

New Mexico Rural Water Association

EXHIBITOR INFORMATION PACKET



27th Annual Conference

Sheraton Old Town
Albuquerque, New Mexico
March 21 – 24, 2005

ABOUT NMRWA

The New Mexico Rural Water Association is the professional organization serving water and wastewater systems under 50,000 population in the State. Our membership includes 375 community and private utilities providing services to over 450,000 customers, and 115 industry representatives and individuals committed to assisting in the work of the Association. NMRWA was formed in 1978 to address the need for training, technical assistance and legislative representation for small systems. NMRWA's principal activities include providing: free accredited training for water and wastewater system operators, onsite technical assistance for utilities, wellhead and sourcewater protection planning, board member training, state and national representation on key issues related to drinking water, and educational information through newsletters, mailings, meetings and electronic media.

FOR MORE INFORMATION

The NMRWA website address is *www.nmrwa.org*. The site contains information about NMRWA membership, governance, activities and events. Complete information on the Annual conference is available by clicking the link on the homepage.

WHY EXHIBIT?

Present your products and services directly to the people who make purchasing decisions. The New Mexico Rural Water Association Annual Conference is the largest water and wastewater conference in the State. Network with lawmakers, agency representatives, local leaders, system managers and operators. Increase your awareness of regulatory and legislative drinking water issues by attending your choice of 65 high quality seminars. Step up your visibility and presence by volunteering to instruct, hosting an event, or becoming a conference sponsor.

ATTENDANCE PROFILE

Conference attendance in 2004 was our highest yet, consisting of 500 board members, operators, managers, mayors, lawmakers, regulators, and industry representatives. Every indication points to Rural Water continuing to grow and prosper in 2005 and beyond.

EXHIBITOR PROFILE

NMRWA Conference exhibitors are public and private corporations, federal and State agencies, and assistance providers to the water community. The focus of our exhibits is on small system compliance and treatment technologies, utility equipment, and professional services. Also welcome are exhibitors that provide information on rule compliance, educational programs, funding sources, and data management services. *You must be a member of New Mexico Rural Water Association to exhibit. Associate membership in NMRWA is included in the non-member exhibitor price on the registration form.*

EXHIBITOR INFORMATION

EXHIBIT HALL HOURS

Morning and afternoon breaks will be held in the Exhibit Hall.

Monday	March 21	8:00 am – 4:00 pm 5:00 pm – 9:00 pm	Exhibit Hall Setup Exhibit Hall Opening with Exhibitor Meet & Greet
Tuesday	March 22	7:00 am – 5:00 pm Noon – 2:00 pm 1:30 pm – 5:00 pm	Exhibit Hall Open Networking Lunch Exhibitor Demonstrations
Wednesday	March 23	7:00 am – 1:00 pm 1:00 pm – 3:30 pm 6:00 pm – 7:00 pm 7:00 pm – 9:00 pm	Exhibit Hall Open Exhibitor Teardown Social Hour / Raffle Awards Banquet
Thursday	March 24	8:00 am – 2:00 pm	Annual Golf Tournament Isleta Eagle Golf Course

EXHIBIT BOOTH RENTAL

Exhibit rental will include the following:

- 8x10 foot display area (additional booth space is available for rent)
- 6 foot table with skirt
- Back & side drape
- 2 chairs
- 7x44 inch ID sign
- Listing in the conference program and copy of the final registration list
- One complimentary full conference registration including all meal functions
- Free exhibit hall and training session registrations for three exhibitor staff members

Electricity and other display needs may be purchased separately from Convention Services of the Southwest. CSS will mail all exhibitors a packet upon registration. Exhibitors must register all attendees using the form contained in this packet. Exhibitors are welcome to attend the training sessions, but extra meal tickets must be purchased separately in addition to the one complimentary registration.

SECURITY

Off-hour security will be provided by an independent security firm.

SHIPPING

The shipping address is: (Exhibitor's Name)
NMRWA Annual Conference
Convention Services of the Southwest
1239-A Bellamah
Albuquerque, NM 87104

There is a charge for receiving and handling packages, call CSS at 505-243-9889 for details.

EXHIBIT BOOTH NUMBER ASSIGNMENTS

Exhibit booth space will be assigned on a first-come, first-served basis. Space will be held upon receipt of 50% deposit only, balance due in thirty days. Please refer to the included 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. Note that some booths are reserved for our funding partners and conference sponsors. You may also indicate up to three competitors that you would prefer not be next to your booth and NMRWA will make every effort to accommodate your request.

