

AC23 CONFERENCE AND EXPO

ONE COMMUNITY ONE PURPOSE

SEE YOU IN
SAN DIEGO

Exhibitor & Sponsorship Prospectus

APRIL 18-21
TOWN & COUNTRY RESORT
SAN DIEGO





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ONE COMMUNITY
ONE PURPOSE

APRIL 18-21, 2023 | SAN DIEGO

Who Is CWEA?

At CWEA, we empower wastewater professionals as they protect California's most critical resource: water. Since our founding in 1928, we've grown to a community of more than 10,000 members across all facets of wastewater management, from operators to lab techs to engineers. CWEA members are essential to protecting public health and the environment.

Network In Person

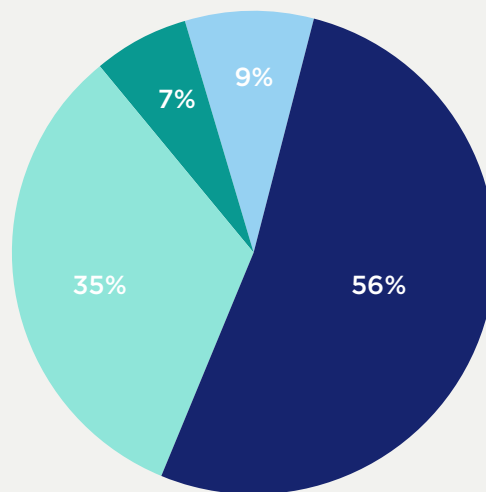
Annual Conference is known for its vibrant education programming, impactful networking, and opportunities to reflect and connect over emerging and salient topics in our field.

About the Audience

You're invited to become a supporting partner at the 2023 Annual Conference. **Over 1,000 wastewater professionals participated in AC22 and 56% of attendees were leaders in their departments.** We expect an even broader audience in 2023 because sunny Southern California always draws the largest crowd!

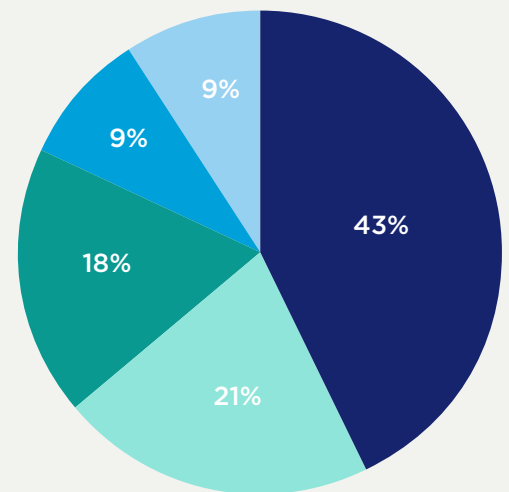
This year's conference theme is **One Community, One Purpose.** Your company's solutions are essential to helping CWEA members succeed.

Career Levels



- Management
- Journey level
- Entry level
- Other

Practice Areas



- Engineering
- O&M
- Collection Systems
- Laboratory
- Other

Sponsorship Packages

Packages are designed to fit any budget and help you surpass your company's marketing goals.
Please see descriptions and à la carte offerings.

