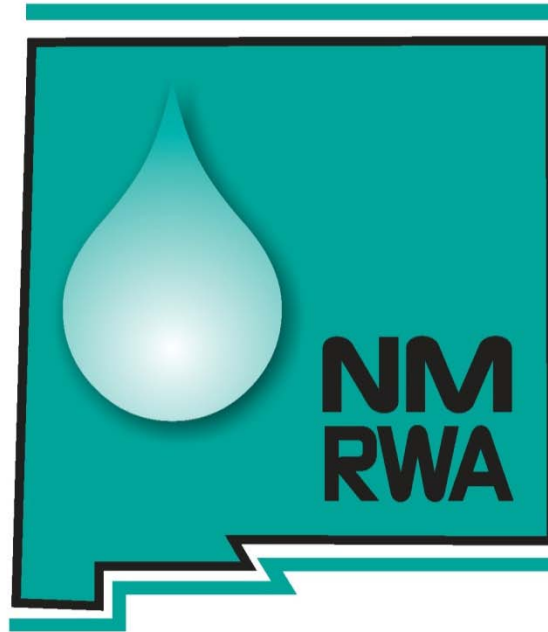


New Mexico Rural Water Association

EXHIBITOR REGISTRATION PACKET



31st Annual Conference

Hotel Albuquerque at Old Town

Albuquerque, New Mexico

April 6 – 9, 2009

www.nmrwa.org

WHY EXHIBIT?

Here's your opportunity to present your products and services directly to a diverse group of water and wastewater professionals of New Mexico. NMRWA's Annual Conference is the largest gathering of its kind in the State and brings together board members, administrators, operators, managers, regulators, industry representatives, agency representatives, lawmakers, and community leaders. Conference attendance in 2008 was our highest yet, and we expect even more in 2009. A majority of attendees are directly involved in purchasing decisions, so this is *the* place to network and grow your customer base!

NMRWA Annual Conference exhibitors are public and private corporations, federal and state agencies, and assistance providers to the water community. The focus of our exhibits has been on small system needs, treatment technologies, utility equipment, and professional services. Always welcome are exhibitors that provide information on compliance issues, computer and technology skills, educational opportunities, funding sources, and data management services.

NEW in '09!

- Exhibitor schedule changes: Sunday Set-up and Tuesday Tear-down
- All class breaks will be held in Exhibit Hall plus early morning coffee on Monday and Tuesday
- Exhibitor Box Lunch in Exhibit Hall on Monday
- Annual Banquet on Tuesday evening & Awards Luncheon on Wednesday
- Computer Lab available for exhibitors: 8-10 connected workstations and instructor terminal with projector

Maximize Visibility: BE A SPONSOR

Consider becoming more involved with the Association and our membership by being a Conference Sponsor. It's possible to sponsor just about anything during the Annual Conference: meals, breaks, contests, prizes, tours, and site visits. Benefits include recognition in the conference program and at conference events, logo placement on conference materials and on NMRWA.org, complimentary conference registrations, and an introduction to the NMRWA Board of Directors. It all adds up to high visibility and huge opportunity! Please see the Sponsorship page in this packet or call us for more information.

Program Ads

Reach conference attendees even after the conference is over with an advertisement in our professionally printed conference program. **The deadline for ads is February 13, 2009.** Ads should be submitted in .tif or .pdf file format, additional charges may apply if your graphics need modification. Ad rates:

Quarter page (one/two-color)	\$175	Half page (4-color)	\$350
Quarter page (4-color)	\$250	Full page (4-color)	\$600

Maximize Visibility: DEMO CLASSES

Are you interested in giving small, hands-on training classes at your booth? From 8am – noon on Tuesday, April 7th attendees will have the opportunity to earn certification credit in several “round robin” sessions by rotating among participating exhibitors’ booths. Demo classes must teach a skill or present knowledge in a way that is useful for system operators. You may not make a “sales pitch” for a specific product. Topics must be approved by NMRWA and classes will be limited to 8. If interested, please list the proposed topic on the registration form and a NMRWA representative will contact you to arrange details.

