

AC18 SACRAMENTO

Exhibitor's Sign-up Manual, April 17-20, 2018

Get a great
booth for 2018
at 2017 pricing



Hurry ~ discount and special offers end Friday April 28, 2017 at 9:00am



CWEA 2018 Annual Conference Exhibit, Engage & Learn....

Thank you for exhibiting at our 2017 Annual Conference. Your support means that we can improve the quality and affordability of education and professional development for water quality professionals in California. In recognition of your support, we want to give you a special opportunity to pick your booth space at our 2018 Annual Conference (in Sacramento) early at 2017 prices.

If you are interested in exhibiting at the 2018 Annual Conference, please fill out the enclosed Exhibitor Application and Contract Form included in this packet. The most desirable locations in the Exhibit Hall go fast, so please return it as soon as possible to ensure your company has the best location on the floor! Please make your check payable to CWEA 2018 Annual Conference. For your convenience, you may also use a Visa, MasterCard, Discover Card or American Express to make your payment.

For further information, please contact Serena Miller at the CWEA conference registration desk on-site in Palm Springs. We look forward to your participation at the CWEA 2018 Annual Conference in Sacramento. Thank you again for your support of our 2017 Annual Conference.

Sincerely,



Elizabeth Allan, CAE
Executive Director, CWEA

Preliminary Exhibitor Information

CWEA 2018 Annual Conference

Conference Dates: Tuesday, April 17—Friday, April 20, 2018

Exhibit Location: Sacramento Convention Center

Pricing:

Booth Size	Booth Space or Rolling Stock/Vehicles Pricing			Rolling Stock Vehicles Only Pricing		
	10x10	10x20	10x30	20x20	20x30	20x40
Square Feet	100	200	300	400	600	800
Special AC17 Onsite Pricing for AC18	\$1,500.00	\$2,756.00	\$4,020.00	\$4,775.00	\$5,540.00	\$6,035.00

Booth Size, Standard Equipment and Exhibitor Badges Included with Booth:

Each booth is 10x10, carpeted with 8' backwall and 3' side rail drape. Rental will include:

- Sign with your company name and booth number
- (1) 6' draped table with two chairs
- Wastebasket
- (1) 500 watt outlet

Four (4) company representative name badges will given per 10x10 booth. Additional reps will need to register for the conference.

Set-Up: 2—4 pm* on Tuesday, April 17, 2018 and 8 am—2 pm* on Wednesday, April 18, 2018

Exhibit Days/Hours: 3:30—6:30 pm* on Wednesday, April 18 and Thursday, April 19, 2018

Break-Down: 6:30—9 pm* on Thursday, April 19, 2018

**Exact Exhibit Hours to be determined no later than November 1, 2017*

Mailing List:

As an added benefit to your exhibit space at the Annual Conference, you will receive by email a mailing list for all pre-registered attendees approximately two weeks prior to the event followed by another post event list after the event. In accordance with our policies, the list will contain the attendee's name, company, and mailing address.

Security:

Security services will be provided, however, please be advised that CWEA assumes no responsibility for personal property, nor can it assume responsibility for the effectiveness or performance of the security personnel.

Additional Equipment and Services Information:

Additional services will be available through the decorator, such as additional furnishing, drayage, signage, labor, etc. Following the receipt and processing of your application, you will receive a confirmation from the CWEA office which will direct you to the decorator's website. The exhibitor kit will available online in January 2018.

Exhibitor Housing:

CWEA has reserved a room block for attendees and exhibitors at the Sheraton Grand Sacramento Hotel at special negotiated rates. In February 2018, we will notify you via email when housing reservations can be made.

Getting Your Questions Answered:

Please contact Serena Miller, CWEA, onsite at the AC17 conference registration desk; by email (smiller@cwea.org) or by phone (510-382-7800 x115).

