

California Rural Water Association



APRIL
23-26
2012



DATES & GENERAL INFORMATION

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February 10, 2012

First round deadline for receipt for Application for Exhibit Space

March 16, 2012

Notice of booth space assignment and confirmation sent. Last chance for the \$600 (member) and \$850 (non-member) pricing.

March 12, 2012

A \$75 late application fee will be added to your regular Exhibit fees.

March 30, 2012

Deadline for cancellation of booth space without 100% penalty. All cancellations must be in writing.

April 9, 2012

Hotel cut-off for \$59/\$79 room rates. Harveys Lake Tahoe Casino & Resort. 800.455.4770. Use code SO4RWTR to receive the special CRWA group rate.

April 25, 2012

Exhibit Set-Up
9:00am-11:00am

Exhibit Hours

12:00-5:00pm

Exhibitor Hosted Lunch

12:00-1:00pm

Microbrew Fest

3:00-5:00pm

Raffle

1:00-5:00pm (Prize drawings ongoing, winners must be present to win)

Exhibit Removal

5:00-8:00pm

Exhibitor Pricing

CRWA Associate Members – \$600
Non-Members – \$850

Booth fees include:

- 6' skirted table
- 2 chairs
- 2 booth personnel

Each additional person on vendor day only – \$100

All exhibits are 6' **table top displays**. Please plan accordingly.

Our exhibitors often bring large displays to what is in fact a table top show. They work with their neighboring exhibitors to make space. *CRWA and Harvey's can only guarantee a 6' table top display to each exhibitor.*

CONTACT INFORMATION

California Rural Water Association

4125 Northgate Boulevard
Sacramento, CA 95834
800.833.0322
f: 916.553.4904
www.calruralwater.org
llong@calruralwater.org

SPONSOR OUR EXPO! SPONSORSHIP HAS ITS BENEFITS

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Show your support of CRWA and increase your company's visibility by being an Expo sponsor! We truly appreciate our sponsors and will credit them as often and as visibly as possible. Sponsors will be included in onsite guides, registration materials when possible and event signage.

True Blue (2) - \$1500+

- Company banner at Annual Awards Banquet or Water Taste Test Lunch
- Free ½ page full color ad in the California Water Journal

Teal (5) - \$675

- Individual sponsorship signage at event breakfast, lunch or coffee break
- Free ¼ page ad in California Water Journal (black & white)

Aquamarine (1) - \$525 + Cost of Nametags/Lanyards

- This sponsorship puts your company's name and logo on the event nametags, lanyards and Contact Hour cards. This is a big opportunity to put your company's name and logo into print...lots of print.
CRWA will print and prepare contact hour cards and actual nametags, sponsor provides lanyards and/or nametag holders.

Binder (1) – \$125 + Cost of Customized Binders and Dividers*

- This sponsorship allows your company to provide customized binders for Expo attendees. Binders will be provided to each attendee when they register at the Expo and utilized in each class. Each binder will contain five section dividers that can also be customized. This is an opportunity to put your company in front of water and wastewater system personnel in a bold way. Binders must be delivered to CRWA office by March 26, 2012.

Notepad (1) - \$125 + Cost of Customized Notepads*

- This sponsorship allows your company to provide each Expo attendee with a customized writing notepad. Expo attendees take notes throughout the three day event and will repeatedly see your logo and company contact information. Notepads must be delivered to CRWA office by March 26, 2012.

Pens (1) - \$125 + Cost of Customized Pens*

- This sponsorship is a quick and easy way to put your company logo and contact information in the hands of Expo attendees, literally. Pens must be delivered to CRWA office by March 26, 2012.

Event Bag (1) - \$125 + Cost of Customized Bags*

- This sponsorship allows your company information to go home with Expo attendees. It's the sponsorship that keeps on giving. Bags must be delivered to CRWA office by March 26, 2012. Each attendee receives a bag at event registration.