EXHIBIT HALL HOURS & CONFERENCE EVENTS

New for 2009: Set Up on SUNDAY & Tear-Down on TUESDAY

Sunday, April 5	Noon — 7 pm	<u>Exhibitor Setup</u>
Monday, April 6	7 am	Exhibit Hall Opens
	7 am — 8 am	Morning Coffee w/Exhibitors (Exhibit Hall)
	9 am — 9:15 am	Coffee Break (Exhibit Hall)
	10:15 am — 10:30 am	Coffee Break (Exhibit Hall)
	Noon — 1:30 pm	Box Lunch (Exhibit Hall)
	5:00 pm — 7:30 pm	Meet & Greet (Exhibit Hall)
Tuesday, April 7	7 am	Exhibit Hall Opens
	7 am — 8 am	Morning Coffee w/Exhibitors (Exhibit Hall)
	8 am — Noon	Exhibitor Demonstration Classes
	9 am — 9:15 am	Coffee Break (Exhibit Hall)
	10:15 am — 10:30 am	Coffee Break (Exhibit Hall)
	Noon	Exhibit Hall Closes
	Noon — 3:30 pm	<u>Exhibitor Tear-down</u>
	6 pm — 7 pm	Drinking Water Taste Test & Social Hour
	7 pm — 10 pm	Annual Banquet & Entertainment
Wednesday, April 8	Noon — 1:30 pm	Awards Luncheon
	5:15 pm — 5:45 pm	PAC Raffle
Thursday, April 9	8 am — 5 pm	Certification Exams

Set-up & Tear-down

The Exhibit Hall will be available for **set-up from Noon until 7 pm on Sunday, April 5th**. There will be an early morning coffee service in the Exhibit Hall at 7 am on Monday April 6th. Exhibit Hall **tear-down on Tuesday April 7th from Noon to 3:30 pm**. All materials must be out of the Exhibit Hall **no later than 3:30 pm** or you will be charged an additional fee for removal.

Booth Rental

All exhibit booth rentals include the following:

- ✓ 8' x 10' area (additional space available for fee)
- ✓ Electrical outlet and basic electricity
- ✓ 6' table with skirt & 2 chairs
- ✓ Back & side drapes
- ✓ 7" x 44" ID sign
- ✓ Access to all class sessions
- ✓ Listing in conference program & a copy of final registration list
- ✓ One name badge and one set of event tickets for Exhibitor Box Lunch and Exhibitor Meet & Greet (additional badges and tickets available for purchase)

Additional display needs may be purchased separately from our contractor, Convention Services of the Southwest (CSS). CSS will mail a packet to all exhibitors upon registration.

Exhibitors must register all attendees using the form enclosed in this packet. All attendees must display a name badge at all times. **Exhibitors must purchase all tickets for the Annual Banquet and Awards Luncheon separately.**

Registration & Space Assignment

Exhibit booth space will be assigned based on the following priority system:

1. NMRWA Funding Partners
2. Returning Conference Sponsors
3. New Conference Sponsors
4. Returning Conference Exhibitors
5. New Conference Exhibitors

Funding partners and returning conference sponsors have pre-assigned premium booth space. These booths are marked on the Exhibit Hall floor plan with an "X" and are not available. Returning conference exhibitor applications will be processed up to one week before the first new conference exhibitor application. New conference sponsors should contact the office as soon as possible for the most desirable location.

Exhibit space will be held only upon receipt of \$100 non-refundable deposit and completed Exhibit Space Application. The balance is due by January 30, 2009. You may fax or mail your application with Visa, MasterCard or Discover credit card payment information.

Please refer to the enclosed floor plan and indicate your first three choices of location on the form. If the requested selections are not available, the next best available space will be assigned. NMRWA will make every effort to accommodate individual requests. **Spaces will be assigned to minimize demonstration class conflicts.** In case the Exhibit Hall is sold out, you may request that your name be added to a waiting list in the event that a booth space becomes available due to cancellation or nonpayment.

PAC Raffle

Contribute your support of NMRWA's lobbying efforts on behalf of rural and small water and wastewater systems by **donating an item** or by **purchasing raffle tickets**. The NMRWA Board of Directors represents New Mexico water systems on both the State and National level by providing information and input on regulatory and funding issues. Our partnership with the National Rural Water Association gives small communities a legislative voice in Washington, DC as the largest utility membership organization in the United States. Every contribution counts!

Awards Luncheon

Each year the Association recognizes outstanding members by holding our Annual Awards ceremony at the Awards Luncheon on Wednesday. Support exemplary operators, managers, board members, and associate members by attending the Awards Luncheon. Nominations for awards may be made by any Association member by February 20, 2009. Visit our 2009 Conference webpage for details and nomination form.

