

American Water Works Association
California-Nevada Section

SPRING
CONFERENCE
2019



CONFLUENCE

Where Policy, Operations and
Management Converge



Water Education
SEMINAR
2019



Annual
Fall Conference
2019

Town and Country
SAN DIEGO

2019 Advertising

*Exhibitors & Sponsorship
Marketing Kit*



American Water Works Association
California-Nevada Section

www.ca-nv-awwa.org

January 2019

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About CA-NV AWWA:

The California-Nevada American Water Works Association (CA-NV) is a non-profit association, whose mission is to support the water professionals who provide safe and reliable water. Since 1920, we've been the largest member organization of the American Water Works Association. AWWA is the largest worldwide known nonprofit, scientific, and educational association dedicated to providing solutions to manage the world's most important resource: [water](#). The focus of the organization is to ensure public health and to provide safe and sufficient water for all.

Why Sponsor at the CA-NV Section?

Be seen as an Industry Leader by the more than 1,100 attendees expected from California, Nevada and neighboring states, representing large and small municipal water utilities, commercial and industrial users, government, engineering and consulting firms, industry suppliers, and educational institutes. Sponsoring California-Nevada Section of the American Water Works events is an unrivalled and cost-effective marketing solution, providing you with new contacts and great exposure, culminating in an event that will bring you face-to-face with your key customers and prospects.

The 2019 slate of events offers your company the following benefits:



Network with
industry
colleagues &
stakeholders

Capture new
prospects while
enhancing your
company's profile
to existing clients

Increase your
brand recognition
with key
decision-makers

CONFERENCE

ADVERTISING, EXHIBITORSHIP & SPONSORSHIP

Events Overview:

The California-Nevada Section of the American Water Works Association (CA-NV) hosts our signature events - Spring Conference & Competitions (March), Water Education Seminar/WES (August), Annual Fall Conference (October) to impact every segment of the water business. We invite you to join us as each event reaches approximately **1000+ dedicated water professionals** and over 100+ exhibitors as we help define the future of water and the professionals it serves. As part of our two annual conferences we feature Tech Talks, and Technical Tour destination trips to water utilities. Our events address essential water infrastructure planning, water loss, and reinvestment strategies. Moreover, shifting population patterns and the need for vigilance against man-made and natural threats place increasing demands on water and wastewater utilities. If your company is a part of the solution, you should join us!

Events Exhibitor/Sponsor Information:

EXHIBITING and **SPONSORING WITH US IS A MUST** if your products and services provide solutions for today's water professionals! Our Annual events feature representatives that convene from every segment of the water industry. We invite you to join us as we attract more than 1,000 dedicated water professionals from California, Nevada and beyond. Our attendees include utility managers, engineers, water operators, utility personnel, scientists and additional professionals representing a variety of careers in the water industry.

Who should exhibit or sponsor?

If your products and services are used to support and solve water utility challenges for combined water agencies, this conference is an excellent opportunity to demonstrate what your company can do to serve utility decision makers or influencers.

Who attends the Conferences and Educational Events?

- California-Nevada American Water Works Association (CA-NV) attracts thousands of water professionals who attend our conferences and/or educational events twice a year to stay current on the latest water and wastewater technology.
- Water and wastewater utility management, board, and commission members
- Water and wastewater utility personnel, including technical, operations, and public information employees
- Manufacturers and distributors of water industry equipment and supplies
- International, federal, state, and local water quality regulators and public health administrators
- Researchers, academicians, and students
- Consumer organizations and interest groups
- Elected and appointed officials
- Consultants and consulting engineers

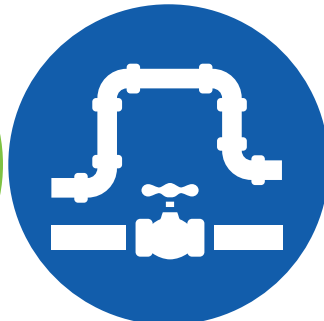
Why Advertise, Exhibit and/or Sponsor?



And much more!!