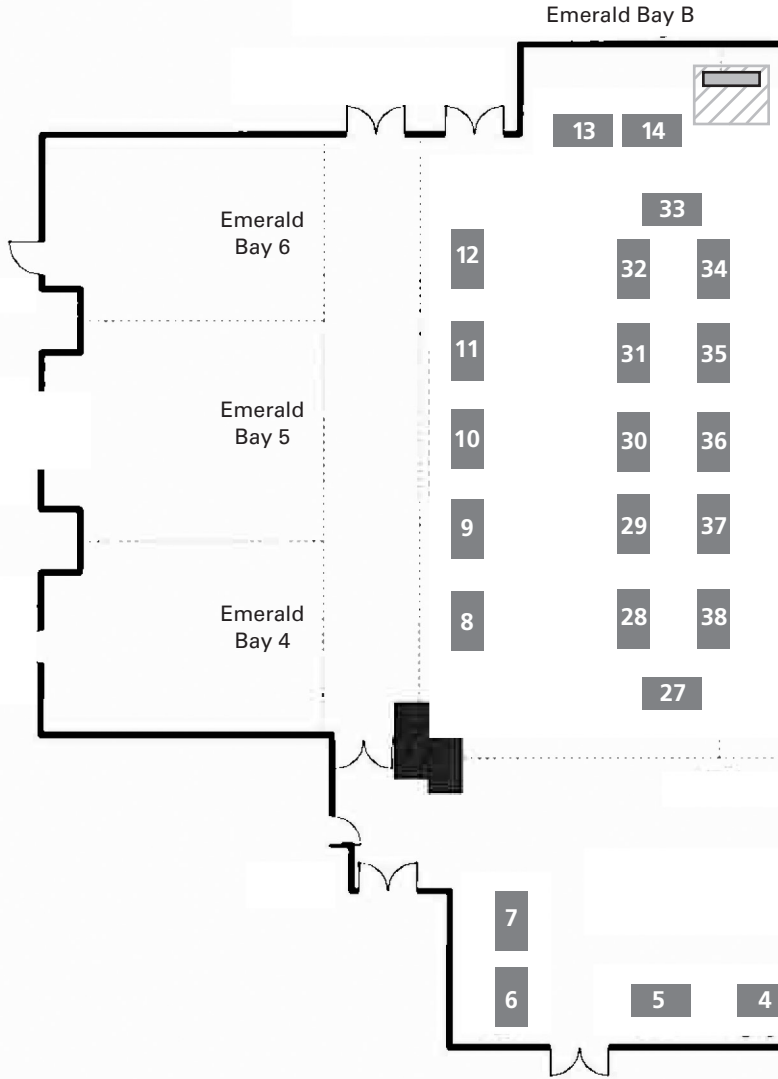
Hats (1) - \$125 + Cost of Customized Hats*