Exhibitor Application & Contract

CWEA 2018 Annual Conference

Sacramento Convention Center, April 17–20, 2018

1. Booth locations will be assigned on a **first-come first-serve basis**.

2. Booth rental prices valid only for sign-ups during AC2017:

	Booth Space or Rolling Stock/Vehicles				Rolling Stock Vehicles Only		
Booth Size	10x10	10x20	10x30		20x20	20x30	20x40
Square Feet	100	200	300		400	600	800
Special AC17 Onsite Pricing for AC18	\$1,500.00	\$2,756.00	\$4,020.00		\$4,775.00	\$5,540.00	\$6,035.00

- Spaces are available on a first-come-first-serve basis until all spaces are sold.
- Once the floor is sold out, applications that are accompanied with a check or guaranteed with a credit card will be put on a priority waiting list in the order they are received.

**Please note: Full payment amount must accompany the application.
No booths will be held without full payment.**

3. Company/Organization (sign for booth): _____

Name of the person who has verified the equipment will fit in the booth space reserved:

Title: _____

Mailing Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

Company Web Address: _____

4. Name of the Contact Person (if different than above): _____

Title: _____

Phone: _____ Email: _____

5. Please specify if there are companies you would like to request to be:

A. Close to: _____

B. Away from: _____

We will do our best to accommodate your preference, but we cannot guarantee requests.

Exhibitor Application & Contract (cont.)

6. Please read the attached CWEA Exhibit Rules and Regulations. These regulations become a part of the contract between the exhibitor and CWEA. CWEA respectfully asks for full cooperation of the exhibitors in their observance of these rules. All points not covered are subject to the decision of CWEA. Applications will not be accepted without an authorized company representative's signature.

I accept the terms and conditions of the Exhibit Rules and Regulations accompanying this contract. I understand that CWEA will be providing additional information regarding exhibit hours and events in the exhibit halls.

Authorized Company Representative's Signature & Title

Date

Printed Name

7. **Payment Calculations:**

- A. **Booth Rental:** (see table on previous page for pricing options) \$ _____
- B. **Corner Booth:** Add for each corner **Add: \$150.00 ea.** \$ _____
- C. **Door Prize Fund:** (Logo on signage included) **Add: \$100.00** \$ _____
- Total Due: \$ _____**

8. **Payment Method:** (Please check all that apply)