Top 20 Categories of Products and Services California - Nevada American Water Works Association (CA-NV) Conference Attendees Plan to Buy

- 💧 Distribution System Analysis/Equipment
- 💧 Conservation
- 💧 GIS
- 💧 Certification
- 💧 Pumps
- 💧 Groundwater
- 💧 Meters/Flowmeters
- 💧 Instrumentation
- 💧 Leak/Backflow Prevention
- 💧 Pipe/Equipment
- 💧 Chemicals/Equipment
- 💧 Construction/Equipment
- 💧 Modeling
- 💧 Software
- 💧 Management/Consultant/Services
- 💧 Monitoring/Equipment
- 💧 Corrosion
- 💧 Safety/Equipment
- 💧 Valves/Gates
- 💧 Water Supply/Wastewater/Treatment/Equipment



Conference Platinum Categories

Limited to one(1) sponsor per category: no co-sponsoring

🔥 Welcome Reception \$3,500

- Exclusive naming rights in all promotional materials (*newsletters, website, technical program*)
- One table-top sign at entrance
- 25 refreshment tickets

SOLD

🔥 Opening Session \$3,500

- Company logo displayed at start and end of program
- Placement of company brochure/flyer on audience seating
- 5 reserved seats at VIP section
- Recognition at event by moderator

🔥 Exhibit Hall Meet & Greet Reception \$3,500

- Exclusive naming rights in all promotional materials (*newsletters, website, technical program*)
- Signage with company logo placed at all food stations
- 25 refreshment tickets

SOLD

🔥 Competitions Lunch \$3,500

- Exclusive naming rights in all promotional materials (*newsletters, website, technical program*)
- Signage with company logo placed at all food stations
- 5 lunch tickets

🔥 Volunteer Recognition Luncheon \$3,500

- Company logo displayed at start and end of program
- Placement of company brochure/flyer on audience seating
- 5 reserved seats at VIP section
- Recognition at event by moderator

🔥 Exhibit Hall Hosted Luncheon \$3,500

- Exclusive naming rights in all promotional materials (*newsletters, website, technical program*)
- Signage with company logo placed at all food stations
- 5 lunch tickets

🔥 Keynote Session \$3,500

- Company logo displayed at start and end of program
- Placement of company brochure/flyer on audience seating
- 5 reserved seats at VIP section
- Recognition at event by moderator

SOLD




In addition to above, all **PLATINUM** sponsors receive the following:

- One (1) exclusive promotional email distribution to all conference attendees*
- Mobile app marketing: Company information displayed on mobile app
- Beacon – Provide one (1) beacon to capture information for event attendees to specific sponsored event
- Signage: Company name, logo and website address printed on sign at entrance to event
- One ½ page ad in Technical Program
- Company logo printed on attendee swag bag
- Company logo with hyperlink to your company's website on Conference webpage
- Placement of company flyer, brochure or other collateral material in attendee Swag bag**
- Pre and post conference attendee lists
- Two (2) full conference registrations




*Email distributed by CA-NV Section and content must be approved by CA-NV Section

**Sponsor is responsible for production and shipping cost of promotional materials and must receive prior approval.




Conference Gold Categories

-  **Registration Area Marketing** \$2,000 *Limited to ONE (1) sponsor*
 - **Standing banner:** Strategically placed in the Registration area, these vertical banners will let your company presence be known
 - **Table-Top Display:** Placement of company promotional items (brochures, flyers, etc.) on table in Registration Area
Exclusive benefit: Your company branding promotion starts on Monday morning (before the exhibit hall opens on Tuesday afternoon) and ends on Thursday noon (after the hall is closed on Wednesday evening).
-  **Lanyards** \$2,000 *Limited to ONE (1) sponsor*
Company logo in all attendee lanyards
-  **Education Track** \$2,000
Placement of sign at room entrance and tabletop display at rear of room for brochures or sample products

Conference Silver Categories

-  **Exhibit Hall Continental Breakfast** \$1,500
Signage with company logo placed at all food stations. (Wednesday only)
-  **Registration Area AM Coffee Service** \$1,500
Signage with company logo placed at all coffee stations. (Tuesday/Thursday only)
-  **Internet Cafe** \$1,500 *Limited to ONE (1) sponsor*
 - Company logo displayed on all computer monitors
 - Signage with company logo placed at cafe area

Conference Bronze Categories

-  **Section Leadership Meeting** \$1,000
 - Signage with company logo placed at entrance of event
 - Verbal recognition by Section Chair
 - Company logo printed in Technical Program
-  **Technical Tour** \$1,000
 - Signage with company logo placed at entrance to bus loading area
 - Opportunity for company representative to distribute company brochure/flyer to attendees on bus
 - Two (2) tour tickets
-  **Swag Bag Insert** \$1,000
Placement of company brochure/flyer or other collateral materials in attendee swag bag. Sponsor is responsible for production and shipping of materials to Section office. Sponsor must receive approval of insert from Section.