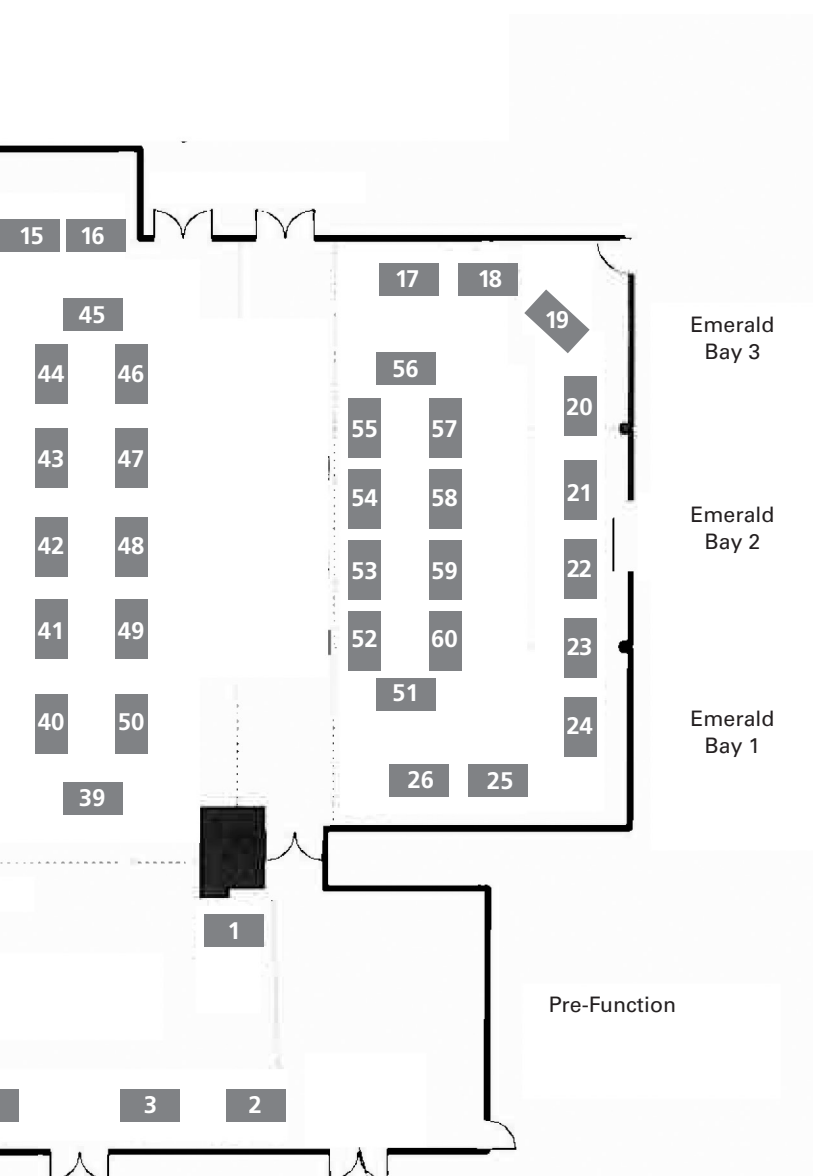
- This sponsorship allows your company to give each of our attendees a hat they can take with them. This is an ideal way to get your name into the field. Hats must be delivered to CRWA office by March 26, 2012.

** CRWA will assist sponsor with the administrative aspect of procuring the customized nametags, binders, notepads, pens, bags or hats if needed.*



FLOOR PLAN: EMERALD BAY BALLROOM





Exhibitor Entrance

Emerald Bay 3

Emerald Bay 2

Emerald Bay 1

Pre-Function



expo

Attendee 2 (FREE) -

No charge

Attendee 3 \$75 -

SUBTOTAL 3 - \$

Attendee 4 \$75 -

SUBTOTAL 4 - \$

MEMBERSHIP

Apply for CRWA Associate Membership: **\$607**, in addition to the exhibit fee above (at member rate).

SUBTOTAL 5 - \$

SPONSORSHIPS

True Blue - \$1,500 Teal - \$675 Aquamarine - \$525 + cost of lanyards Notepads - \$125 + cost of notepads

Pens - \$125 + cost of pens Student bags - \$125 + cost of bags Hats - \$125 + cost of hats Binders - \$125 + cost of binders

SUBTOTAL 6 - \$

AWARDS BANQUET

Yes, I will be attending the Awards and Entertainment Banquet on Tuesday, April 24 - \$60

SUBTOTAL 7 - \$

PAYMENT INFORMATION

Check (payable to CRWA) #: Money Order MasterCard/MsaAmerican Express/Other Credit Card

TOTAL - \$

Credit card number:

Expiration date:

Name on card:

Authorized signature:

BOOTH ASSIGNMENT NUMBER PREFERENCE - CRWA will assign booths to ensure the most successful show for all of our exhibitors and will attempt to honor your booth preferences.

