



Exhibitor Guide

Move-in Only: Tuesday, April 4, 2017

Event Dates: Wednesday, April 5 - Thursday, April 6, 2017

Exhibit Schedule

Tuesday, April 4, 2017

7AM - 10AM	Exhibitor vehicles* enter hall (arrange time with kcahalane@newwa.org)
10AM - 1PM	Hall closed for exposition service set up
1PM - 5PM	Hall open for all exhibitor set up

* Vehicles in the exhibit hall must arrive before 10:00AM and use Commercial Street entrance.

Wednesday, April 5, 2017

7AM - 8AM	Exhibitor set up/move-in
8AM - 3PM	Show is open!
9AM - 11:30AM	Technical sessions
11AM - 1PM	Complimentary lunch in exhibition hall
2PM - 4PM	Program sessions
4PM - 6PM	Reception sponsored by exhibitors and conference sponsors (3rd Floor)

Thursday, April 6, 2017

7:30AM - 8AM	Exhibitors enter exhibit hall
8AM - 1:30PM	Show is open!
9AM - 11:30AM	Technical sessions
11AM - 1PM	Complimentary lunch in exhibition hall
1:30PM - 3:30PM	Technical sessions and exhibit breakdown

Booth Description

A standard booth is 10' X 9' with 3' high side drape. The exhibit hall, including each booth, is carpeted. One 8' skirted table, two folding chairs, and one wastebasket with liner come with the booth. Each exhibitor will have one 7" x 44" sign with the company name that appears on the registration form. Any additional booth equipment needs must be ordered through SER Expo Services: www.serexpo.com.

Electricity and other services are available at an extra cost. Arrangements must be made with the DCU Center. An order form will be sent to you prior to the show, or go to www.dcucenter.com.



Affiliations

SER Exposition Services is the official exposition service provider for this show. SER will send information to you 30 to 60 days before the show regarding freight, shipping and other exhibitor information. If you are moving your own equipment in, you may use the loading bays. However, if you back up to the loading dock you will be charged for the union labor. Please use the Commercial Street entrances for unloading. Find them at www.serexpo.com.

NEWWA is NOT associated with FairGuide, XpoSolutions Transportation, or any other third party vendor. Please perform due diligence prior to entering into a contract with any third party vendor.

Communications

All conference communications and registration lists will be distributed directly from NEWWA. We do not sell attendee and/or exhibitor contact information for this conference.

Security

The exhibition hall will have security during all hours the building is open. These hours are Tuesday, 7:00 AM to 5:00 PM, Wednesday, 7:00 AM – 7:00 PM, Thursday, 7:00 AM – 5:00 PM.

Parking

The preferred parking garage of the DCU Center is the Worcester Municipal Parking Garage located at 30 Major Taylor Blvd off of exit 16 from I-290. Other area municipal lots include: City Square - 100 Front St.; Dwight Foster Parking - 27 Waldo St.; Exchange Street Parking - 10 Exchange St.

Payment and Refund Policy

Confirmation will be sent upon receiving your application and payment. **If you do not receive a confirmation within one week of submission contact NEWWA at (508) 893-7979.** Refunds are based on the planning, advertising and administrative work included in each registration. Any cancellation results in a forfeiture of the \$150 deposit. The refund policy is as follows:

100% refund before December 30, 2016 (less deposit)

75% refund before January 23, 2017

50% refund before February 27, 2017

No refund after March 4, 2017

Exhibit Decorum

Please take your exhibiting neighbor's booth into consideration when planning signage and equipment to be showcased. Companies may not have booth equipment extend outside of their booth perimeter.

NEWWA appreciates all exhibitor attempts to publicize and market this event. Please take into account the professional nature of this event when developing marketing campaigns before and during the conference.



Exhibitor Exposure

Activities like complimentary lunch, a scavenger hunt and door prizes were developed to increase traffic in the exhibit hall. Exhibitors are encouraged to submit a company description for conference mailings and donate scavenger and door prizes to advertise their booth.

Show Your Support With Event Sponsorship - \$1,000

Annual NEWWA sponsor exhibitors qualify to be a conference event sponsor (\$1,000). Annual sponsorship starts at \$400/year (details at www.newwa.org).

Event Sponsorship Features

- ★ Company logo and link listed in event mobile phone app
 - Company name on badge lanyards
 - Company logo and location advertised at registration and in exhibit hall
 - Highlighted program listing, mailed to over 4,000 water professionals
 - Logo placement and highlighted listing in exhibit guide at show
 - Logo posted on conference webpage linked to your website



To participate, check off the sponsor box on the exhibit registration form

- ★★ **Mobile App Banner Ad Upgraded Sponsorship is available to 3 event sponsors for an additional \$1,000 (total \$2,000 event sponsorship, subject to availability). Last year's mobile app banner made 21,412 impressions during the conference! Inquire for more details and availability with Katelyn at KCahalane@newwa.org.**

Conference Program Listing

Exhibitors who submit a company/product description by December 30, 2016 will be listed in our mailed conference program (sent to over 4,000 members and partners). All descriptions will be included in the onsite exhibit booklet. **You must complete a company description or send in a written request to re-run 2016's description in order to be included.**

Donated Prizes

NEWWA welcomes door and scavenger hunt prizes from exhibitors. Items like small tools, gift cards, and tickets to sporting events are recommended. A poster listing prizes, donator names and booth numbers will be displayed at registration. Prizes will be announced over the exhibit audio system. Donations must be made by March 17, 2017. Please bring all donated prizes to the registration desk by Wednesday, April 5 at 8:00AM.