In addition to above, all **GOLD**, **SILVER** and **BRONZE** sponsors receive the following:

- Company logo with hyper link listed on Conference website
- Company logo listed in Technical Program
- Pre and post conference attendee lists

Direct promotional (A) access to more than 5,000 followers on Instagram, Twitter and Facebook \$250
Limited to the first five (5) sponsors

The Section will re-tweet/re-post up to 3 social posts across your preferred social media platform (or all three platforms). You must tag the Section in your social media post for us to be able to like & share.

Use the hashtag **#CANVSC2019**

Direct promotional (B) access to more than 5,000 followers on Instagram, Twitter and Facebook \$500
Limited to the first three (3) sponsors

The Section will post one (1) post onto each social media platform mentioned above on behalf of your company.

Ex: A big thank you to our sponsor **YOUR COMPANY NAME** for coming to **#CANVSC2019** with us. We hope to see you there! (We can work on a social post together catered to your audience using your preferred verbiage and will tag you in it).

Promotional ad with branded logo/signage in Section email blast that reaches over 33,000 individuals \$1,000
Limited to (1) sponsor

Company will need to provide ad to the Section. Ad size: 831 x 228 px

Email dates are specified: February/March

Special promotional rotating banner featured on the conference homepage with hyperlink to your company \$1,500
Limited to the first two (2) sponsors

Banner size: 1128 x 200 px

The banner will be posted on the website within two days (24 hours) that the Section receive it.

Promotional messages on SC mobile app \$1,500
Limited to the first two (2) sponsors

Sponsor can schedule three (3) push notifications (1 per day) that will be sent to all conference attendees that have downloaded the SC mobile app.

Bundle Package! \$4,000
Limited to (1) sponsor

Can't decide which option is best for your company? You can purchase the bundle package which includes all of the options above for a discounted price! (Value of \$4,750)

Think Proxi Beacon Email Notification send to all attendees \$300

Mobile App Sponsor a Session Push Notification \$200

All attendees in the session you sponsor will receive 1 Think Proxi Beacon push notification from your company following the respective class

Mobile App Logo on attendee registration page \$50

Mobile App Sponsor a Session \$50

logo or company link will show on session information page

Mobile App Sponsor a Speaker \$50

logo or company link will show on speaker bio page

Purchase a beacon for lead retrieval \$100

Booth visitor must be present at least 1 minute for exhibitor to receive attendee info - Name/company/title

SC19 Sponsorship Selection Registration Form

Platinum Level - \$3,500 (no co-sponsoring)

Welcome Reception

Opening Session

Exhibit Hall Meet & Greet Reception

Competitions Luncheon

Volunteer Recognition Luncheon

Exhibit Hall Hosted Luncheon

Keynote Session

Gold Level - \$2,000

Registration Area Marketing

Education Track

Lanyards

Silver Level - \$1,500

Exhibit Hall Continental Breakfast

Internet Cafe

Registration Area Coffee Service

Silver Level - \$1,000

Section Leadership Meeting

Swag Bag Insert

Technical Tour

A La Carte Categories

Direct Promotional (A) - \$250

Promotional Ad with Branding - \$1,000

Mobile App - Promotional Messages - \$1,500

Think Proxi Beacon Email Notification \$300

Mobile App – Logo - \$50

Mobile App – Sponsor a Speaker - \$50

Direct Promotional (B) - \$500

Special Promotional Rotating Banner - \$1,500

Bundle Package - \$4,000

Mobile App - Sponsor a Session Push - \$200

Mobile App – Sponsor a Session Logo - \$50

Lead Retrieval - \$100

Sponsorship questions? Please contact Armando Apodaca, Member and Administrative Manager at aapodaca@ca-nv-awwa.org or 909.291.2119.

Sponsorship Registration Payment Form

Company Name: _____
(List Company Name EXACTLY as you would like it to appear in all printed materials)

Contact Name: _____

Phone: (____) _____ Email Address: _____

Please check box (✓): ☐ Check is enclosed ☐ Charge credit card (Circle: Visa, MC, AMEX)

☐ Purchase Order #: _____
(Must be accompanied by physical copy of P.O.)