Preference #1: Preference #2: Preference #3:

TERMS & CONDITIONS - I have read and will abide by the terms and conditions on this form and on page 10.

Signature:

Print name:



CRWA 2012 EDUCATION & EXHIBITOR EXPO
April 23 - 26, 2012 • South Lake Tahoe

Please fax completed form to 916.553.4904 or mail with payment to CRWA, 4125 Northgate Boulevard, Sacramento, CA 95834.

Contact:

Title:

Name:

Address:

City:

State:

Zip:

Phone:

Fax:

Email:

Website:

Goods/services your company plans to exhibit: **This information is used to help place your company away from other exhibitors with similar products.**

EXHIBIT FEES - A \$75 late fee will be assessed after March 12, 2012.

CRWA Associate Member - \$600

Non-members - \$850

SUBTOTAL 1 - \$

STUDENT REGISTRATION - Exhibitors can attend Expo classes as students on non-exhibitor days.

Student Registration - Tuesday only - \$100

Student Registration - Thursday only - \$100

SUBTOTAL 2 - \$

BOOTH PERSONNEL - Photocopy form if additional badges are needed.

Attendee 1 (FREE) -

No charge

GOOD TO KNOW

Raffle

CRWA hosts a large raffle during the Exhibitor afternoon. This is a significant draw for our attendees and keeps them in the exhibit hall. CRWA provides some raffle items but encourages donations from exhibitors.

Confirmations

Upon your arrival, please check in at the registration desk for a packet with your name tags, table assignment and final reminders.

Attendee Information

Within four weeks after the Expo, Exhibitors will receive a PDF list of contact information for event attendees. At this time, Exhibitors will also receive a link to participate in our event survey.

Monday Night Welcome Reception & Mixer

CRWA hosts a welcome reception on April 23, 2012 from 6:00-7:00pm at Harveys. Registration packets will be available for pick up at this time. Please join us.

HOTEL INFORMATION

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Online Hotel reservations:

Visit www.calruralwater.org/p/expo/ and click the Harvey's link. This will provide you with rates specific to CRWA Expo attendees.



Harveys Lake Tahoe Casino & Resort
Highway 50 at Stateline Avenue
Lake Tahoe, NV 89449

Reservations: 800.455.4770

Room Rates*: \$59 for Mountain Tower or
\$79 for Lake Tower

Room Rate Cut-Off: April 9, 2012

**Please identify yourself with the group code
SO4RWTR to receive the special CRWA group
rate!*

Like a fine wine, some things get better with age. Harveys was the first hotel-casino to be built in South Lake Tahoe, and it's still the best place to stay and play on the Lake. You'll find our wonderful, newly renovated Four-Diamond hotel and casino located near crystal clear waters and majestic mountains. Harveys offers state-of-the-art guestrooms, spectacular restaurants, live entertainment, luxurious spas and saunas, a fitness center and a world-class casino.

If you have any questions or need additional information please contact us at CRWA. Phone 916.553.4900 or email llong@calruralwater.org.



TERMS & CONDITIONS

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Hold Harmless: To the fullest extent permitted by law, Exhibitors shall indemnify, defend, and hold CRWA and their officers, employees, agents, and Harveys Resort & Casino and subcontractors of same, harmless from any and all liability that might ensue from any cause whatsoever associated with Exhibitor's attendance at, exhibition, and use of space at the CRWA Education & Exhibitor Expo.

Cancellation: CRWA's performance, in whole or part, is subject to acts of God, war (whether declared or not), government regulation or advisory, disaster, fire, earthquakes, accidents or other casualty, strikes or threats of strikes, civil disorder, acts or threats of terrorism, governmental retaliation against foreign enemies, curtailment of transportation services or facilities, the unavailability of the contracted facility, lodging or other necessary facilities, or other uses beyond CRWA's control making it illegal, impossible, or commercially impracticable to hold the CRWA Education & Exhibitor Expo. CRWA shall immediately notify Exhibitors in the event of termination.

