



## New York's Water Event

April 20 – 21, 2010

Saratoga Springs City Center/The Saratoga Hotel & Conference Center

### Be a part of the NYSAWWA Experience!

Put your company in front of 800+ water quality professionals from across New York State when you exhibit at the New York Section AWWA's annual Water Event. Attendees represent all facets of the water community — operators, distributors, contractors, engineers, and government officials.

We'll provide you with the best possible opportunity to meet with current and potential customers. Morning coffee and lunch will be served in the Exhibit Hall and product demonstrations will be conducted there as well.

#### Booth Fees

Standard Package: \$815 AWWA members  
\$965 Nonmembers

#### Exhibit Package

- **Two** registered booth representatives
- 8' x 10' Booth
- Electricity\*\*, pipe/drape, sign, 6' table, 2 chairs, trash can
- Free passes to invite operators for "Operator Training Day"

*\*\*You must sign up for electricity by the early deadline (Jan. 15, 2010)*

#### Layout and Booth Assignments

- View layout and current availability online at [www.nysawwa.org](http://www.nysawwa.org)
- Assignments are **first paid**, first made

#### Registration

- Online at [www.nysawwa.org](http://www.nysawwa.org)
- Fax/mail

***Must register by Jan. 8 2010 to be included in the program***

#### Book 2 and Save!

The first **30** exhibitors to book Booth space for both the Water Event **and** the Tifft Symposium in September now **save \$15 on the Water Event booth fee!** Payment for Tifft due in August.\*

#### Hotel Room

Call the Saratoga at 888-866-3591 by March 19, 2010. Mention AWWA for the group rate.

#### Membership Requirements

At least 1 registered representative must be a member of the NYSAWWA or the company have an organizational AWWA membership to receive the member rate. **No Exceptions!**

#### Exhibit Hall Schedule:

- Set up — Tues., 4/20, 2 p.m.–5 p.m.
- Exhibit Hall opens — Wed., 4/21, 7 a.m.
- Lunch in the Exhibit Hall — Wed., 4/21, 12 p.m. –1 p.m.
- Exhibitor Reception — Wed., 4/21, 4 p.m. – 6 p.m.
- Exhibitor Breakdown — Wed., 4/21, 6 p.m. –11 p.m.

**\*Tifft reservations will be invoiced in July. Fee of \$20 will be applied for cancellations.**



New York Section  
American Water Works Association

# Sponsorship Opportunities!

**New this year!**

## **More ways to get your company name in front of Water Event Attendees!**

Looking to set your company apart from your competition? Take advantage of one or more of these opportunities to sponsor activities at NYSAWWA's Spring Water Event!

### **General Water Event Sponsorship**

\$1630 — NYSAWWA members

\$1930—Nonmembers

Your investment includes:

- A Standard Exhibit Package including 2 registered booth representatives
- 2 additional 1- day registrations at the discounted rate of \$100 each
- Business card-size ad in event program
- Recognition on Registration Desk signage
- Recognition in on-site materials

### **Wednesday Morning Breakfast**

Be the company that helps Water Event attendees get their day started right when you underwrite Wednesday's breakfast.

\$1,500 — 6 sponsorships available

Your investment includes:

- Company listed as breakfast sponsor in event program
- Company logo, sponsorship listed on table signage
- Business-card sized ad in event program
- Recognition in on-site materials

### **Wednesday Morning Coffee Break**

Keep Event attendees alert — and your company's name in front of them — when you sponsor Wednesday's mid-morning and/or mid-afternoon coffee break.

\$500 a.m. break — 5 sponsorships available

\$500 p.m. break — 5 sponsorships available

Your investment includes:

- Company listed as break sponsor in event program
- Company logo and sponsorship recognized on break table signage
- Recognition in on-site materials

### **Wednesday Lunch in Exhibit Hall**

Our non-boxed "boxed lunch" is designed to bring Water Event attendees into the Exhibit Hall so exhibitors get maximum exposure. Get your company even more attention as a lunch sponsor!

\$2,500 — 4 sponsorships available

Your investment includes:

- Company listed as lunch sponsor in event program
- Company logo, sponsorship listed on table signs
- Company recognition on signage at Registration Desk
- Recognition in on-site materials
- ¼ page ad in event program

Questions? E-mail  
[Rochelle@nysawwa.org](mailto:Rochelle@nysawwa.org) or call 315-  
455-2614, ext. 1

**Sponsorships must be purchased by  
Jan. 8, 2010 to be listed in program!**