

**MAY 3-6, 2020 • STATE COLLEGE, PA
PENN STATER CONFERENCE CENTER HOTEL**



**THE 2020 JOINT
TECHNICAL CONFERENCE & EXHIBITION OF THE**



EXHIBITOR PROSPECTUS

VENDOR INVITATION

Dear Vendor,

We invite you to join us at the Joint Annual Technical Conference & Exhibition of the Pennsylvania Water Environment Association (PWEA) and the PA Section of the American Water Works Association (PA-AWWA). The Keystone Water Conference H₂O20 will be held at the Penn Stater Conference Center Hotel in State College, PA, on May 3-6, 2020.

Each association has hosted their own Annual Conference for many years, and each has enjoyed robust attendance. We anticipate the combined effort of both associations will provide more than double the benefit for everyone involved. This joint conference would be a great place to get the word out about your products, equipment, and services.

In addition to booth space, various sponsorship opportunities are available. Details can be found within the pages of this Prospectus.

Please take a moment to review our Exhibit Hall Floor Plan and the other information included here. Prime space inside the Exhibit Hall will sell quickly, so don't delay—send your contract right away to reserve your preferred space!

The Joint Conference Planning Committee for the Keystone Water Conference H₂O20

HOTEL ACCOMMODATIONS

Penn Stater Conference Center Hotel
215 Innovation Blvd • State College, PA 16803

Nittany Lion Inn
200 West Park Ave • State College, PA 16803

A block of rooms has been reserved at the Penn Stater Hotel and at the Nittany Lion Inn. Reservations must be made by April 1, 2020. Rooms may not be available after this date. The discounted room rate at both hotels is **\$139.00 per Room/per Night/Single or Double Occupancy**

This rate includes overnight accommodations only. All rooms are non-smoking. Both hotels offer complimentary shuttle service and ample free parking.

Room blocks will open on January 30th . Call Reservations at 1-800-233-7505, or reserve online at www.pennstatehotels.com, and use the Reservation ID **PENN20A for the Penn Stater** or **PENN20B for the Inn**.



PRELIMINARY CONFERENCE SCHEDULE

(as of December 16, 2019; subject to change as program is finalized)

Visit www.pwea.org or www.paawwa.org for the most current program schedule.

Sunday, May 3

- 11:00am-3:00pm Community Service Project, *organized by the Students & Young Professionals*
- 3:00pm-5:00pm Registration Open

Monday, May 4

- 7:00am-10:30am Exhibitor Booth Set-up
- 7:15am-5:00pm Registration Open
- 7:45am-8:45am Continental Breakfast
- 8:45am-10:15am Opening Session
- 8:45am-11:45am **Morning Technical Programs**
- 8:45am-4:30pm **Workshops**
- 8:45am-5:30pm Water for People Silent Auction
- 9:00am-11:00am Plant Tour, *organized by the Students & Young Professionals*
- 9:00am-3:00pm PWEA Operations Challenge
- 10:15am-10:45am Morning Break
- 11:45am-1:00pm Exhibit Hall Opens with Complimentary Lunch
- 11:45am-1:00pm PA-AWWA Awards Ceremony and Business Luncheon
- 12:30pm-1:00pm PWEA Annual Business Meeting with Dessert & Coffee
- 1:00pm-4:30pm **Afternoon Technical Programs**
- 1:00pm-4:30pm PA-AWWA Young Professionals Poster Contest
- 2:30pm-3:30pm Afternoon Break in Exhibit Hall
- 3:30pm-4:30pm Collection Systems Mobile Presentations in Exhibit Hall
- 3:30pm-4:30pm PA-AWWA Partnership for Safe Water/Committee Open House
- 4:30pm-5:30pm Meet and Greet Reception in Exhibit Hall
- 5:00pm-6:00pm PA-AWWA Hydrant Hysteria Competition
- 6:00pm-7:45pm PWEA Awards Ceremony and Reception
- 8:00pm-10:00pm Tailgating Dinner and Cornhole Tournament, *organized by the Students & Young Professionals*

