels.
- Sound levels will be measured at the adjoining booth's border, nearest the source of the noise. Measurements may also be taken at the aisle edge nearest the sound source.
- The base sound levels for large exhibit halls (50 or more booths) will be 70 decibels.
- The base sound level for small exhibit halls (49 or fewer booths) will be 65 decibels.
- Base sound levels may be adjusted according to exhibit hall characteristics and anticipated hall activity. Any such determination shall be made by the Exhibit Chair.

Sound levels generated by individual exhibitors above the base sound levels will be considered excessive as follows:

- 1-4 decibels above the base sound level for five or more continuous minutes during any quarter-hour period.
- 5-9 decibels above the base sound level for more than thirty continuous seconds during any minute, or more than 20 times in any hour.
- 10 decibels above the base sound level at any time.

Outdoor displays are subject to local noise ordinances.

Public address systems are not permitted in individual booths.

NONLIABILITY: The exhibitor agrees to make no claim for any reason whatsoever against CWEA and other contractors for loss, theft, damage, or destruction of goods; nor for any injury to himself/herself or employees; nor for any damage of any nature or character, including any damage to his/her business by reason of failure to provide space for the exhibit, or the removal of the exhibit; nor for failure to hold the conference as scheduled; nor for any action of any nature of the California Water Environment Association, or its members, officers, committees, agents, or employees. The exhibitor further agrees to indemnify and defend the California Water Environment Association against any claim arising out of the display of a product or service at the event in question.

PENALTIES: In response to any complaint, Exhibit Chair will review guidelines and issue a warning if the complaint is found justified. If violation of these rules persists, exhibitors responsible will be subject to the following: loss of electrical power; and/or subject to eviction from the exhibition. Exhibitors may also be barred from exhibiting at future conferences.

PHOTOGRAPHS: Only the exhibitor may grant permission to have his/her exhibit and/or product photographed or videotaped. Any exhibitor taking photographs or videotape of another exhibit or product, without permission, must relinquish the film upon request.

REFUNDS: CWEA will refund 50% of the amount paid for booth space if written cancellation is received 3 months prior to the event. Failure to provide written notice of cancellation, or failure to appear at the conference, relieves CWEA of any obligation to refund.

**EXHIBIT RULES AND REGULATIONS
PAGE THREE**

RELOCATION OF EXHIBITS: CWEA reserves the right to alter location of exhibits if deemed advisable and in the best interest of the conference.

ROLLING STOCK: Rolling Stock is not allowed inside this facility.

SALES: Order taking is permitted, provided that all transactions are conducted in a manner consistent with the professional nature of the Exposition. The on-site sale and delivery of goods is not permitted.

STANDARDS OF DECORUM: Demonstration and/or entertainment whether using models, professional demonstrators, or company personnel, must be carried out within the boundaries of decorum of the overall character of the Exposition in content and costuming.

UNIONS: Many services in connection with displays are under local union jurisdiction. Exhibitors must agree to comply with all applicable union requirements and must accept responsibility for making their own arrangements in this regard. Exhibitors will be notified when unions are involved.

Please note: In order to conform to current union rules and regulations, it will be necessary for all exhibitors to utilize qualified personnel for display work and material handling at all times during the show. The pacing or setting out of merchandise that is to be displayed does not require union labor and may be done by the exhibitor. In addition, the installation, or dismantle of an exhibit, which does not require the use of tools, or more than one person, and can be accomplished within thirty minutes or less, may be performed by the exhibitor. Union regulations do not allow exhibitors the use of hand trucks, dollies, or push carts while on the show floor without teamster assistance. Exhibitors may hand carry items on and off the show floor.

UNOCCUPIED SPACE: CWEA reserves the right, should any rented exhibitor space remain unoccupied on the opening day, to rent paid space to another exhibitor, or use paid space for such purpose as it may see fit without liability on its part.

Clip and return with completed application form

**I HAVE READ THE EXHIBIT RULES AND REGULATIONS AND AGREE TO ABIDE BY THE TERMS SPECIFIED
WITHIN.**

Authorized Signature

Date

These regulations become a part of the contract between the exhibitor and the California Water Environment Association. CWEA respectfully asks the full cooperation of the exhibitors in their observance. All points not covered are subject to decision by CWEA.

Applications will not be accepted unless accompanied by this signed agreement.



TIPS FOR WORKING A TRADESHOW

- ✓ Be sure the booth staff is familiar with the products or services you will be offering at the tradeshow.
- ✓ Be sure booth staff understands any show promotions.
- ✓ Plan a rotation schedule with half-hour breaks for every three hours worked. Be sure staff understands they must adhere to the schedule.
- ✓ Knowing who is on duty is important. Prepare a pre-show strategy, and review with all booth staff before the show opens.
- ✓ LET PEOPLE KNOW YOU WILL BE THERE.
- ✓ Advertise. In addition to CWEA's publication and mailings, labels can be purchased if you want to do a pre-show mailing of your own.
- ✓ Acquaint the booth personnel with the booth before the show starts.
- ✓ Explain how you will qualify your customers, how tradeshow leads will be handled and that during their scheduled breaks you would like them to check the competition's marketing approach.
- ✓ Motivate your booth personnel by incentive awards. Give them a goal to work for, be imaginative and make winning fun.
- ✓ CWEA attendee surveys indicate a liking for such giveaways as pens, notepads, magnets etc. This helps people remember the name of your company.
- ✓ Bring lots of business cards, and literature about your product.
- ✓ Write it down. Be sure the booth is supplied with proper sales order forms for follow-up later.
- ✓ Follow-up immediately. CWEA will provide you with a list of all attendees after the Conference to make it easy for you to follow-up.