Annual Banquet

The 31st Annual Banquet will be held from 7 to 10 pm on Tuesday, April 7th in the Alvarado Ballroom. The Banquet is the perfect time to relax and spend time with old and new acquaintances. Enjoy quality entertainment with an excellent dinner, and meet newly elected board members and officers of NMRWA. Celebrate the Association's accomplishments and growth!

Hotel Information

The Annual Conference is being held at the beautiful Hotel Albuquerque at Old Town, located at 800 Rio Grande Boulevard, within walking distance of the Albuquerque Plaza. NMRWA has reserved a block of guest rooms at a rate of \$99. Reservations must be made by **March 6, 2009** to receive this rate. Please call the hotel at (505) 843-6300 and refer to the NMRWA Annual Conference.

Security

Off-hours security will be provided by an independent security firm; however NMRWA will not be responsible for lost or stolen property. Exhibitors should insure all property against this risk.



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SPONSORSHIP INFORMATION

NMRWA encourages exhibitors to sponsor food functions, contests, events and to donate prizes for drawings in the exhibit area. Conference sponsors receive premium booth locations and many other benefits including recognition in the conference program and at conference events, logo placement on conference materials and on the NMRWA website, and introduction to the NMRWA Board of Directors. It all adds up to high visibility in the Association. Our Sponsors support the mission of the Association and the membership – we can't do it without you!

If you would like to support the Association by becoming a 2009 Sponsor, please indicate the level of sponsorship, any event sponsorships and the total amount on the Exhibit Space Application. You may suggest sponsorships for special or unique events – we are open to creative ideas and suggestions. Please contact the office to discuss any special event ideas or if we may be of any other assistance.

Event Sponsorship

Choose one of the following events to host for the conference attendees or in addition to your conference sponsorship. Event sponsors will be recognized with a sponsorship sign displayed during the event and acknowledgment in the Conference Program.

Hot Tap Contest – \$150

Backhoe Operator Contest – \$250

Refreshment Break – \$500

Conference Sponsor - \$1750

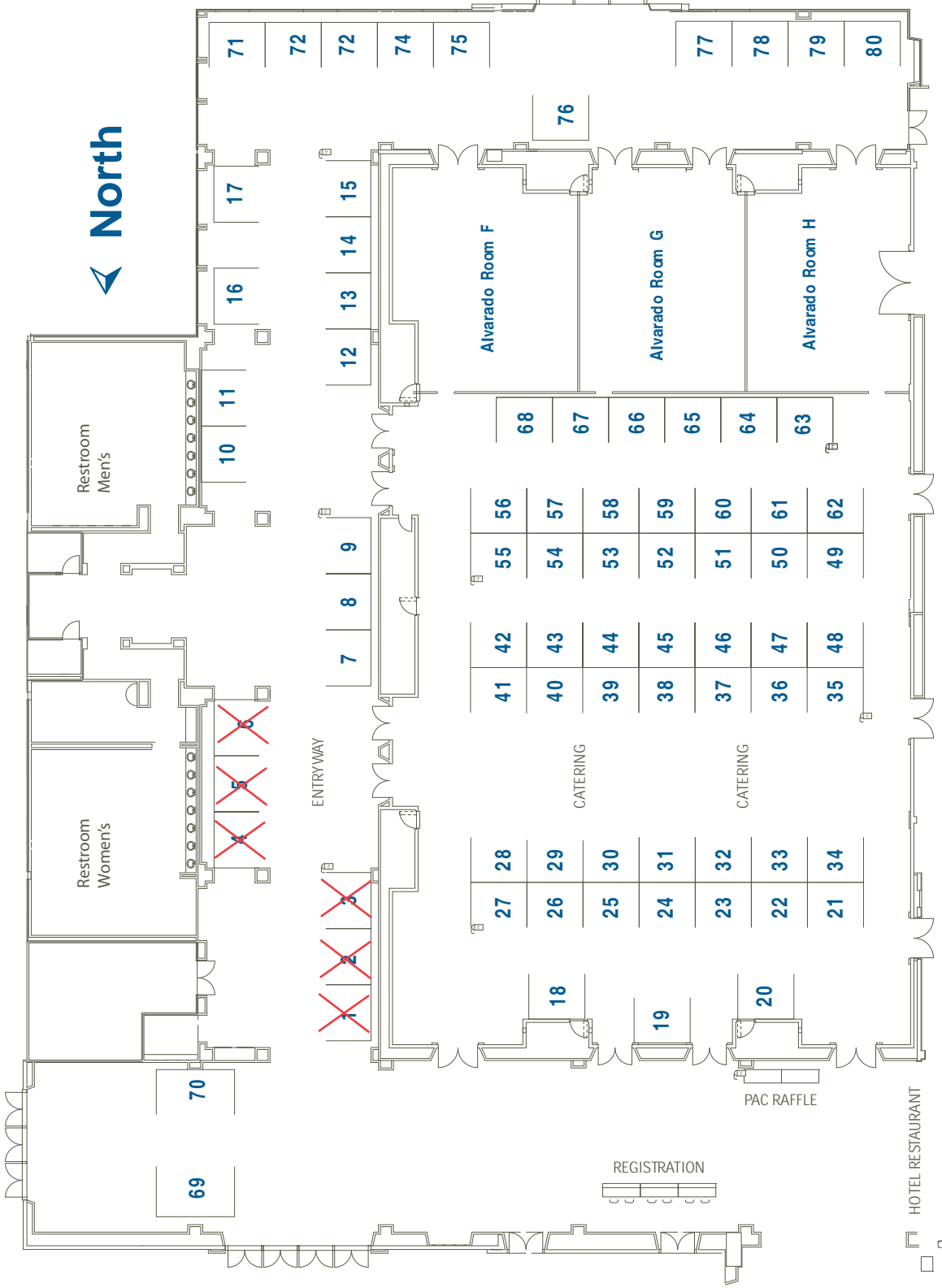
Conference sponsors receive a complimentary 8' x10' exhibit booth and recognition on the NMRWA website and in the conference program. Returning sponsors receive premium reserved booth locations. New conference sponsors should contact the office as soon as possible for the best locations.