Tuesday, May 5

- 7:00am-5:30pm Registration Open
- 7:30am-8:30am Exhibit Hall Open with Continental Breakfast
- 8:00am-11:00am Plant Tour, *organized by Design-Build Institute of American (DBIA) and PWEA Professional Wastewater Operations (PWO) Committee*
- 8:00am-11:30am **Morning Technical Programs**
- 8:00am-4:30pm **Workshops**
- 8:00am-5:30pm Water for People Silent Auction
- 9:00am-11:30am PA-AWWA Water Utility Council Committee Meeting
- 9:30am-10:30am Morning Break in Exhibit Hall
- 10:30am-11:30am Collection Systems Mobile Presentations in Exhibit Hall
- 11:30am-1:00pm Complimentary Lunch in Exhibit Hall
- 11:30am-1:00pm Women's Initiative Summit and Luncheon
- 11:30am-1:00pm PWEA Student Research Poster Presentations
- 1:00pm-4:30pm **Afternoon Technical Programs**
- 2:30pm-3:30pm Afternoon Break in Exhibit Hall
- 4:30pm-5:30pm Beer & Pretzels Reception in Exhibit Hall
- 4:30pm-5:30pm Operator Olympics
- 5:30pm-6:30pm Exhibitor Teardown
- 6:00pm-9:00pm DBIA Networking Event

Wednesday, May 6

- 7:00am-8:30am Continental Breakfast
- 7:00am-12:00pm Registration Open
- 8:30am-3:00pm Golf Tournament
- 8:00am-11:00am **Morning Technical Programs**
- 8:00am-11:30am **Workshops**
- 8:00am-12:00pm DBIA Sessions
- 9:00am-1:00pm PA DEP Operator Certification Exam
- 9:30am-10:00am Morning Break
- 11:30am Conference Concludes

IMPORTANT DATES AND TIMES FOR THE EXHIBIT HALL

Exhibit set-up will be on Monday, 7:00-10:30am. If an exhibit is not set by 10:30am, the exhibitor must wait to set up during session times. Exhibitors may not set up their booths during open exhibit hours.

All events are in the Exhibit Hall, unless otherwise noted.

Monday, May 4

- 7:00-10:30am Exhibitor Set-up
- 11:45am-1:00pm Exhibit Hall Opens & Lunch
- 2:30-3:30pm Exhibit Hall Break
- 4:30-5:30pm Meet & Greet Reception

Tuesday, May 5

- 7:00-8:30am Continental Breakfast
- 9:30-10:30am Exhibit Hall Break
- 11:30am-1:00pm Exhibit Hall Break & Lunch
- 2:30-3:30pm Exhibit Hall Break
- 4:30-5:30pm Beer & Pretzels Reception
- 5:30-6:30pm Exhibit Teardown

GENERAL INFORMATION

Exhibit Booths

Booths inside the exhibit hall are 8'x8'. Hallway booths are 8'x8' or 6'x8', as noted on the exhibit hall floor plan on page 6. Booths include pipe & drape back and sides; a 6' draped table; two chairs; a wastebasket; a standard header sign; carpet; one standard electric service; and complimentary internet access. **Booth reservations will be accepted on a first-come, first-paid-in-full basis.**

Limited space for oversized pieces of equipment is available in the nearby parking lot. Oversized equipment space is only available to companies who also reserve a booth.

Exhibit Hall Hours

The Exhibit Hall will be open on Monday, 11:45am-5:30pm; and on Tuesday, 7:30am-5:30pm. Booth setup will be on Monday, 7:00-10:30am. Teardown will begin at 5:30pm on Tuesday.

Booth Confirmations and Exhibitor Kits

A confirmation email will be sent upon receipt of your exhibit contract and payment. A separate email will be sent later with your booth assignment, booth worker registration forms, and other information.

Our exposition company will provide an exhibitor kit containing forms for services such as rental of furniture and accessories, drayage and labor services.

Booth Worker Registration

The cost of an exhibit booth includes complimentary Conference registrations for two booth workers. Two additional representatives may register at the discounted exhibitor rate of \$300 each. Booth worker registration forms will be provided after your booth is confirmed. A maximum of four booth workers will be permitted per contracted booth.

Online Registration

Online registration is available for booth space and sponsorships. Go to www.pwea.org and click on the link to our secure website. Online registration is available with credit card payment, or you may register online and then **mail a check within 10 business days. Booth assignments will be made after payment is received.**

Membership Rates

In order to qualify for the member booth rates, at least one person employed by the exhibiting company must be a current member of either PWEA or PA-AWWA.

Rules, Policies, etc.

While the PWEA and the PA-AWWA make every effort to provide for a successful Conference, please be advised that there are factors which are not under the direct control of the PWEA and the PA-AWWA—such as air conditioning, lighting, power, and weather.