Sponsor Package	Platinum \$10,000	Gold \$6,000	Silver \$4,000	Bronze \$2,000
AC23 Electronic Newsletter Recognition <small>Must commit to package by 2/17/2023</small>	Logo \$200 value	Logo \$200 value	Logo \$200 value	Logo \$200 value
AC23 Event Website Recognition <small>Must commit to package by 2/17/2023</small>	Logo \$200 value	Logo \$200 value	Logo \$200 value	Logo \$200 value
Recognition at Wednesday's Award Lunch	Announcement & Introduce Lunch \$800 value	Announcement \$100 value	Announcement \$100 value	Announcement \$100 value
Recognition on Conference Signage	\$250 value	\$250 value	\$250 value	\$250 value
Advertisement in On-Site Guide <small>Ads must be submitted by 2/17/2023</small>	2 Full Page Ads Prime Location \$600 value	2 full page Ads \$600 value	1 Full Page Ad \$300 value	1 Half Page Ad \$150 value
Budget for à la Carte Fulfillment	Combination of Sponsor Items up to \$8,000 in value	Combination of Sponsor Items up to \$5,000 in value	Combination of Sponsor Items up to \$2,500 in value	Combination of Sponsor Items up to \$1,500 in value
Complimentary Full Conference Registrations	2 Additional Registrants \$1,300 value	1 Additional Registrant \$650 value	1 Additional Registrant \$650 value	
Women Impacting Water Networking Breakfast	2 Breakfast Passes \$170 value	1 Breakfast Pass \$85 value		
Banner Ad on Conference Website	\$500			
Clean Water Magazine Ad	One Page \$2,000			
	\$14,020 total package value	\$7,085 total package value	\$4,200 total package value	\$2,400 total package value

Agency Partners

Agency Partners support Annual Conference and receive a 6' table in a high traffic area to connect with attendees. Agency logo will be included in the brochure.



Exhibit or sponsorship questions? Contact **Nicole Agnone**, exhibit@cwea.org or **510.382.7800 x115**

Sponsorship Opportunities

Stand out above the rest as a Sponsor of the 2023 Annual Conference! CWEA offers several opportunities to fit various budgets and further your company's marketing goals. Every sponsor receives an attendee mailing list two weeks before the event and an updated list shortly thereafter.



À LA CARTE OPTIONS

Keynote Speaker

\$10,000

Collette Carlson is a human behavior expert who teaches audiences how to transform relationships through the power of connected Conversations. Have your support for the keynote speaker recognized with your company name and logo placed on the registration form and strategically placed throughout the event. A company representative will be able to introduce the event on Thursday.

Photographer Sponsor

\$7,000

Provide each attendee with a professional head shot. Each email linking to their head shot will include your company logo and contact information. The photo area will be set up next to your company booth at the conference. 2 additional booths included in this sponsorship.

Golf Simulator

\$6,000

Place a golf simulator in the booth next to yours to drive attendee traffic. Your logo can be displayed on the screen while attendees enjoy some friendly competition. Additional booth included in price of sponsorship. Only two opportunities available. Sponsor commitment must be made no later than 2/17/2023.

Registration Area

\$5,000

Sponsorship of registration area includes your company's logo on the registration counter kick panels. Providing your company with premium visibility throughout the conference.

Annual Conference Official Tote Bags

\$5,000

Prominently display your company logo while providing convenience to attendees on the official Annual Conference Tote bag to be handed out at the registration desk. Sponsor commitment must be made no later than 2/17/2023.



Continental Breakfast

\$5,000

Make sure attendees get the day started with your company's prime logo placement on signage during breakfast. You can include your company's material on event tables for early morning reading.

CHOOSE A SPONSORSHIP >

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Sponsorship Opportunities

AC23 Lanyard and Badge \$5,000

Your company name and logo on the official Annual Conference badge and lanyard provided to all attendees. Sponsor commitment must be made no later than 2/17/2023.



Wi-Fi \$4,000

Enjoy high-profile brand exposure while giving attendees the necessary service of Wi-Fi. Sponsorship also includes a splash page featuring your logo. Company support and password provided on signage through conference and in program. Sponsor commitment must be made no later than 2/17/2023.

Pick the Bar Location \$3,500

For both Happy Hour Receptions a bar will be placed in the booth next to you in the exhibit hall. The bar will also be highlighted on the floor plan for attendees to easily navigate to. Cost of additional booth included in price.



Coffee Station \$3,000

Your company name and logo on the official conference coffee sleeve, provided both days at the coffee stations. Includes your company's logo on signage and marketing materials at the station. Sponsor commitment must be made no later than 2/17/2023.