HOTEL INFORMATION

NMRWA has reserved a block of guest rooms at the rate of \$75.00. Reservations must be made by March 1, 2005 to guarantee availability. Please call the hotel at (505) 843-6300 or 1-800-237-2133 to make reservations and reference the NMRWA Annual Conference.

CONFERENCE PROGRAM ADVERTISEMENT

Training sessions, instructors, events, and exhibitors are listed in our professionally printed conference program. Reach all conference attendees even after the conference is over with a program advertisement. Advertisements are printed using a four color process. The deadlines for ad copy on disk is February 15th, 2005. Advertising rates are as follows:

Quarter page ad:	\$200
Half page ad:	\$300
Full page ad:	\$500

EXHIBITOR DEMONSTRATIONS

On Tuesday, March 22nd we are seeking exhibitors that are interested in giving small, hands-on training classes at your booth from 1:30 – 5:00 pm. Attendees will have the opportunity to participate in several “round robin” trainings for credit by rotating among participating exhibitors. The training class topics will be approved by NMRWA, attendees will be able to sign up for the classes at your booth in advance, each class will last a half hour (repeated four to six times), and classes will be limited to six students at one time. If you are interesting in hosting a hand-on demonstration class, please list the proposed topic on the registration form and a NMRWA representative will contact you to arrange the details.

EXHIBIT HALL SETUP & TEARDOWN

The Exhibit Hall will be available for setup at 8:00 am on Monday, March 21st. The Exhibit Hall opens at 5:00 pm on Monday, with a Meet & Greet event featuring our Drinking Water Taste Contest, Hot Tap Contest and Exhibitor Raffle. Exhibit Hall teardown is from 1:00 to 3:30 pm on Wednesday, March 23rd. All materials must be out of the Exhibit Hall no later than 3:30 pm or you will be charged an additional fee by CSS.

ANNUAL AWARDS BANQUET

The 27th Annual Awards Banquet will be held from 6:00 to 9:00 pm on Wednesday, March 23rd in the Alvarado Ballroom. The Banquet is the perfect time to relax and spend time with old and new acquaintances, enjoy quality entertainment, meet the newly elected board members and officers of NMRWA, and recognize your peers for outstanding merit at our Awards ceremony.

ANNUAL GOLF TOURNAMENT

Treat new contacts and job prospects to a round of golf at the Isleta Eagle Golf Course on Thursday, March 24th at 8:00 am. Our tournament features a four-person scramble, shotgun start, lunch and prizes awarded immediately following play.