Exhibit Rules and Regulations

Please be sure to read the Exhibit Rules and Regulations included with your booth confirmation. You may request a copy in advance by calling or emailing the PWEA Conference Manager.

Indemnification Policy

Each exhibitor assumes entire responsibility and liability for losses, damages, and claims arising out of the exhibitor's activities on the premises and will indemnify, defend and hold harmless the Facility, PWEA, and PA-AWWA, their agents, servants and employees from any and all such losses, damages, and claims.

Security Policy

No one will be allowed inside the Exhibit Hall at any time without a 2020 Conference badge; Hall monitors will be checking badges. While security will be provided inside the Exhibit Hall during off hours, we strongly advise you do not leave expensive items, such as laptops, unattended in your booth. The PWEA and the PA-AWWA will not be held liable for any missing property.

Cancellation Policy

Booth cancellations received in writing on or before March 31st, will receive a full refund less a \$250 processing fee. Cancellations received after that date, will not receive a refund.

No-Conflict Policy

Hospitality events may not be held during scheduled Conference functions. Hospitality promotions must be handled by private invitation from within the exhibitor's booth. No announcements or signs will be permitted outside the contracted booth space.

Consent for Use of Photographic Images

Registration and attendance at, or participation in, the Keystone Water Conference & Exhibition and related activities constitutes an agreement by the registrant to permit use and distribution (both now and in the future) of his/her image in photographs, promotional materials, electronic reproductions, etc., of these events and activities.

WHAT'S INCLUDED WITH YOUR BOOTH WORKER REGISTRATIONS?

	Monday Continental Breakfast; Breaks; Lunch	Monday Meet & Greet Reception	Tuesday Continental Breakfast; Breaks; Lunch	Tuesday Beer & Pretzels Reception	Wednesday Continental Breakfast; AM Break	Regular Conference Sessions
Complimentary Booth Workers (Reps 1 & 2)	Yes	Yes	Yes	Yes	Yes	Yes
Discounted Booth Workers (Reps 3 & 4)	Yes	Yes	Yes	Yes	Yes	Yes

QUESTIONS?

For exhibit, sponsorship, registration or PWEA-specific questions, contact:
Cindy Rock, PWEA Conference Manager
Email: cindyrock@pwea.org
Phone: 570-549-2204

For PA-AWWA-specific questions, contact:
Patty Chila
Email: pchila@paawwa.org
Phone: 717-774-8870

ADDITIONAL INFORMATION

PWEA and PA-AWWA are committed to making your experience at our Conference as productive as possible. We structure the program schedule to get the attendees into the Exhibit Hall—then it's up to your sales representatives to capture their attention in order to promote your equipment and services.

Logo Displays

All exhibitors will have the opportunity for their company logos to be displayed on a large screen inside the Exhibit Hall at no charge. Logos should be sent by email to cindyrock@pwea.org by April 3rd. Logo files should be in high resolution JPG format.

Exhibitor Booth Drawings

We encourage you to hold company raffles within your booth space. Conference staff will not be involved in selecting the winners of your raffles but we can announce the winners over the PA system on Tuesday afternoon. In order to have your raffle winners announced, winner information must be provided to Conference registration staff by 1:00pm on Tuesday.

Conference Raffle Prizes

Prizes will be raffled at different times during the Conference. Attendees will be given raffle tickets, and there will be containers placed in the Exhibit Hall—one for each prize. Raffle tickets will be drawn in the Exhibit Hall on Monday and Tuesday. Attendees must be present to win. Exhibitor representatives are not eligible for these drawings.

Meet & Greet Reception

This reception will be held in the Exhibit Hall on Monday, 4:30-5:30pm. Complimentary beer and snacks will be served.

Beer & Pretzels Reception

Complimentary beer, root beer, and soft pretzels will be served in the Exhibit Hall on Tuesday, 4:30-5:30pm.

Food & Break Stations

Food and break stations for attendees will be located in the Exhibit Hall. Food functions include the receptions, continental breakfasts, breaks, and lunches.

Free Wireless Internet

Complimentary wireless internet service will be available to exhibitors and attendees in the Exhibit Hall and surrounding areas.

Exhibit Hall Access

The Exhibit Hall is open to all registered attendees and registered vendor representatives.

Exhibit Hall monitors will be checking to make sure everyone is wearing the correct 2020 Conference name badge and lanyard.

DO YOU WANT MORE FOOT TRAFFIC AT YOUR BOOTH?