Silver Sponsor - \$2500 or Gold Sponsor - \$5000

Elevate your visibility and presence in the Association by becoming a Silver or Gold Sponsor. Receive the same benefits as a Conference Sponsor, plus recognition at the conference meal events, free advertisement in the conference program and the NMRWA magazine, *Agua de Nuevo Mexico*, and premium logo placement on conference materials. Please contact Matthew Holmes, Executive Director, if you are interested in increasing your involvement with the Association through a Silver or Gold Sponsorship.



NMRWA - 2009 Exhibit Hall Floorplan



North

Restroom
Men's

Restroom
Women's

ENTRYWAY

REGISTRATION

PAC RAFFLE

HOTEL RESTAURANT

Alvarado Room F

Alvarado Room G

Alvarado Room H

CATERING

CATERING

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Contract Terms and Conditions

SPONSORSHIP AND PURPOSE

The NMRWA Annual Conference and Membership Meeting (AC) is sponsored by the New Mexico Rural Water Association, a nonprofit association. The purpose of the exhibition hall is to compliment the professional meetings and program sessions by enabling attendees to see, hear, examine and question the latest developments in equipment, supplies and services which are represented.

EXHIBIT HALL DATES

Setup will be on Sunday 04/05/09 from 12:00 noon to 5:00 pm. The show begins on Monday 04/06/09 at 7:00 am and will end at noon on Tuesday 04/07/09. Teardown is scheduled on Tuesday 04/07/09 at noon, and all exhibitor material must be removed from the facility by 3:30 pm on Tuesday 04/07/09.

GENERAL

The words "Association" or "NMRWA" shall mean the New Mexico Rural Water Association, its officers, committees, agents or employees acting for them in the management of the AC. The Association reserves the right to render all interpretations and to establish further regulations as may be deemed necessary for the general success of the exhibition. NMRWA reserves the right to decline, prohibit, or expel an exhibit which, in its judgment, is out of character of the exhibition and/or is in violation of this contract or any rules or regulations now or hereafter in effect. Dimensions of all exhibit areas are believed to be accurately stated on the floor plans, however, NMRWA will assume no liability for any discrepancies that may actually occur. **Facility lighting does not illuminate all areas evenly and effectively and NMRWA will not assume responsibility for providing additional lighting.** The exhibitor may order additional lights at the prevailing rates (See the Exhibitor Service Packet). NMRWA will not assume responsibility for the temperature levels of the exhibit hall during setup, show and teardown. NMRWA reserves the option in any emergency either to substitute comparable display space if required by unforeseen circumstances, or to refund the exhibit fee. Exhibitors shall be bound by all pertinent laws, codes and regulations of municipal or other authorities having jurisdiction over the exhibit facility or the conducting of said exhibit, together with the rules and regulations of the owners and operators of the facility in which the exhibition is held. NMRWA will not be responsible for lost or stolen property.