_____ I am enclosing a check made payable to CWEA 2018 Annual Conference

_____ I wish to use my charge card to pay the amount of: \$ _____

Visa Mastercard American Express Discover Card

Credit card# _____ Billing Zip Code: _____

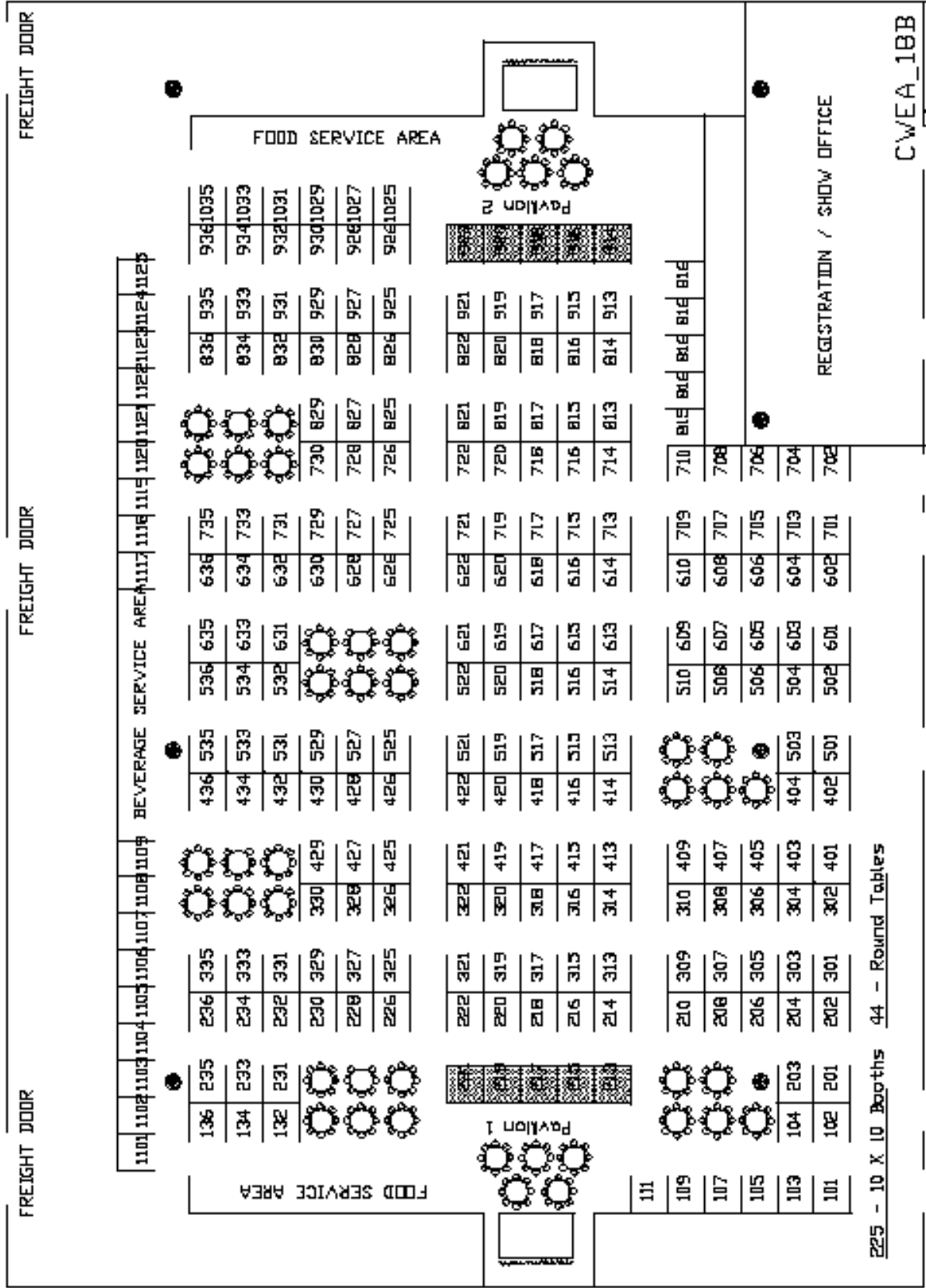
Authorized Signature: _____ Date: _____

Name on the Card: _____ Expiration Date: _____

Please check to be sure you have completed and signed all sections before turning in your application.

Please return to Serena Miller at the CWEA conference registration desk onsite in Palm Springs to turn in your application.

CALIFORNIA WATER ENVIRONMENT ASSOCIATION
 Sacramento Convention Center
 CWEA 2018 Preliminary Floor Plan



225 - 10 X 10 Booths 44 - Round Tables

CWEA_1BB

Exhibitor Rules & Regulations

CWEA 2018 Annual Conference

Sacramento Convention Center, April 17-20, 2018

SHOW MANAGEMENT: CWEA, as it appears in the following Rules and Regulations, shall mean the California Water Environment Association (CWEA) Board of Directors, who determines the interpretation and enforcement of the following rules and regulations. The decision of the Board of Directors is final.

AGE REQUIREMENTS FOR ADMITTANCE TO EXHIBIT: In the interests of safety, no one under the age of 18 is permitted in the Exposition during set-up, during the Exposition, or during tear-down, unless accompanied by an adult.

ADMISSION HOURS: Exhibitors will only be allowed on the floor 1 hour prior to the opening on Exhibition Dates (except set up hours.) If for some reason an exhibitor must stay at his exhibit after the daily show closing, special arrangements need to be made with Show Management. This procedure will enable us to notify our security personnel. Exhibitors may not hold any meetings or events that conflict with the Exhibition or Conference Hours.

AISLE SPACE: All aisle space is under control of CWEA and must not be used in any way for exhibit space.

BOOTH ASSIGNMENT: No exhibitor will assign, sublet, or share the space assigned without the knowledge and consent of the CWEA Exhibit Chair and staff. (However, no notification is required for third-party payors.)