Total Amount Charged: _____ Exp. Date: _____ Billing Zip Code: _____

Cardholder Name: _____

Cardholder Signature: _____

Card # _____ Security Code _____

For copy of receipt, please provide email address: _____

Make check payable to (U.S. Funds): CA-NV Section AWWA

**CA-NV Section, AWWA - 10435 Ashford Street
Rancho Cucamonga, CA 91730**

Please email this form to Shobhana Chickarmane, Accounting/Registration Specialist at
schickarmane@ca-nv-awwa.org or fax it to 909.291.2107

EXHIBITOR REGISTRATION FORM
SPRING CONFERENCE 2019
March 25-28 2019
Sacramento, CA



Primary Company Contact

Company Name

Address

City/State/Zip

Phone Number

Email Address

AWWA Service Provider/Utility Organization Member Number

Selected Booth Number(s)
Choices: 1st: 2nd: 3rd:
Refer to the Exhibitor floor plan to select your booth(s)

Booth registration includes two (2) complimentary exhibit personnel registrations with Wednesday lunch tickets, one (1) 10' x 10' booth with pipe and drape, one (1) 4' table, two (2) chairs and one (1) waste basket and a pre and post attendee mailing list.

Additional information regarding ordering electrical, WiFi, etc. will be emailed to the primary contact after full payment is processed.

IMPORTANT: Carpet cost is included in booth purchase. Carpet is required.

Exhibitors are limited to only four representatives (2 complimentary + 2 additional fee) in the booth. Up to two additional personnel registrations are available for purchase for a fee of \$125 Member/ \$135 Non Member.

List the names and email addresses of your onsite representatives (First two listed will receive the complimentary personnel registrations):

1. List even if the same as the Primary Company Contact above.

2.

Additional Personnel

3.

4.

Please read the following carefully and sign below. Our company and its representatives hereby agree to abide by all the "Rules and Regulations" as stated online in the Exhibitor Rules and Regulations. Payment must be received within 30 days of reserving your booth. Payments not received in full will not be guaranteed a booth. Refund requests must be submitted in writing to the Section Office by February 24, 2019. A \$50 administrative fee will be deducted from all refunds. No refunds will be granted after February 24, 2019.

Signature: Date:

Print Name: Title:

Email all registration forms and credit card payments to schickarmane@ca-nv-awwa.org or fax to 909-291-2107 or mail with check to CA-NV Section, AWWA, 10435 Ashford Street, Rancho Cucamonga, CA 91730

PRE-REGISTRATION
Reserved and paid on or before February 24, 2019

☐ AWWA Service Provider or Utility Organization Member (\$1,565 per booth) x \$1,565= \$

☐ Non Member Exhibitor (\$1,865 per booth) x \$1,865 = \$

ONSITE REGISTRATION
Reserved and paid after February 24, 2019

☐ AWWA Service Provider or Utility Organization Member (\$1,865 per booth) x \$1,865 = \$

☐ Non Member Exhibitor (\$2,165 per booth) x \$2,165 = \$

ADDITIONAL BOOTH PERSONNEL

☐ Member Rate x \$125 = \$

☐ Non Member Rate x \$135 = \$

ADDITIONAL CONTRIBUTIONS/SUPPORT

☐ Prize Drawing x \$50 = \$

☐ Additional Company Name Listing in Program
Company Name: x \$100 = \$

- Think Proxi Beacon Email Notification \$300
- Mobile App - Sponsor a Session Push Notification \$200
- Mobile App - Logo \$50
- Mobile App Sponsor a Session logo \$50
- Mobile App - Sponsor a Speaker \$50
- Beacon for Lead Retrieval \$100

*TOTAL AMOUNT ENCLOSED = \$

PAYMENT INFORMATION
Select payment type

☐ Check Payable to CA-NV Section, AWWA (U.S. funds)

☐ PO# Must be accompanied by a physical copy of the PO

Credit Card: ☐ Visa ☐ Mastercard ☐ American Express

Card No.