CONFERENCE SPONSORSHIP

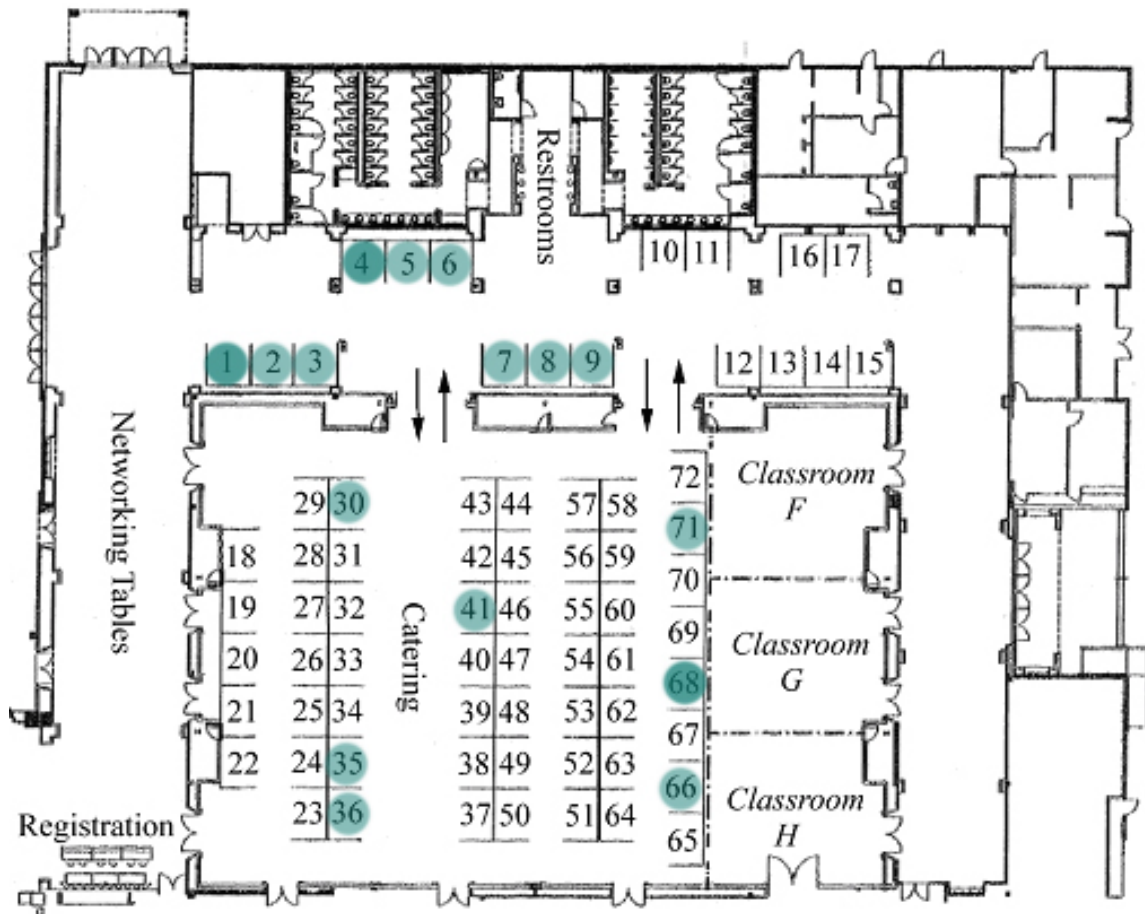
Consider becoming more involved with the Association and our membership by being a conference or event sponsor. Conference sponsors receive many benefits for their support, including recognition in the conference program and at conference events, logo placement on conference materials and on the NMRWA website, complimentary conference and golf tournament registrations, introduction to the NMRWA Board of Directors, and reserved high-traffic booth space. You may also sponsor meal events, contests, materials, prizes and our golf tournament. If you are interested in becoming a conference or event sponsor, please fill out the sponsorship and prize donation form, or call the Association at 1-800-819-9893 for more information.

Benefactor	Sponsor	Supporter
\$5,000	\$2,500	\$1,250
Recognition as primary sponsor	8x20 Prime Exhibit Booth	8x10 Prime Exhibit Booth
8x20 Prime Exhibit Booth	4 full Conference registrations	2 full Conference registrations
6 full Conference registrations	4 Golf Tournament registrations	2 Golf Tournament registrations
6 Golf Tournament registrations	1 half page ad in Program	1 quarter page ad in Program
1 full page ad in Program	Reserved table at Awards Banquet	Reserved table at Awards Banquet
Reserved table at Awards Banquet		
Refreshment Break -- \$500	Backhoe Contest -- \$500	Networking Lunch -- \$1,500
Golf Tee Sponsor -- \$150	Hot Tap Contest -- \$150	Other Opportunities Available

EXHIBIT HALL LAYOUT

ALVARADO GRAND BALLROOM & ATRIUM

Please note that grayed-out booths are reserved for our funding partners, and conference sponsors.



SPONSORSHIP / PURPOSE

The NMRWA Annual Technical Conference and Membership Meeting (ATC) is sponsored by the New Mexico Rural Water Association, a nonprofit association. The purpose of the exhibition 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 Monday 03/21/05 from 8:00 am to 4:00 pm. The show begins on Monday 03/21/05 at 5:00 pm and will end on Wednesday 03/23/05. Teardown is scheduled on Wednesday 03/23/05 at 1:00 pm, and all exhibitor material must be removed from the facility by Wednesday 03/23/05 at 3:30 pm.

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 ATC. 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 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.

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

Cancellation of all, or part, of the exhibit space must be in writing to NMRWA. Exhibitors canceling before January 4, 2005, will receive a full refund. Exhibitors canceling between January 4 and February 21, 2005, will forfeit 50% of the total rental. No refunds will be issued after February 21, 2005. 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, 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 this ATC.

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 Monday, March 21, 2005, 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 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 manual is to be read over carefully by the person in charge of preparing the exhibit.