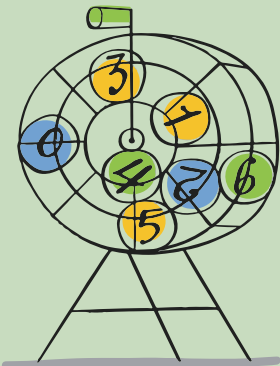


Exhibit Hall Bingo

The Exhibits & Sponsors Committee is organizing a fun game for attendees, and it will bring them to the booths of all participating exhibitors.


You can participate by adding the \$25 Bingo Participation Fee on the Booth Contract. The \$25 fee will be used to purchase gift cards for the winners. The number of winners will depend upon the number of participating exhibitors.

Attendees will receive a Bingo card in their registration packets, along with a list of participating companies. Each participating exhibitor will be assigned a letter/number from the Bingo cards. Attendees will need to visit the exhibitors in order to have their cards stamped.

Once the squares are stamped horizontally, vertically or on the diagonal, the attendee will then turn in the card to a designated individual or booth just before the last break of each day (Monday or Tuesday) for confirmation. Attendees must be present to win and can only turn in one card, either on Monday or on Tuesday. Prizes will be awarded during the last exhibit hall break on Monday and on Tuesday.

SPONSORSHIP CONTRACT

Promote your equipment, products, and services while supporting the PWEA and the PA-AWWA Joint Conference on May 3-6, 2020, in State College, PA. All sponsoring companies will be featured in the On-Site Conference Program, on signage displayed at the Conference, and in the Conference issue of each association's magazine. Sponsorships are available for exhibiting and non-exhibiting companies. If logos are needed, they should be sent by April 1st.

 <p>Register online with credit card or send completed contract with full payment to:</p> <p>PWEA PO Box 61 • Blossburg, PA 16912 Fax: 570-549-2221 Phone: 570-549-2204 Email: cindyrock@pwea.org</p>	Company: _____
	Contact Name: _____
	Address: _____
	City: _____ State: _____ Zip: _____
	Phone: _____
	Email: _____