BOOTH PERSONNEL BADGES: All personnel representing the exhibitor on the exhibit floor during the official show hours must be properly identified with the official conference badge. Exhibitor registration will be open during setup of the exhibition and throughout the duration of the show.

CANCELLATION OF SHOW: Should the conference and exhibition be canceled, postponed, or abandoned due to fire, strikes, weather, act of terrorism in the immediate area of the conference, curtailment of transportation or other uncontrollable circumstances before the opening date, the exhibit space contract will not be binding and exhibitors will receive refunds.

CERTIFICATE OF INSURANCE: Exhibitor will maintain the following insurance for the entire period of the Exhibition:

- Worker's Compensation Insurance to meet statutory requirements and Employers Liability Insurance with limits not less than \$500,000
- General Liability Insurance having a combined single limit for bodily injury and property damage in the amount not less than \$2,000,000 per occurrence and in the aggregate.
- Coverage under this insurance shall include Contractual Liability, Product Liability and Personal Injury Liability
- Certificate of Insurance must be furnished if requested by CWEA however, failure to request proof of insurance shall not relieve Exhibitors from carrying the above coverage.

CONFLICTS/ISSUES: For any issues that arise during exhibit set-up and hours, CWEA will work with the Exhibitors to handle the issue to determine the best course of action. However, CWEA will not issue a monetary refund for the current year's booth fees.

CONTRACT: The booth regulations and guidelines shall become a part of the contract between the exhibitor and CWEA. All points not covered are subject to decision of CWEA. Applications will not be accepted unless the exhibitor has signed (as part of the application) that they have reviewed and have received the booth regulations and guidelines policy.

DAMAGE LIABILITY: Exhibitors are liable for any damage caused to building floor, walls, columns, or to standard equipment or other decorator property.

DECORATION STANDARDS: No combustible decorations, such as crepe paper, tissue paper, cardboard, or corrugated paper, shall be used at any time. All packing containers, excelsior, and wrapping paper should be removed from the floor and must not be stored under tables. In order to conform to local fire ordinances, as well as the National Board of Fire Underwriters, all decorative materials, including fabrics, must be fire resistant and meet with standards established by the Fire Marshal's Office. Balloons may or may not be allowed due to fire code and infra-red devices. The decorator will advise exhibitors if they are allowed and what fees may apply. No live animals of any size will be permitted within the show facility with the exception of service animals.

DISPLAY REGULATIONS: No exhibit may block or interfere with a neighboring exhibit. Height is the most critical dimension of these display rules. The objective is to assure that every exhibitor has an equal opportunity to be seen. In general, greater heights are permitted in booths farthest removed from adjoining booths. Lower height limitations prevail where they are necessary to ensure sight lines from aisles.

Specific regulations to particular booth types:

- Standard Booth (One or more standard units in a straight line): Maximum display height is 8 feet high. If the display is over 4 feet high it needs to be confined to an area within 5 feet of the back line. Exhibitors with a larger space (30 lineal feet or more) should also be able to effectively use as much of the total floor space as long as they do not interfere with the rights of others. There is a limitation of display fixtures over 4 feet and within 10 lineal feet of a neighboring exhibit.

Exhibitor Rules & Regulations (cont.)

DISPLAY REGULATIONS (cont):

- End Cap Booth (Peninsula booth, two or more booths side by side at the end of an aisle): Exhibitors may not exceed the backwall height of 8 feet in the center 10 feet. Booths may also not exceed the backwall height of 4 feet in the outer 5 feet.
- Island Booth (A collection of four or more booths contracted by one exhibitor with 360 degree aisle access) Since island booths are automatically separated by the aisle, full use of the floor space is permitted, however any back walls or drapes set along the booth perimeter may not be higher than 4 feet.

Structural elements must be designed to be self-supporting. Nothing can be taped, mounted or attached in any form or manners to walls, doors or facility structure. The driving of nails, tacks, screws into floors, walls, columns, ceilings or trim will not be permitted

Hanging Signs must be cleared with CWEA and its contracted decorator (who will coordinate with the facility). Costs and terms furnished by event upon request.

