



CELEBRATING *the people* OF WATER

AC17 SPONSORSHIP BROCHURE



**April 25-28
Palm Springs**



**2017 CWEA
Annual Conference**

Palm Springs

April 25-28, 2017

WHO ATTENDS

Join us for CWEA 2017 Annual Conference and make connections with your customers and meet new buyers.

Have your company seen and recognized by over a thousand wastewater professionals and get to know those important decision-makers.

CWEA attendees are seeking product information, networking and knowledge. AC17 sponsors help make the attendee experience comfortable, exciting and educational.

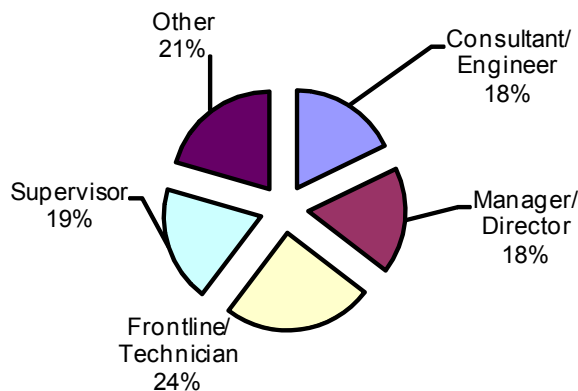


TOP REASONS TO SPONSOR

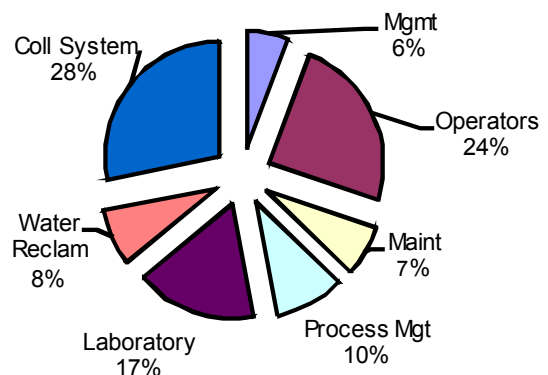
1. Stand out as one of the leading companies within California's water sector.
2. Make connections with your customers and meet new buyers. Attendance is increasing every year - more than 1,300 are expected in 2017.
2. Sponsorship extends beyond the week of Annual Conference. All sponsorships include several months of exposure, online and in-print, before, during and after the conference.
3. Sponsors receive complimentary conference passes at the Pure Water (2 passes) and Tertiary (1 pass) levels.
4. CWEA attendees are on the cutting edge of their field and work in the exact areas you need to reach. Be part of Utilities and Leaders of the Future.

OVER ONE THOUSAND WATER PROFESSIONALS ATTEND ANNUAL CONFERENCE EACH YEAR

CWEA Annual Conference Attendee Job Function



CWEA AC Attendee Primary Work Area



SPONSORSHIP LEVELS

We're rolling out an all-new simplified sponsorship plan that maximizes your interaction with key decision makers at AC 2017.

BEST

PURE WATER LEVEL
\$5,500
LIMIT 4

Choose Your EXCLUSIVE Sponsorship:

1. Opening Session and — Icebreaker Reception
2. Lanyards
3. All-One Water sessions — + Video interviews
4. Conference tote bags
5. Conference Wi-Fi

Complimentary:

- 2 Conference Passes (over \$1,000 value)
- 2 tickets to any lunch
- Featured before, during and after conference



BETTER

TERTIARY LEVEL
\$3,000

Choose Your EXCLUSIVE Sponsorship:

1. Attendee mobile app
2. Choose one lunch: Collection Systems; Biosolids-E&R; or P3S
3. Coffee/Break Stations
4. Sludge Trudge
5. Social media contest
6. President's Reception
7. Custom promo for AC18
8. Portrait photographer
9. Golf Tournament sponsor

Complimentary:

- 1 Conference Pass (over \$500 in value)
- 1 ticket to any lunch
- Featured before, during and after conference



Exhibitor-sponsors will receive 4 tickets to any lunch for your sales team members. Thank you for exhibiting!

GOOD

SECONDARY LEVEL
\$1,000

Choose one sponsorship option:

- Awards luncheon sponsor
- Workshop sponsor
- Track sponsor
- Expo Learning Center sponsor



Need a Customized Package? Please Contact:
Alec Mackie, CWEA, Dir. of Communications & Marketing
(510) 382-7800 x114 amackie@cwea.org

Sponsor Level Includes	PURE WATER Level	TERTIARY Level	SECONDARY Level
Advertisement in January Conference Brochure	Full page ad		
Advertisement in Onsite Program	Full page ad	Half page ad	
Sponsor logo featured in all publications	✓	✓	✓
Sponsor logo on conference website	✓	✓	✓
Listed as sponsor of one education track	✓	✓	✓
Sponsor logo on signage at the conference	✓	✓	Company name
Sponsor logo on signage at golf tournament	✓	✓	
Full Conference passes	2 passes	1 pass	
Tickets to a private Committee Lunch	2 tickets	1 ticket	

PURE WATER LEVEL



Your
Logo
Here

1) **WiFi** - Your logo will be featured MULTIPLE times in every conference brochure and session schedule document. Plus - the WiFi password is your company's name!



2) **(SOLD) Opening Session & Icebreaker Sponsor** - Be acknowledged as the lead sponsor of the popular AC Opening Session and the Icebreaker session that follows. NEW - Opening Session will be on Tuesday afternoon, we'll kick the conference off with a fantastic event.



3) **(SOLD) Attendee Lanyards** - Gain high visibility by placing your logo on all of the AC17 lanyards.



4) **(SOLD) All One Water Sessions + Three Video Interviews** - Support the high-visibility One Water educational sessions. We'll also work with your experts to film three video interviews focused on One Water topics featuring leaders from the water sector.