Refunds: CRWA will provide a refund of 50% of the booth rental fees if written notice of cancellation is received on or before March 30, 2012. Failure to provide written notice before March 30, 2012 or failure to appear at the conference relieves CRWA of obligation to refund.

Relocation of Exhibits: CRWA reserves the right to alter locations of exhibits if deemed advisable and in the best interest of the Expo.

Exhibitor Conduct: No Exhibitor or member of an exhibit staff shall behave in a manner offensive to decency or good taste in the sole judgment of CRWA staff. Exhibitors must conduct themselves in a professional manner and must maintain a professional appearance and demeanor.

Subletting Space: Exhibitors may neither assign, sublet, not apportion the whole or any part of space allotted without written approval of CRWA.

Any violation or variance from the above stated terms and conditions may result in a loss of exhibiting privileges.

WHO WE ARE

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California Rural Water Association (CRWA) is a non-profit organization committed to serving the needs of rural water and wastewater systems throughout California. Incorporated in 1990, CRWA has emerged as the State's leading association dedicated to providing onsite technical assistance and specialized training for rural systems. Tapping into the expertise of experienced water and wastewater professionals, CRWA's governing Board of Directors, administrative staff, and technical field specialists work in concert to offer CRWA members an expansive range of essential programs and services to help enhance the quality of life in small communities while maintaining environmental integrity. CRWA is the California state affiliate of the National Rural Water Association.

Who attends the CRWA Education & Exhibitor Expo...

The Expo attracts a multitude of personnel from California's rural water and wastewater systems. Attendees include operators, owners, managers and board members from across the state.

Why they come...

Attendees participate in the Education & Exhibitor Expo to earn necessary contact hours which are available for most training sessions and to network with professionals presenting the latest products and services. Plus, attendees enjoy laughs at our awards banquet featuring up and coming comedians and earn excellent prizes during the raffle.

Benefits of CRWA Associate Membership

- Reduced exhibitor fees at the Expo
- Reduced advertising fees in the California Water Journal
- Company link on the CRWA website
- Potential referrals
- Membership Directory listing
- Opportunity to submit proposal for Preferred Provider Program

Annual Associate Member fees are \$607. Apply for membership on the Exhibitor application or by visiting www.calruralwater.org!





California Rural Water Association
4125 Northgate Boulevard
Sacramento, CA 95834

Presorted First Class
U.S. Postage
PAID
Permit No. 2840
Sacramento, CA



California Rural Water Association 2012 - S04RWTR-SN

EXHIBITOR INFORMATION

Receiving, Shipping, Storage and Additional Requests

The following information will provide Exhibitors with shipping, receiving & storage guidelines as well as information regarding additional needs.

SHIPPING MATERIALS/MERCHANDISE/EXHIBITS

Exhibitors are responsible for the arrangements and all expenses of shipping all items to and from Harrah's or Harveys Resort & Casino.

ADDRESS

All shipments *must* be addressed using the following example for the appropriate property:

Harveys Resort & Casino

18 HWY 50

Stateline, NV 89449

Attn: Group Services – 3rd floor

Exhibitor Name: Group Code: S04RWTR

DRAYAGE/HANDLING CHARGES

The following charges apply for all incoming and outgoing shipments. Drayage charges are the responsibility of each vendor. Charges can be posted to a Credit Card for incoming and outgoing items. (Prices are subject to change)

0 – 35 lbs	\$20.00	36 – 70 lbs	\$30.00	71 – 99 lbs	\$40.00
over 100 lbs	\$.50 per pound	Pallet Price	\$.50 per pound		

STORAGE

All shipments received using the above example will be delivered to Convention Stewards at the specified property and placed in storage on the Convention Center floor.