EARLY TEAR-DOWN: Removal or "tear-down" of display prior to close of show is prohibited.

ELIGIBLE EXHIBITS: CWEA reserves the right to determine the eligibility of any company or product for inclusion in the conference, and reserves the right to reject, evict, or prohibit any exhibit, in whole or in part, or any exhibitor, or his/her representatives, with or without giving cause.

ENDORSEMENT: CWEA does not in any way imply endorsement of any product or service of any exhibitor by entering into the exhibitor contract.

EQUIPMENT DEMONSTRATION: Equipment being demonstrated must be set at least two feet from the aisle line of the exhibit. Space must be left within the exhibit area to absorb the booth personnel and spectators. Should spectators interfere with the normal traffic flow in the aisle, overflow into neighboring exhibits, or divert aisle traffic, the demonstration must be limited or eliminated.

Working motors, air pumps, etc. used to power a display must be positioned within the display area to avoid discharging sound or air into neighboring booths.

If moving equipment or displays with moving parts are being used, they must be presented and function in a safe manner, with appropriate safeguards to assure the safety of all present in the exposition halls. The Exhibitor is solely liable for the operation of all displays and agrees to indemnify and hold CWEA, its officers, directors, volunteers, employees, guests, invitees and agents harmless from any and all claims of liability arising out of Exhibitors exhibit, demonstration and the like.

Exhibitors are prohibited from operating any type of display on the grounds of the exposition facility, other than in the space assigned by CWEA.

CWEA reserves the right to restrict demonstrations, literature, or entertainment which CWEA deems objectionable or disruptive to the overall character of the Exposition. The Standards of Decorum clause of this policy applies to all activities.

EXHIBITOR SERVICE CENTER: CWEA events that contract the services of a decorating company will have a service desk on the floor to provide assistance to the exhibitors. Exhibitors may inquire with the decorator directly about shipments, electrical needs, labor needs, etc.

FAILURE TO ENFORCE: The failure of CWEA to enforce any of its rights under the provisions of this contract shall not be deemed a waiver of said rights and shall not act to prevent the enforcement of said rights at any time in the future. Exhibitors, by sending in payment, agree to all terms and conditions of this license.

FIRE SAFETY AND HEALTH: The exhibitor agrees to accept full responsibility for compliance with local, city, and state fire, safety, and health ordinances regarding the installation and operation of equipment. All exhibit materials and equipment must be reasonably located within the booth and protected by safety guards and devices where necessary to prevent personal accidents to spectators.

GIVEAWAYS, CONTESTS, DRAWINGS: Drawings, lotteries, and/or contests that have prizes of substantial value (e.g. cars, boats, etc.) are expressly prohibited. All giveaways, contests, drawings, etc. must comply with local legal requirements. All food must be secured through the CWEA staff and ordered through the official caterer except as specified in conference's specific materials. Activities must be confined to the space for which the exhibitor has contracted, including distribution of printed materials and placement of signs.

INTERPRETATION AND AMENDMENT: The Board of Directors has full power to interpret or amend these rules. The Board promises full cooperation for a successful show and will be pleased to work with the exhibitors toward this end.

INSTALLATION, SHOWING AND DISMANTLING: Show Hours, Set-up Hours and Dismantle Hours are specified in the Exhibitor Invitation. CWEA reserves the right to alter the show hours in any manner they see will be needed to best serve the conference.

Any crated deliveries that remain unattended 4 working hours before show open will be erected or placed into storage at the discretion of Show Management unless otherwise noticed by the exhibiting company. All charges for labor will be charged to the exhibitors account.

All storage and handling charges for not removing materials from the floor at the conclusion of the move-out period shall be the responsibility of the exhibitor. Exhibitors requesting the scrapping of any exhibit material, rates, etc shall pay for any expenses involved.

Exhibitor Rules & Regulations (cont.)

LIGHT STANDARDS: Flashing lights or other distracting or annoying materials are prohibited.

Those displaying simulated UV lights must mask the lights with smoked plexi-glass or drape so the lights do not disturb neighboring exhibitors. UV lights are not permitted.