BOOTHS

The booth package (one 8' X 10' space with back and side wall draping, 7"X44" identification sign, one 6' draped table, 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 wall nor be higher than side wall specifications, without the consent of NMRWA in writing.

REGISTRATION & BADGES

Each exhibit space will receive up to three (3) complimentary badges. In addition, each booth area is entitled to receive one (1) complimentary ticket to the Meet & Greet, Networking Luncheon and Annual Award Banquet.

INSTALLATION & DISMANTLING

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

THIS CONTRACT SHALL BECOME EFFECTIVE UPON THE DATE OF ACCEPTANCE BY THE ASSOCIATION.



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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: _____

Exhibit Contact Person: _____ Title: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Exhibit Booth Location Preference (reasonable attempts will be made to accommodate your requests)

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

Competitors whose booth you would prefer not to be adjacent to your exhibit (optional)

1st: _____ 2nd: _____ 3rd: _____

Exhibitor Demonstration Training (one sentence description of proposed small group training class – optional)

Authorized by (Name): _____ Title: _____

Signature: _____ Date: _____

Payment:

Check # _____ VISA _____ MasterCard _____ Card # _____ Exp. _____

Name on credit card _____ Card holder's signature _____

Registration Form Continued

List of Attendees: 1. Name: _____ Title: _____
 2. Name: _____ Title: _____
 3. Name: _____ Title: _____
 4. Name: _____ Title: _____

Your booth rental includes one complimentary registration, including all meal functions and registration materials. You may register up to three additional employees of your company for free, who will receive name badges and may attend the Exhibit Hall and training session only. Meal tickets (including the Meet & Greet) and registration materials must be purchased separately for “name badge” registrants.

Exhibit Booth Space

Member - 8x10 Foot Booth @ \$450 = \$ _____
Member - 8x20 Foot Booth @ \$750 = \$ _____
Non-member - 8x10 Foot Booth @ \$675 = \$ _____
Non-member - 8x20 Foot Booth @ \$975 = \$ _____

Advertising in Conference Program

Quarter page ad @ \$200 = \$ _____
Half page ad @ \$300 = \$ _____
Full page ad: @ \$500 = \$ _____

Extra Tickets (one complimentary ticket to each meal event is included with booth registration)

Event	# of tickets	price / ticket	total
Exhibitor Meet & Greet	_____	x \$20	= \$ _____
Networking Luncheon	_____	x \$25	= \$ _____
Awards Banquet	_____	x \$40	= \$ _____
Extra Registration Packets	_____	x \$10	= \$ _____

Golf Tournament Registrations _____ x \$90 = \$ _____

Total Due: \$ _____

☞ **You must make a deposit of at least one-half the total due to hold your exhibit space. The remainder of the balance is due no later than March 1st, 2005.**

Please mail this completed and signed registration form with payment to:
 NMRWA ♦ 3413 Carlisle Blvd. NE ♦ Albuquerque, NM ♦ 87110 ♦ Fax 505-884-1032



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SPONSORSHIP & PRIZE DONATION FORM

NMRWA encourages exhibitors to sponsor food functions, contests, events and to donate prizes for drawings in the exhibit area.

Event sponsors will receive a poster sign displayed during the event and acknowledgement in the Conference Program.

Types of prizes will be at the discretion of the donor. However, NMRWA reserves the right to review all submissions. Prize drawings may be held at the Meet & Greet, Networking Lunch, or the Awards Banquet. Prize donations will be recognized by a sign displayed in the Exhibit Hall and in the Conference Program.

Sponsored / Donated by (Firm): _____

Address: _____

Contact Person: _____

Telephone: _____

Signature: _____

Prize Description: _____

Approximate Prize Value: _____

Event Sponsorship

- | | |
|---|---|
| <input type="checkbox"/> Refreshment Break – \$500 | <input type="checkbox"/> Backhoe Operator Contest – \$500 |
| <input type="checkbox"/> Golf Tournament (Tees) – \$150 | <input type="checkbox"/> Networking Lunch – \$1,500 |
| <input type="checkbox"/> Hot Tap Contest – \$150 | <input type="checkbox"/> Other – Amount: \$ _____ |
| | Event: _____ |

Conference Sponsorship

- | | |
|--|---|
| <input type="checkbox"/> Conference Supporter – \$1,250 | <input type="checkbox"/> Conference Sponsor – \$2,500 |
| <input type="checkbox"/> Conference Benefactor – \$5,000 | |