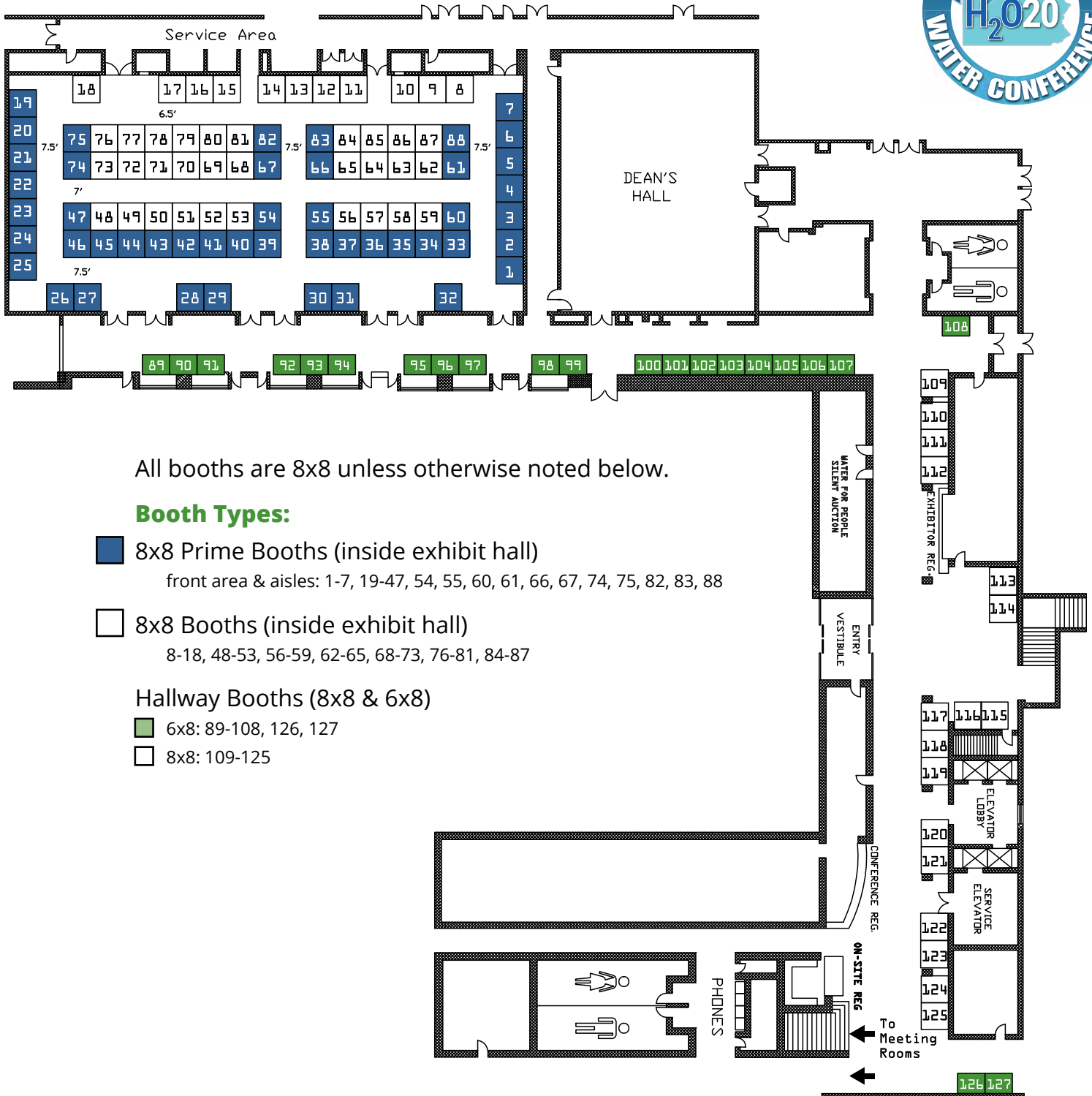
Sponsorship Categories <i>(check all categories that apply)</i>	Total
<input type="checkbox"/> Company Logo on Conference Bag <i>(only one sponsor can be accepted)</i> <input type="checkbox"/> \$1.000	\$ SOLD
<input type="checkbox"/> Company Logo on Badge Holder <i>(only one sponsor can be accepted)</i> <input type="checkbox"/> \$1.000	\$ SOLD
<input type="checkbox"/> Company Logo on Conference App <i>(company logo will appear on app landing page; only one sponsor can be accepted)</i> <input type="checkbox"/> \$1.000	\$ SOLD
<input type="checkbox"/> Sunday PWEA/PA-AWWA Community Service Project Sponsor <i>(company logo will be imprinted on t-shirts)</i> <input type="checkbox"/> Platinum Level - \$1.000 <input type="checkbox"/> Gold Level - \$750 <input type="checkbox"/> Silver Level - \$500 <input type="checkbox"/> Bronze Level - \$250	\$ _____
<input type="checkbox"/> Monday Lunch Buffet <i>(company logo displayed near buffet lines)</i> <input type="checkbox"/> Platinum Level - \$1.000 <input type="checkbox"/> Gold Level - \$750 <input type="checkbox"/> Silver Level - \$500	\$ _____
<input type="checkbox"/> Monday PA-AWWA Awards Ceremony & Business Luncheon <input type="checkbox"/> Platinum Level - \$1.000 <input type="checkbox"/> Gold Level - \$750 <input type="checkbox"/> Silver Level - \$500 <input type="checkbox"/> Bronze Level - \$250	\$ _____
<input type="checkbox"/> Monday PA-AWWA Young Professionals Poster Contest <input type="checkbox"/> Platinum Level - \$1.000 <input type="checkbox"/> Gold Level - \$750 <input type="checkbox"/> Silver Level - \$500 <input type="checkbox"/> Bronze Level - \$250	\$ _____
<input type="checkbox"/> Monday Meet & Greet Reception in Exhibit Hall <input type="checkbox"/> Gold Level - \$750 <input type="checkbox"/> Silver Level - \$500 <input type="checkbox"/> Bronze Level - \$250	\$ _____
<input type="checkbox"/> Monday PWEA Awards Ceremony & Reception <input type="checkbox"/> \$500	\$ _____
<input type="checkbox"/> Monday PWEA/PA-AWWA Tailgate Dinner and Cornhole Tournament <input type="checkbox"/> Gold Level - \$750 <input type="checkbox"/> Silver Level - \$500 <input type="checkbox"/> Bronze Level - \$250	\$ _____
<input type="checkbox"/> Tuesday Lunch Buffet <i>(company logo displayed near buffet lines)</i> <input type="checkbox"/> Platinum Level - \$1.000 <input type="checkbox"/> Gold Level - \$750 <input type="checkbox"/> Silver Level - \$500	\$ _____
<input type="checkbox"/> Tuesday Beer & Pretzels Reception in Exhibit Hall <input type="checkbox"/> Gold Level - \$750 <input type="checkbox"/> Silver Level - \$500 <input type="checkbox"/> Bronze Level - \$250	\$ _____
<input type="checkbox"/> Tuesday PWEA Operator Olympics <i>(sponsorship funds used to purchase prizes)</i> <input type="checkbox"/> \$200	\$ _____
<input type="checkbox"/> Wednesday PWEA/PA-AWWA Golf Tournament <i>(company logo displayed on golf hole signs)</i> <input type="checkbox"/> \$200	\$ _____