SOLICITATION

Distribution of advertising material and exhibitor solicitation of any sort shall be restricted to the exhibitor's booth. Exhibitor's exhibit or product may not extend into any aisle. No exhibitor shall so arrange his/her exhibit so as to obscure or prejudice adjacent exhibitors in the opinion of NMRWA.

RETAIL SALES PROHIBITED

All over-the-counter sales or sales of any kind that involve the exchange of currency for goods received during the exhibition are prohibited.

TAXES AND LICENSES

Exhibitor shall be responsible for obtaining any licenses, permits, or approvals required under local, state, or federal law applicable to their activity at the exhibition. Exhibitor shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees, or other charges that shall become due to any governmental authority in connection with their activities at the exhibition.

SUBLETTING OF SPACE PROHIBITED

Exhibitor agrees not to assign, sublet, or apportion space or any part thereof allotted to him/her, and not to exhibit or advertise goods other than manufactured or sold by him/her in the regular course of business unless approved in writing by NMRWA.

CANCELLATION & REFUND POLICY

Full payment is due no later than January 16, 2009. Cancellation of all, or part, of the exhibit space must be in writing to NMRWA. Exhibitors canceling before January 16, 2009, will receive a refund of their fees, less a non-refundable \$100 deposit. Exhibitors canceling between January 17 and February 16, 2009, will forfeit 50% of their total rental fees. No refunds will be issued after February 16, 2009. If the exhibitor does not make full payment when due under the terms of this contract, NMRWA reserves the right to terminate this contract and the exhibitor shall be responsible for payment to NMRWA of all amounts which would have been due NMRWA, under the terms of this contract.

INSURANCE

An exhibitor shall carry its own insurance. NMRWA and the exhibition facility assume no responsibility for the safety of the properties of the exhibitor, its officers, agents, or employees from theft, damages by fire,

Contract Terms and Conditions

INSURANCE, CONTINUED

accident, or any other cause whatsoever, and the exhibitor expressly agrees to save and hold harmless NMRWA, the decorator/exposition company and the exhibition facility and their respective management, agents, and employees from any and all liability resulting from injuries or damage to exhibitor, its agents, employees, persons, and/or properties in connection with the exhibitor's use of the exhibit space. By signing this contract the exhibitor is certifying to NMRWA that it has liability insurance coverage currently in place that is adequate to cover exhibitor's potential liability arising from the exhibitor's participation in the AC.

DEFAULT OF OCCUPANCY

It is further agreed that actual occupation of the exhibit space by an exhibit is essential. Should the exhibitor be unable to occupy the space by Sunday, April 5, 2009, then the Association is authorized to occupy or cause said space to be occupied in such a manner as it may deem in the best interest of the exhibition, without any rebate or allowance whatsoever to the exhibitor and without in any way releasing said exhibitor from any liability, or from any of its other obligations under this contract. Said exhibitor expressly agrees to pay the exhibition the full sum set forth.

BUILDING OCCUPANCY

NMRWA will not be liable for the nonfulfillment of this contract as to the delivery of exhibit space if nondelivery is due to any of the following causes: by reason of the facility being damaged or destroyed by fire, acts of God, public enemy, war or insurrections, strikes, the authority of the law, postponement or cancellation of the exhibition, or for any cause beyond its control. It will, however, in any of the above named reasons reimburse the exhibitor on a pro-rated basis on any amount paid, less any and all legitimate expenses incurred, such as but not limited to rent, advertising, salaries, operating costs, etc.

PROTECTION OF FACILITIES

Nothing shall be posted on, tacked, nailed, screwed, or otherwise attached to the columns, walls, floors or other parts of the hotel or convention hall exhibit area without written permission from NMRWA. Packing, unpacking, and assembly of exhibits shall be done only in designated areas and in conformity with directions of NMRWA, the hotel or convention facility manager, or their assistants.

EXHIBITOR SERVICE PACKET

NMRWA will furnish an Exhibitor Service Packet to the exhibitor prior to the exhibition. This packet will include specifications for shipping, drayage, labor requirement, labor rates, electricity, lighting, water, carpeting, furniture, telephones, etc. This packet must be read carefully by the person in charge of the exhibit.