TERTIARY LEVEL



1) **(SOLD) Attendee Mobile App Sponsor** - Have your company featured in all conference brochures and on the homepage of the conference app as our main sponsor. Great visibility throughout the conference.



2) **Committee Lunch Sponsor** - Take on a high-profile sponsorship role by being the exclusive sponsor of one of our new committee lunches. Your logo will appear at the event and you'll be acknowledged as the event sponsor. You'll receive a free pass to the lunch. Exhibitors who sponsor a lunch receive 4 tickets for their team. Three lunches are available for sponsorship, choose from the Collection Systems **(SOLD)**; Biosolids-E&R; or P3S lunches.



3) **(SOLD) Coffee and Break Stations Sponsor** - Everyone at the conference needs a break! Be the company they see as they reach for coffee and snacks. Your company logo will be featured at each of the break stations on Wednesday and Thursday. Plus your company name will be listed in the on-site brochure and on the conference program as the conference break sponsor.



4) **(SOLD) Sludge Trudge Sponsor** - Your company logo will be featured prominently on all of the attendees running in this year's Sludge Trudge. The logo will appear on all of the t-shirts given to runners and we'll send your company a dozen free shirts. Plus your logo will appear in all of the conference publications and on conference signage.



5) **(SOLD) Social Media Contest Sponsor** - We're taking our successful social media contest from last year's conference to the next level. We'll help attendees win fabulous prizes simply by tweeting or posting to Facebook during the conference. Your company name and logo will be featured each and every time we promote the contest on Wednesday and Thursday.



6) **President's Reception** - Help support the annual CWEA President's Reception and see your company and logo featured as the exclusive event sponsor. You'll be acknowledged and thanked during the reception and your company logo will be featured in the brochure and throughout the event. We'll honor this year's CWEA President Garry Parker from Encina Wastewater Authority.



7) **Custom Promo Items for AC18 in Sacramento** - We'd like to give AC17 attendees a little reminder about the 2018 conference in Sacramento. We'll print your company logo on 500 promo items so you'll get great exposure and it's something attendees will bring home. (Note - promo item subject to approval by the Conference Co-Chairs)



8) **Portrait Photographer** - We offer our members this great service so they can get their professional work portrait during Opening Session. Your company logo will be featured at the photographers booth and in the brochure. Attendees will be grateful to your company for providing them with a great, free service.

SECONDARY LEVEL



1) **Awards Ceremony Lunch** - Have your company featured during the popular Awards Ceremony. Sponsoring companies will have their logo featured at the event, we'll acknowledge each company and your company logo will also be featured in all conference publications.



2) **Workshop Sponsors** - New this year, workshops will take place during the conference on Wednesday and Thursday. Your company logo will be featured in the conference publications as workshop sponsor. Workshops include: Leadership; Pipelines & Pump Stations; Silver Tsunami Workforce Retirements; O&M Technology; Utility of the Future; and Design Build.



3) **Session Sponsors** - Attach your company logo to a morning or afternoon session which aligns perfectly with your business. Your logo will be featured in all conference publications.



4) **Expo Learning Center Sponsors** - Your company logo will be featured prominently inside our exhibit hall learning centers. Help support education about new technologies and put your logo front and center inside the exhibit hall.

A LA CARTE PROMO OPTIONS



1) **Hallway Signage** - These large free-standing sign boards are a great advertising opportunity for your company. 37" w x 87" tall. **\$1,250**



2) **On-site Program Promo Page** - A full color, full page promo to advertise your products at the conference. 4.25"x8.5" **\$500**

AC17 SPONSORSHIP ORDER FORM

PLEASE PRINT OR TYPE YOUR INFORMATION

FIRST NAME: _____ LAST NAME: _____

AGENCY/COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE NUMBER: () _____ FAX: () _____ E-MAIL: _____

For payments by check or money order, make payable to: **CWEA AC17**

For payments by credit card, please indicate:

VISA MASTERCARD DISCOVER AMEX SIGNATURE: _____

Account number: _____ Expiration date: _____

Name of account holder: _____ Billing zip code: _____

ATTENDEE #1 (PURE & TERTIARY level): FIRST NAME: _____ LAST NAME: _____

ATTENDEE #2 (PURE level only): FIRST NAME: _____ LAST NAME: _____

**Send credit card payments to Alec Mackie: amackie@cwea.org or fax (510) 382-7810
Please mail your check: CWEA AC17 Sponsors, 7677 Oakport Street, Suite 600, Oakland, CA 94621-1935**

Level or Item	Choose Your Sponsorship Option	Price
GRAND TOTAL:		

SIGNATURE: _____ DATE: _____

PRINT NAME: _____

Need help? Please contact us
Alec Mackie, CWEA
 Director of Marketing & Communications
 (510) 382-7800 x114 amackie@cwea.org
Megan Barillo, CWEA
 Communications Manager
 (510) 382-7800 x141 mbarillo@cwea.org

Technical Specifications	Size (width x height)	Due Date
Pure Level Advertisement in Onsite Program (full page)	4.25"x8.5" +0.125" bleed, full color	March 31, 2017
Tertiary Level Advertisement in Onsite (quarter page)	4" x 4", full color	March 31, 2017
Hallway signage	86" x 37.5", inset 1" for frame	March 31, 2017
High-res logo (AI, eps or high-res jpg)	Logo	ASAP
Send high-res materials to:	amackie@cwea.org	

THANK YOU AC16 SPONSORS

TIER 1 - PURE WATER SPONSORS



TIER 2 - TERTIARY SPONSORS



TIER 3 - SECONDARY SPONSORS



TIER A - SPECIAL EVENT SPONSORS



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