Note: Harrah's and Harveys Resort & Casino have limited storage facilities. Boxes should be scheduled for delivery no more than 2-3 days prior to the group arrival. **Banquet storage areas are not securable.**

RECEIVING BOXES ON PROPERTY

All boxes must be signed for by each exhibitor as indicated on the address label. Boxes will be made available to exhibitors at the time specified on the Banquet Event Order for Exhibitor Load In. If locating boxes outside this time, please contact the Convention Stewards Department through the Hotel Operator at the following pager number:

Convention Steward Cell Phone 1-775-209-5706

Note: Please have your tracking numbers available for assisting us with lost or misplaced items

RETURN SHIPPING

Prior to Exhibitor Breakdown, Convention Steward Staff will place Outgoing Shipping and Drayage Forms in the Exhibit Area. This sheet along with the appropriate UPS or Federal Express label must be completed in its entirety. FedEx and UPS Shipping Labels are available through the Convention Stewards or the Group Services Office. The shipping label must be adhered to the box and the Outgoing Drayage Sheet placed in the envelope provided and set on the box. All boxes are to be left with the correct completed paperwork on the exhibit table. Convention Stewards will pick up all items for shipping from the Convention Center floor for processing.

Note: FedEx and UPS are the only companies that have scheduled drop-off and pick-up times at our Receiving Dock.

If using a freight Company other than UPS or FedEx, sender is responsible for calling that shipping company.

- It is the responsibility of the sender to ensure that all items to be shipped are labeled and packaged properly. All items must be completely shipment ready.
- No items will be shipped without the completed Outgoing Drayage Sheet and correct shipping label.
- Payment for Drayage Fees cannot be charged to Hotel room folios. A credit card must be provided.
- FedEx and UPS require either a credit card or appropriate account number.
- For the "Shippers Address" on the FedEx/UPS Label, please utilize the correct address provided above for either Harrah's or Harveys.
- Retain the Shippers Copy of the shipping label for record and tracking number.

FED EX: Daily delivery to Harrah's/Harveys between 10:00am and 12:00pm

NO WEEKEND DELIVERY

UPS: Daily delivery to Harrah's/Harveys between 11:30am and 12:00pm

NO WEEKEND DELIVERY

INTERNATIONAL SHIPPING

To reduce potential customs delays, all international shipping documents should contain complete and accurate information at the time of tendering the package to the carrier. Failure to do so in a timely manner may result in delays, seizures and/or penalties imposed by regulatory agencies. Invalid or incomplete commodity descriptions are the primary reason shipments are delayed by Customs. A good description should answer the following questions:

- How many? What is it? What is it made from? What is its intended use?

Please fax completed form to Group Services: 775-586-6590



L A K E T A H O E

EXHIBITOR EQUIPMENT RENTAL REQUIREMENTS

GROUP NAME: California Rural Water Association 2012 GROUP CODE: S04RWTR-SN

EXHIBITOR NAME: _____ ON PROPERTY CELL #: _____

BOOTH #: _____ SETUP DATE/TIME: _____ TEARDOWN

DATE/TIME: _____

PROPERTY OF FUNCTION: HARVEYS

Item Description	Rental Fee	Quantity	Quantity Returned (Internal Use)	Replacement Fee (Applicable if not returned)
Electrical to Booth – Includes Power/Powerstrip	\$50.00++			\$200.00
Miscellaneous – Contact AV for Pricing 775-586-8962	\$++ per day			
TOTALS				

Note: All pricing is Per Day. All charges including 7.1% Sales Tax and 18.5% service charge will be posted to the credit card on file. A credit card is required for all equipment rented. Items not returned to the Convention Services Department will be charged to the credit card on file at the replacement fee cost.

CHARGE TO:

CREDIT CARD #: _____ EXP: _____

PRINT NAME: _____

SIGNATURE: _____

IF YOU NEED A CC RECEIPT, PLEASE INCLUDE FAX # OR E-MAIL ADDRESS:

Upon Returning Items

Client Signature

Steward Staff Signature