Water Station \$3,000

CWEA will provide a water station at your 10x10 booth and will highlight the water station on the floor plan for attendees to easily navigate to. Provide attendees with your company's water bottles while promoting sustainability with your products!

CWEA can provide logo water bottles at product cost. Sponsor commitment must be made by 2/17/2023.

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Sponsorship Opportunities

Mobile App Sponsor **\$2,000**

As attendees log onto the mobile app to check their schedule make sure your company has prime placement with a banner ad. Sponsor commitment must be made no later than 2/17/2023.



Women Impacting Water Breakfast **\$2,000**

2 opportunities available

Support the CWEA Women Impacting Water Breakfast by hosting this intimate networking opportunity that you can send one representative to attend.

NEW! Recycle, Reduce, Reuse Sponsor **\$1,500**

Support CWEA's Recycle, Reduce, Reuse initiative by sponsoring our 100% recyclable conference signs. Company name and logo on all session, directional, and special event signage throughout the conference.

AC Pens **\$1,500**

Official Annual Conference pens with your company's logo will be placed at the registration desk for all attendees to use throughout the conference. Sponsor commitment must be made no later than 2/17/2023.

President's Reception **\$1,500**

2 opportunities available

Support the CWEA President's Reception event by hosting this intimate networking opportunity that you can send one representative to attend.



Hanging Entrance Banner **\$1,000**

Looking for more visibility? Hang your company banner above the registration area for all attendees to see as they enter the lobby to check in. Banners size and appearance must be approved by Exhibit Manager by 2/17/2023.

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Sponsorship Opportunities



Networking Mixer Sponsored by the SYP Committee **\$750**

2 opportunities available

Support the Students and Young Professionals event by hosting this intimate networking mixer that you can send two representatives to attend.

Personalized Floor Booth Clings **\$500**

Catch attendees' eye as they pass by with a personalized floor cling in front of your booth!

Pre-Workshop Sponsors **\$500**

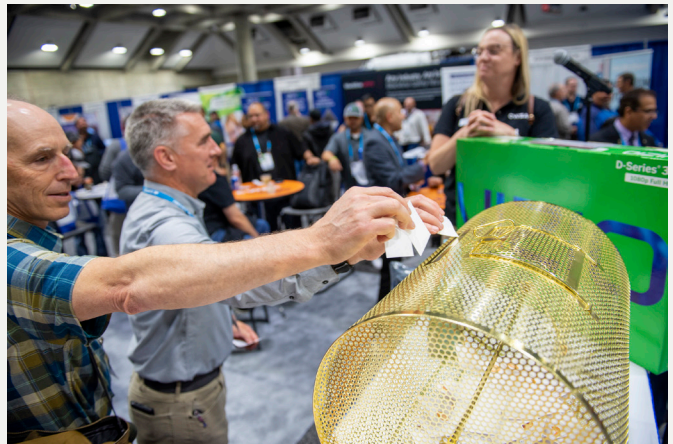
Your company name and logo on Pre Conference workshop signage.

- ELAP TNI Compliance
- Pretreatment
- Preparing Wastewater Utilities for a Dynamic Energy Market
- Fundamentals of Activated Sludge Biological Nitrogen Removal Operations
- Collection System Regulatory Compliance

Drink Tickets **\$500/25 Drink Tickets**

4 opportunities available

Need a bigger draw to your booth? Purchase an additional 25 drink tickets to pass out to attendees to spark conversations.



Door Prizes **\$150**

Donate for door prize giveaway's in the exhibit hall during both evening receptions. Your company will be announced during door prize announcements and thanked for your generosity.

Poker Run Participant **\$100**

A FUN and cost-effective way to drive traffic to your booth. CWEA is hosting the first ever CWEA Poker Run in the exhibit halls. Add your company as a poker stop to hand out playing cards to attendees and strike up conversations.