BOOTHS

The booth package (one 8' X 10' space with back and side wall draping, 7" X 44" identification sign, one 6' draped table, electrical outlet with basic electricity, two chairs, off-hour security and a listing in the show directory) is provided by NMRWA without additional cost to the exhibitor. If an exhibitor plans to install a completely constructed display of such a character that the exhibitor will not require or desire the use of standard booth equipment, no part thereof shall project as to obstruct the view of adjacent booths. No display may exceed a height of eight feet on the back or side walls, without the consent of NMRWA in writing. No booth may incorporate elements outside the designated booth display area. **Any booth or booths not conforming to these requirements must be approved in advance by NMRWA and may result in additional fees.**

REGISTRATION & BADGES

Each exhibit space will receive one name badge and one complimentary ticket to each of the following events: Exhibitor Box Lunch and Exhibitor Meet & Greet. All persons must wear a conference name badge at all times while attending the AC. Additional name badges and event tickets may be purchased using the registration forms included.

INSTALLATION & DISMANTLING

The specific requirements as to the times for installation and dismantling of exhibits shall be set forth in this Exhibitor Information Packet supplied to each exhibitor prior to the event. NMRWA expressly reserves the right to determine the rules subject to all installations and dismantling done by any exhibitor at this conference.

EFFECTIVE DATE

This contract shall become effective upon the date of acceptance by the association. Your exhibitor application is considered accepted once the Association cashes your \$100.00 deposit fee.



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EXHIBIT SPACE APPLICATION

Please complete all items and type or print clearly. 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 request)

1st choice: _____ 2nd choice: _____ 3rd choice: _____ 4th choice: _____

Ten-word description of product or service (will be printed in conference program and on website)

Exhibitor Demonstration Training - *Optional, please see page 1 for more information* (one-sentence description of proposed small group training class)

Your booth rental includes one complete exhibitor registration, including one ticket to the Exhibitor Box Lunch and one ticket to the Exhibitor Meet & Greet Reception on Monday. **Tickets to the Annual Banquet and Awards Luncheon must be purchased separately.** 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 \$75 each.** Each additional exhibitor will receive registration materials and tickets to the Exhibitor Meet & Greet Reception and the Exhibitor Box Lunch on Monday.

List of Additional Exhibitors (attach a list if necessary)

1. _____ 2. _____

3. _____ 4. _____

Exhibit Booth Space

- Includes one ticket to Box Lunch and Meet & Greet

Check all that apply

item total

Member - 8x10 Foot Booth @ \$625 = \$ _____

Nonmember - 8x10 Foot Booth @ \$915 = \$ _____
- Includes NMRWA Associate Member Dues

Advertising in Conference Program

Quarter page ad – one color @ \$175 = \$ _____

Quarter page ad – full color @ \$250 = \$ _____

Half page ad – full color @ \$350 = \$ _____

Full page ad – full color @ \$600 = \$ _____

Exhibitor Registration

Quantity

Additional Exhibitors _____ x \$75 = \$ _____
- Includes one ticket to Box Lunch and Meet & Greet

Extra Tickets

Exhibitor Box Lunch (Monday) _____ x \$25 = \$ _____

Exhibitor Meet & Greet (Monday) _____ x \$25 = \$ _____

Annual Banquet (Tuesday) _____ x \$30 = \$ _____

Awards Luncheon (Wednesday) _____ x \$50 = \$ _____

Sponsorship(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 January 16th, 2009 to hold your exhibit space*
- ☞ *Hotel reservations must be made by March 6, 2009 in order to receive \$99 conference rate: 505-843-6300*

By signing this application, I affirm that I have read and agree to all the terms and conditions contained in the Exhibitor Registration Packet. I understand that the \$100 deposit fee is non-refundable, and that balance is due on January 16, 2009.

Authorized by (Name): _____ **Title:** _____

Signature: _____ **Date:** _____

Check # _____ VISA ___ MasterCard ___ Discover ___ Card _____ Exp. _____
Name on credit card _____ Card holder's signature _____

Please return this complete and signed registration form with payment to:

**New Mexico Rural Water Association ♦ Fax 505-884-1032
3413 Carlisle Blvd. NE ♦ Albuquerque, NM ♦ 87110**