MUSIC: No exhibitor will play music of any kind. Any fines that CWEA incurs as a result of an exhibitor playing music will be paid by the exhibitor.

NOISE STANDARDS: The following noise standards are intended to protect exhibitors and visitors from nuisances and hazards related to excessive sound levels by establishing maximum tolerances:

Sound level readings will be made in decibels.

Sound levels will be measured at the adjoining booth's border, nearest the source of the noise. Measurements may also be taken at the aisle edge nearest the sound source.

The base sound levels for large exhibit halls (50 or more booths) will be 70 decibels.

The base sound level for small exhibit halls (49 or fewer booths) will be 65 decibels.

Base sound levels may be adjusted according to exhibit hall characteristics and anticipated hall activity. Any such determination shall be made by CWEA Staff or the Exhibit Chair.

Sound levels generated by individual exhibitors above the base sound levels will be considered excessive as follows:

1-4 decibels above the base sound level for five or more continuous minutes during any quarter-hour period.

5-9 decibels above the base sound level for more than thirty continuous seconds during any minute, or more than 20 times in any hour.

10 decibels above the base sound level at any time.

Outdoor displays are subject to local noise ordinances.

Public address systems are not permitted in individual booths.

NONLIABILITY: The exhibitor agrees to make no claim for any reason whatsoever against CWEA and other contractors for loss, theft, damage, or destruction of goods; nor for any injury to himself/herself or employees; nor for any damage of any nature or character, including any damage to his/her business by reason of failure to provide space for the exhibit, or the removal of the exhibit; nor for failure to hold the conference as scheduled; nor for any action of any nature of the California Water Environment Association, or its members, officers, committees, agents, or employees. The exhibitor further agrees to indemnify and defend the California Water Environment Association against any claim arising out of the display of a product or service at the event in question.

ODOR: The following offending odor standards are intended to protect exhibitors and visitors from nuisances and hazards related to excessive objectionable odor levels by establishing guidelines. Objectionable odors are defined as odors that offend other nearby exhibitors that feel the odors are distracting potential customers at their booths. Food odors such as popcorn are not to be considered objectionable.

Offending odor complaints should be reported promptly to the CWEA Staff or Exhibit Chair. The Exhibit Chair and appointed CWEA staff will make the final determination of an offending odor. The Exhibit Chair shall notify the exhibitor that generates the odor of the complaint and discuss the options available to eliminate the offending odors. Odors that are determined to be objectionable that are generated by individual exhibitors shall be eliminated or masked with a light un-objectionable scent. After notification by the Exhibit Chair, the stopping of equipment, covering, spraying an odor masking agent or removing the objectionable odorous material shall be done in a timely manner.

PAYMENT: Full payment amount must accompany the application. For no reason will booths be held without full payment.

PENALTIES: In response to any complaint, Exhibit Chair will review guidelines and issue a warning if the complaint is found justified. If violation of these rules persists, exhibitors responsible will be subject to the following: loss of electrical power; and/or subject to eviction from the exhibition. Exhibitors may also be barred from exhibiting at future conferences.

PHOTOGRAPHS: Only the exhibitor may grant permission to have his/her exhibit and/or product photographed or videotaped. Any exhibitor taking photographs or videotape of another exhibit or product, without permission, must relinquish the film upon request. CWEA photographers may take photos of the booths for use in CWEA advertising their publications, website or other publication.

PROMOTION & MARKETING: CWEA will grant exhibitors a non-exclusive, non-transferable, royalty-free right and license to use any and all trademarks that CWEA has developed specifically to identify the CWEA conference exhibition, for exhibitor marketing and promotion of their attendance at the event. CWEA Trademarks Requirements Exhibitor Promotion must be signed by the exhibitor prior to any usage of said logos. Any use of the logo must be reviewed by CWEA before printing, posting on websites or emailing. CWEA staff will provide the trademark requirement agreement upon request.