CHOOSE A SPONSORSHIP >

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Additional Marketing Opportunities

On-site Guidebook Advertising

Two Page Program Spread Ad	\$2,000
One Page Program Ad	\$1,500
Half Page Program Ad	\$1,000
Banner Ad on Annual Conference Website	\$1,000

Television Monitor Ad \$1,000

Throughout the hotel and conference area are TV monitors that include the AC23 schedule, sponsors and general information. Add your personalized company advertisement into rotation. Sponsor commitment must be made no later than 2/17/2023.

Pre-event E-blast to Market Booth # to Attendees \$1,000

Send an e-blast to all registered attendees letting them know you're supporting CWEA and entice them to your booth at the conference. Sponsor commitment must be made no later than 2/17/2023.

Push Notification on Conference App \$1,000

(cost per push)

Send a message to all attendees through the mobile app enticing them to visit your booth. Drive traffic by offering free drink tickets, which can be purchased on the à la carte options.

Mobile App Banner Ad \$1,000

As attendees log onto the mobile app to check their schedule, make sure your company has prime placement with a banner ad.

CHOOSE ADVERTISING OPTIONS >

ADVERTISING SPECIFICATIONS:

Print Ads

- Full Page: 8.5" w x 11" h + 0.125" bleed, full color, high-res PDF
- Half page: 8.5" wide x 5.5" tall + 0.125" bleed, full color
- Due date: 2/17/2023

Web Banner Ad

- 320px w x 1200px h, 72 ppi
- File formats: jpg, png, or gif
- Can be added at any time

Send completed ads to: exhibit@cwea.org



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AC23 EXPO

Support Annual Conference while gaining recognition among attendees and connect with thousands of wastewater professionals as they explore our expansive exhibitors hall. Each 10x10 exhibitors includes

- **Wall and side rail drapes along with carpet and company ID sign**
- **Draped table with chairs**
- **Two complimentary staff badges**
- **Drink tickets**
- **Pre- and post-show mailing list**

Reserve your 10' x 10'
**AC23 EXPO
HALL SPACE**

Fees Increase
2/17/2023



AC23 Expo

EXHIBITOR PRICING FOR AC23



Standard Exhibit Booths	By 2/17/2023	After 2/17/2023	Corner Fee Upgrade
10' x 10'	\$1,800	\$2,000	Add \$200
10' x 20'	\$3,500	\$3,900	
10' x 30'	\$5,200	\$5,600	
Rolling Stock (vehicles and large trucks)	By 2/17/2023	After 2/17/2023	Corner Fee Upgrade
20' x 30'	\$7,000	\$7,500	Add \$200
20' x 40'	\$7,900	\$8,300	

Additional exhibit staff badges:

Staff badges are for Expo Hall access and inclusive of all events within the Expo Hall. Exhibitor staff badges do not include the educational sessions. To attend education, you must register as an attendee.

By 3/24/2023	After 3/24/2023
\$175	\$200 (on site)

Exhibit Schedule:

Tuesday	Wednesday	Thursday
Rolling stock pre-scheduled through TriCord	Standard Exhibit Set-Up 7:00am - 3:30pm	Expo 11:30am - 12:00pm Lunch 12:00pm - 1:00pm Happy Hour Reception 4:45pm - 6:45pm
	Exhibits Open for Reception 4:30pm - 6:30pm	Exhibit Tear Down 6:45pm - 9:00pm Rolling Stock Exits 8:00pm - 10:00pm

Each 10'x10' exhibit space includes:

- 8' back wall drape, 3' side rail drape, carpet and company ID sign
- One 6' draped table, two chairs and a wastebasket
- Two complimentary staff badges per 10x10 booth purchased - Staff badges are for Expo Hall access and inclusive of all events within the Expo Hall. Staff badges do not include the educational sessions. To attend education, you must register as an attendee
- A pre-show and post-show mailing list of all registered attendees
- Five drink tickets per company to pass out to attendees for the daily Expo receptions
- Ten drink tickets for 4 or more booths purchased