EXP Date: Billing Zip Code:

Name on Card:

Authorized Signature:




For a receipt, please provide your email address below:

ACE19 | CA-NV Section Member Reception

June 9, 2019 in Denver, CO

Promote your company to AWWA's largest membership section at this exciting event:

FOOD STATION (\$1,500) Includes signage with the company logo placed at food station. In addition to above, all sponsors receive the following:

-  Verbal recognition at event
-  Signage with the company logo placed at entrance to event
-  Company logo with hyperlink placed on reception website

2019 | Member Networking Receptions

Started in 2016, these receptions have been a huge hit among attendees. The goal of these receptions is to reach out to our members to say "Thank You" for supporting AWWA and the Section through their membership and engagement. Due to the high demand and popularity of these receptions, the Section has decided to conduct **four receptions** in 2019 at the following locations (dates tentative to change):

March 2019 | Sacramento

June 2019 | Las Vegas

We are expecting approximately 75+ attendees at each location in 2019. Exclusive sponsorship limited to one (1) sponsor

August 2019 | Los Angeles

October 2019 | San Diego

One (1) Reception \$1,500 | Two (2) Receptions \$2,500 | Three (3) Receptions \$3,000 | Four (4) Receptions \$3,500

Benefits include:

Two (2) minute presentation by company representative

Signage with company logo at entrance to event

Tabletop display at event to showcase company products, brochures, etc.

2019 | Water Education Seminar (WES)

August 21, 2019 at Santiago Canyon College in Orange, CA

This extremely popular one day event brings together **over 700+ operators** from throughout California. Sponsorship opportunities include the following:

Swag Bag | \$1,500

Company name printed on swag bag distributed to all attendees

Lanyards | \$1,500

Company logo imprinted on badge




Lunch Truck | \$750

Signage with company logo placed at lunch truck area

Refreshment Break | \$750

Signage with company logo placed at refreshment area

In addition to above, all sponsors receive the following:

-  Company logo listed in Seminar schedule
-  Pre and post Seminar attendee lists
-  Company logo with hyperlink to your company's website on Seminar webpage

Generic Advertising Registration Form

ACE19 | CA-NV Section Member Reception

Food Station \$1,500

2019 | Member Networking Receptions

One (1) Reception \$1,500

Three (3) Receptions \$3,000

Two (2) Receptions \$2,500

Four (4) Receptions \$3,500

Please select which reception locations you would like to do:

March 2019 in Sacramento

August 2019 in Los Angeles

June 2019 in Las Vegas

October 2019 in San Diego

2019 | Water Education Seminar (WES)

Swag Bag \$1,500

Lunch Truck \$750

Lanyards \$1,500

Refreshment Break \$750

Company Name: _____

(List Company Name EXACTLY as you would like it to appear in all printed materials)

Contact Name: _____

Phone: (____) _____ Email Address: _____

Please check box (✓): ☐ Check is enclosed ☐ Charge credit card (Circle: Visa, MC, AMEX)

☐ Purchase Order #: _____

(Must be accompanied by physical copy of P.O.)

Total Amount Charged: _____ Exp. Date: _____ Billing Zip Code: _____

Cardholder Name: _____

Cardholder Signature: _____

Card # _____

For copy of receipt, please provide email address: _____

Make check payable to (U.S. Funds): CA-NV Section AWWA

**CA-NV Section, AWWA - 10435 Ashford Street
Rancho Cucamonga, CA 91730**

Please email this form to Shobhana Chickarmane, Accounting/Registration Specialist at
schickarmane@ca-nv-awwa.org or fax it to 909.291.2107

Other advertising opportunities with CA-NV AWWA include:



2017 APEX award-winner, **SOURCE Magazine**, is our flagship publication of the California-Nevada American Water Works Association (CA-NV) Section of the American Water Works Association. **SOURCE Magazine** covers issues, trends, regulations and technology news of vital interest to the regional drinking water and wastewater treatment communities.

About CA-NV AWWA

- CA-NV AWWA is the largest regional water association in the country.
- Billions of dollars are spent in repairing and upgrading water systems in both California and Nevada.
- CA-NV AWWA membership includes over **500 water utilities** throughout California and Nevada.

Why advertise in **SOURCE Magazine**?

- Printed distribution to approximately **8,000 members** of the CA-NV AWWA Section
- Digital distribution to over **32,000 members** through email and social media
- Our members in the water industry include:

- Superintendents
- Plant Operators
- Consultants
- General Managers
- Biologists/Chemists
- Engineers
- Managers
- Regulators
- Environmentalists
- Scientists/Technicians

TWO ways to
have your ad in
front of
members!