As an added benefit to your exhibit space at CWEA events, you will receive by email a mailing list for all pre-registered attendees approximately two weeks prior to the event followed by another post event list after the event. In accordance with CWEA Policy 97-5, the list will contain the attendee's name, company, and mailing address.

Exhibitor Rules & Regulations (cont.)

REFUNDS FOR BOOTH SPACE RESERVATIONS: CWEA will refund 50% of the amount paid for booth space if written cancellation is received three months prior to the event. Failure to provide written notice of cancellation, or failure to appear at the conference, relieves CWEA of any obligation to refund.

RELOCATION OF EXHIBITS: CWEA reserves the right to alter location of exhibits if deemed advisable and in the best interest of the conference.

ROLLING STOCK: Special booth spaces may be available on a limited basis depending on the space available at the venue. Examples of rolling stock are sewer maintenance equipment such as van mounted CCTV equipment, hydraulic sewer cleaners, and mechanical rodders.

The exhibitor is responsible for ordering sufficient size exhibit space for the equipment to be exhibited.

Extra space not occupied by the rolling stock shall be rented at the standard 10 X 10 booth rate less a multiple booth discount (if available.)

10 X 20 and 10 X 30 foot booths shall be inline with the center post and shall only occupy one end-aisle space.

The exhibitor is responsible for notifying CWEA if special orientation of the equipment is required at the time the booth space is ordered. Example: a CCTV van that has the access doors on the passenger side and requires the back door to face the aisle.

Unless specific arrangements are made with CWEA for outside booth space, (if available) no equipment shall be parked outside at the conference or hotel site.

In order to allow the opportunity for the maximum number of exhibitors to display their products and services, the rolling stock shall be parked either in-line in a 10 foot deep booth space or diagonally in a 20 foot deep space to most efficiently use this space.

The exhibitor is responsible for measuring equipment and for ensuring that equipment will fit within entirely within the space reserved by the exhibitor.

Depending on the venue and booth location, special early set-up or late tear-down may be required to place or remove rolling stock on the exhibit floor.

SALES: Order taking is permitted, provided that all transactions are conducted in a manner consistent with the professional nature of the Exposition. The on-site sale and delivery of goods is not permitted.

SECURITY: CWEA will provide perimeter security for the exhibit floor to serve as a presence to inhibit theft. In NO way should exhibitors count on this service as personalized protection for their exhibit.

Exhibitors are strongly urged to give the security of their material high priority. Computers, peripherals and equipment are highly vulnerable to loss. You may hire security for your booth at your own cost. If you would like more information, please alert CWEA and they will furnish you contact information for a provider approved by the facility.

STANDARDS OF DECORUM: Demonstration and/or entertainment whether using models, professional demonstrators, or company personnel, must be carried out within the boundaries of decorum of the overall character of the Exposition in content and costuming.

UNIONS: Many services in connection with displays are under local union jurisdiction. Exhibitors must agree to comply with all applicable union requirements and must accept responsibility for making their own arrangements in this regard. Exhibitors will be notified when unions are involved.

In order to conform to current union rules and regulations, it will be necessary for all exhibitors to utilize qualified union personnel for display work and material handling at all times during the show. The placing or setting out of merchandise that is to be displayed does not require union labor and may be done by the exhibitor. In addition, the installation, or dismantle of an exhibit, which does not require the use of tools, or more than one person, and can be accomplished within thirty minutes or less, and is ten feet in width or less, may be performed by the exhibitor. Union regulations do not allow Exhibitors the use of hand trucks, dollies or push carts while on the show floor without teamster assistance. Exhibitors may hand carry items on and off of the show floor, limited to what can be carried by one person in one trip.

UNOCCUPIED SPACE: CWEA reserves the right, should any rented exhibitor space remain unoccupied on the opening day, to rent paid space to another exhibitor, or use paid space for such purpose as it may see fit without liability on its part.

These regulations become a part of the contract between the exhibitor and the California Water Environment Association. CWEA respectfully asks the full cooperation of the exhibitors in their observance. All points not covered are subject to decision of CWEA.
Applications will not be accepted unless accompanied by this signed agreement.