Important Dates and Deadlines:

2/17/2023

- Exhibitor booth fees increase
- Sponsor logos due for marketing

3/24/2023

- Exhibitor badge fee increases

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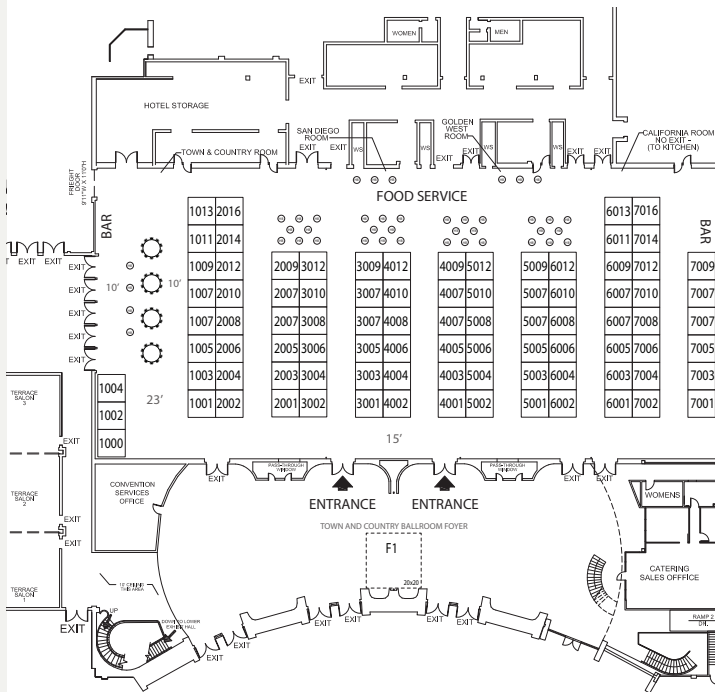
Expo Map

[CHOOSE YOUR BOOTH >](#)

TOWN AND COUNTRY BALLROOM

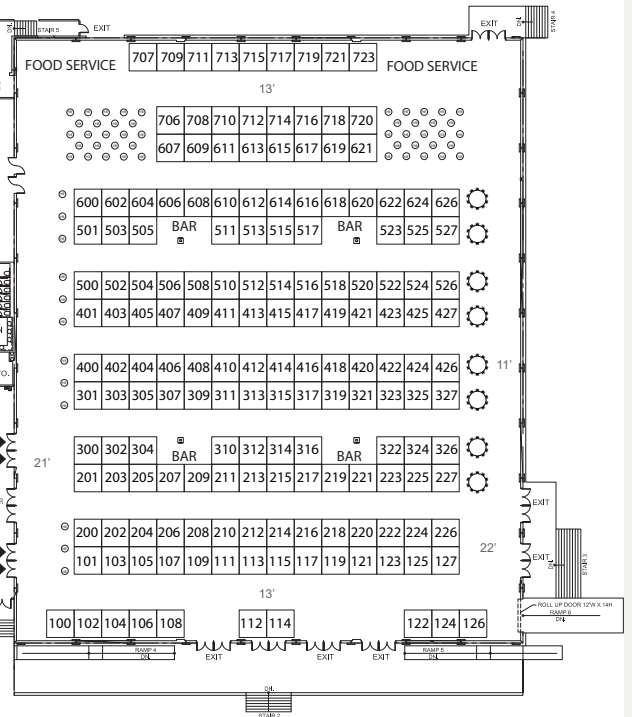
89 10'X10' BOOTHS

1 20'X20' BOOTH (F1)



GOLDEN STATE BALLROOM

167 10'X10' BOOTHS



TOWN AND COUNTRY BALLROOM SOLD OUT

- All booths are 10'x10' unless otherwise noted
- All aisles are 10' wide unless otherwise noted
- Floorplan is subject to change and fire marshal approval

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