Method of Payment:

Check (payable to PWEA) **Total Due: \$** _____

Credit Card payments must be made online
 Go to www.pwea.org, click Calendar tab, select Event Registration from the dropdown menu, click Register button, and follow prompts to register and provide payment information.

EXHIBIT HALL FLOOR PLAN



All booths are 8x8 unless otherwise noted below.

Booth Types:

- 8x8 Prime Booths (inside exhibit hall)
front area & aisles: 1-7, 19-47, 54, 55, 60, 61, 66, 67, 74, 75, 82, 83, 88
- 8x8 Booths (inside exhibit hall)
8-18, 48-53, 56-59, 62-65, 68-73, 76-81, 84-87
- Hallway Booths (8x8 & 6x8)
 - 6x8: 89-108, 126, 127
 - 8x8: 109-125



CONTRACT FOR EXHIBIT SPACE



PLEASE PRINT all information on form
Keystone Water Conference H₂O₂₀ • State College, PA • May 3-6, 2020

Company Information - The following information will be published in the On-Site Conference Program.

Company Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Email: _____
Phone: _____ Website: _____

Contact Information - This is the person to whom all information will be sent.

Contact Person: _____ Phone (if different than above): _____
Email: _____
To qualify for Member rate, provide name of employee who is a PWEA Member: _____

Exhibit Space Fees

Booth fees include standard booth furniture, electric service, internet access, carpet, and two complimentary Full Conference Registrations with optional discounted tickets for the Annual Dinner. **Booth Representative Registration Forms will be provided with your booth confirmation.**

	Member	Non-Member	Quantity	Total
8x8 Prime Booth (front area & aisles)	\$1650	\$2000	_____	\$ _____
8x8 Booth (inside exhibit hall)	\$1525	\$1875	_____	\$ _____
Hallway Booth (8x8 or 6x8)	\$1375	\$1725	_____	\$ _____
Outside Space (must purchase indoor booth)	\$300	\$400	_____	\$ _____

Total Due for Exhibit Space \$ _____

Preferred Booth Location:

List booth numbers in order of preference: 1) _____ 2) _____ 3) _____

Space will be assigned in the order of when fully paid contracts are received. Every effort will be made to grant your space request; however, specific requests cannot be guaranteed.

Exhibit Hall Bingo Participation - See page 5 for details.

RESERVE YOUR SPOT NOW! Exhibitors wishing to participate will pay a fee of \$25, which will be used to purchase gift cards for prizes. Conference attendees who want to play are required to visit all participating vendor booths. SPACE IS LIMITED, AND IT IS FIRST COME, FIRST SERVED!

I want to participate - add \$25 to my booth fee

Logo Displays - See page 5 for details.

There is no charge for exhibitors to have their logos displayed on the large screen in the Exhibit Hall. Logos should be emailed in high resolution JPG format to cindyrock@pwea.org no later than April 3rd.

I want to participate. I will email my logo by April 3rd.

Agreement

By signing this Contract, I acknowledge that I am authorized to represent the Company noted on this Contract. I/we agree to abide by all PWEA Policies as outlined within this prospectus and to the Rules & Regulations for Exhibiting. **Booth cancellations received in writing on or before March 31st, will receive a full refund less a \$250 processing fee. Cancellations received after that date, will not receive a refund.**

Signature: _____

Method of Payment:

Check (payable to PWEA)

Total Due: \$ _____

Credit Card payments must be made online

Go to www.pwea.org, click Calendar tab, select Event Registration from the dropdown menu, click Register button, and follow prompts to register and provide payment information.

Register online or send completed contract with full payment to:

PWEA
PO Box 61
Blossburg, PA 16912

Fax: 570-549-2221
Phone: 570-549-2204
Email: cindyrock@pwea.org

**Booth contract must be received by
March 16th to guarantee inclusion in
the On-Site Conference Program.**