Visibility

Special placements
and premium
positions available

Also published digitally at
www.ca-nv-awwa.org with direct
links to your advertisement.

All advertisers listed
alphabetically in our Index to
Advertisers showing website
and page number of your ad.

SOURCE Magazine Topics

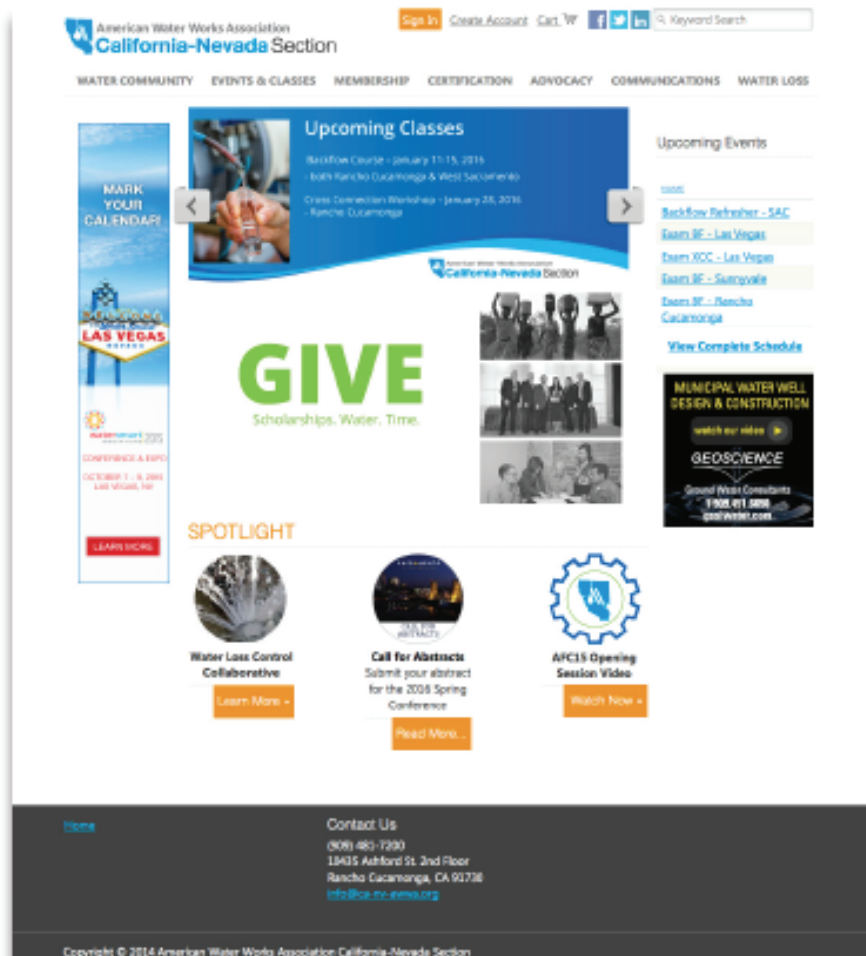
Indirect and direct potable reuse; ocean and brackish water desal; onsite reuse; quality control and operating procedures in wastewater treatment plants; advanced operator training; new demand- and supply-side conservation technology; data collection & management; water quality issues associated with alternative sources of supply; storm water management & treatment; financing capital improvements; infrastructure maintenance; leak detection; rates, regional water management; disaster planning in times of climate change; water & energy.

For rate sheet info contact Kathleen Pishotta, Apogee Publications or call her at (352)371-4933 or kathleen@apogeepublications.com for more info.

ADVERTISE WITH



THESE EXCLUSIVE PLACEMENTS GIVE YOUR COMPANY THE ATTENTION IT DESERVES IN FRONT OF 8,000 DRINKING WATER PROFESSIONALS.



A SKYSCRAPER

This campaign consists of a vertical format banner on the left side of the page and is nearly run of site on ca-nv-awwa.org. Availability is limited—only 10 offered per year.

Space 120p x 600p

TO LEARN MORE ABOUT THESE LIMITED OPPORTUNITIES, CONTACT OUR PUBLISHING PARTNER MULTIVIEW AT

972.402.7070

salesinquiries@multiview.com

Alternate contact: Brittani Gallagher | Partner Relations Manager
Direct: 972.910.6890 | www.MultiView.com