Catering

If you would like to provide food or beverage at your booth, arrangements can be made through the DCU Center. Contact Lisa Racine at (508) 929-0134 or lracine@dcucenter.com.

Association Contact

Ms. Katelyn Cahalane, Events Specialist
New England Water Works Association
125 Hopping Brook Road
Holliston, MA 01746-1471

Telephone: (508) 893-7979 ext. 232

Fax: (508) 893-9898

E-mail: kcahalane@newwa.org

Convention Center

DCU Center
50 Foster Street
Worcester, MA 01608-1398

Telephone: (508) 755-6800

Hotel Information

The below rates are subject to state sales and occupancy taxes, which currently is a combined total of 14.45% per room per night, subject to change. We encourage you to make reservations early to ensure group rate and availability. ***Each year these hotels sell out months in advance of the event.***

Hilton Garden Inn

- Headquarter Hotel, 35 Major Taylor Blvd, Worcester, MA 01608

\$151.00 per room, per night, single or double occupancy. Overnight self parking is \$9.95. Day guest parking is \$7 per day. Make reservations through the Hilton Garden Inn at (508) 753-5700 by March 4, 2017 and mention New England Water Works Association.

Holiday Inn Express

- 2 and 1/2 blocks from the Convention Center, 110 Summer Street, Worcester, MA 01608

\$139.00 per room, per night, single or double occupancy. Rate includes parking, Wi-Fi and hot breakfast. Make reservations through the Holiday Inn at (508) 757-0400 by March 6, 2017 and mention New England Water Works Association.

Courtyard Marriott

- 0.8 miles from the Convention Center, 72 Grove Street, Worcester, MA 01605

\$159.00 per night with one king bed or two queen beds. Free parking. Make reservations through the Courtyard Marriott at (508) 363-0300 by March 4, 2017 and mention New England Water Works Association.

Find a complete listing of Worcester hotels at www.destinationworcester.org.



April 5-6, 2017 • DCU Center
Worcester, Massachusetts

Exhibitor Information

Exhibiting Company Name: _____
 Contact Representative (not published): _____
 Address: _____ City, State & Zip: _____
 Phone #: _____ Fax #: _____ E-mail: _____

Booth Registration

Preferred booth number/area: _____ Vehicle entering hall
 Companies from which we desire booth separation: _____

# of Booths	By 2/10/17	After 2/10/17
1	<input type="checkbox"/> \$1,290	<input type="checkbox"/> \$1,390
2	<input type="checkbox"/> \$1,025 each	<input type="checkbox"/> \$1,075 each
3 or more	<input type="checkbox"/> \$925 each	<input type="checkbox"/> \$975 each

Corner Booth Preferred
(Add \$185 per corner booth)

Standard booth is 10' wide x 9' deep. Cost includes carpet, 1 skirted table, 2 chairs, wastepaper basket, pipe and drape. Electrical hook up is an additional fee, reference DCU service order form for details.

NEWWA Annual Sponsor
\$50 Discount

SPONSORSHIP*: **Event Sponsor (\$1,000)** **Mobile App Upgraded Sponsor (\$2,000)**

Payment Information

VISA MC AMEX DISC Check # of Booths: _____ Amount Paid: _____

Credit card #: _____ Exp: _____

Name on card: _____ Signature: _____

New in 2017

Companies purchasing more than one booth will only receive **one** advertiser listing in all marketing materials. Additional listings may be purchased for \$25.00. Please contact kcahalane@newwa.org for an additional listing.

Confirmation

A confirmation e-mail will be sent within 1 week of receipt of this form with payment. Contact NEWWA if you do not receive confirmation. Early rates are not guaranteed without written confirmation.

Agreement

Purchasing a booth adheres you to the rules and regulations as set forth by the DCU Center. For more detailed information, click here.

Address: NEWWA, 125 Hopping Brook Rd, Holliston, MA 01746

Fax: (508) 893-9898 E-mail: kcahalane@newwa.org

*Annual sponsorship pre-requisite, starts at \$400/year. To sign up, factor into payment above.

Thank you for your support.



Submittal Deadlines: 12/30/2016 for mailed program 3/11/2017 for onsite exhibitor guide

Contact Information and Description (Exactly as it should appear in the program)

Company Name: Address: City, State, Zip: Phone: Website:

- Re-run your 2016 company description
New description (40 words max.): *NEWWA reserves the right to edit descriptions exceeding 40 words*

Three horizontal lines for providing a description.

Directory of Services (Please select from the following to be included in on-site guide)

- Asset Management, Backflow Prevention Devices, Backflow Prevention Services, Chem. Feed Eqpt/Controllers, Chemical Supplies, Construction Equipment, Consulting, Contract Operations, Contractors, Design/Build Services, Engineering Services, Environmental Permitting, Filter Sands, Financial Services, GIS, Groundwater Supply, Hydrogeology, Hydrants & Accessories, Instrumentation & Controls, Leak Detection, Eqpt & Services, Meters & Accessories, Meter Reading, Operation Services, Pipes, Pipe Cleaning & Lining, Pipe Inspection, Pipe Fittings & Joint Restraint, Pumps, Rate Studies, Safety Equipment, Systems Integration DSC, SCADA, Tanks, Utility Billing/Software Solutions, Valves & Accessories, Water Supply & Treatment, Water Treatment Equipment, Wells, Well Drilling, Well Rehab, Other:

Prize Donation

Submittal Deadline: March 17, 2017

Donated prizes are appreciated and advertised at the exhibit entrance. Company representative must bring prizes with them and be prepared to award it on Wednesday or Thursday afternoon. Please bring prize to registration desk on by Wednesday 4/5/17 at 8:00AM.

Door Prize: Value: Scavenger Hunt Prize: Value: