

# PENNEC 2021 VENDOR INVITATION

Dear Vendor,

After careful consideration and many discussions, the Pennsylvania Water Environment Association's (PWEA) Board of Directors has decided to move forward with an in-person Annual Conference for 2021. Any government restrictions and/or health and safety protocols in place at the time of the Conference will be strictly followed. Current information regarding hotel protocols can be found at: <https://kalaharimeetings.com/our-covid-19-response/> and at <https://www.kalahariresorts.com/what-we-are-doing-to-ensure-a-safe-getaway/>.

Therefore, we would like to invite you to join us as an exhibitor/sponsor at the PWEA's 92nd Annual Technical Conference & Exhibition (PennTec 2021), which will be held at the Kalahari Resort & Convention Center, Pocono Manor, PA on June 20-23, 2021.

With an average yearly attendance of over 700 water quality professionals seeking the latest knowledge and technology available, PennTec 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 in the Exhibit Hall will sell quickly, so don't delay—send your contract right away to reserve your preferred space!



*Lisa Webb*  
Chair, PennTec 2021  
Conference Committee



*Carolyn Giardini*  
Chair, Exhibits and  
Sponsors Subcommittee

## HOTEL ACCOMMODATIONS

### Kalahari Resort & Convention Center 250 Kalahari Blvd • Pocono Manor, PA 18349

A block of rooms has been reserved at the Kalahari Resort for PennTec 2021. Reservations must be made by May 20, 2021. Rooms may not be available after this date.

Discounted room rates are as follows (does not include room tax) – children 2 and under stay free:

\$178.00	Double Queen (rate includes up to 4 guests; 2 guests may be added at \$35 per person, per night)
\$178.00	Double Queen Balcony (rate includes up to 4 guests; 2 guests may be added at \$35 per person, per night)
\$209.00	King Whirlpool Suite (rate includes up to 2 guests; 2 guests may be added at \$35 per person, per night)
\$242.00	2 Bedroom/Living Room Suite (rate includes up to 5 guests; 3 guests may be added at \$35 per person, per night)
\$259.00	2 Bedroom/Patio Suite (rate includes up to 5 guests; 3 guests may be added at \$35 per person, per night)
\$287.00	2 Bedroom/Balcony Suite (rate includes up to 5 guests; 3 guests may be added at \$35 per person, per night)

**Room rate includes up to 4 complimentary Waterpark Passes per room reserved, based on total occupancy. These rates will be available 3 days prior and 3 days following the Conference dates.**

**Hotel Deposit Policy:** Deposit in the amount of one night (plus tax) is due at time reservation is made.

**Hotel Cancellation Policy:** Reservations cancelled 72 hours or more prior to arrival receive full refund less \$25.00 processing fee; less than 72 hours prior to arrival forfeits entire deposit.

To make a reservation, call 1-800-KALAHARI (1-800-525-2427) and mention the PWEA Room Block, Booking ID 2841, to receive the Conference rates. Reservations may also be made online using the link which will be posted on PWEA's website.



# PENNTEC 2021 PRELIMINARY SCHEDULE

(as of December 31, 2020)

Visit [www.pwea.org](http://www.pwea.org) for the most current program schedule.

## Sunday, June 20

11:00am-3:00pm Community Service Project  
3:00-5:00pm Registration Open

## Monday, June 21

7:15am-5:00pm Registration Open  
7:45-8:45am Continental Breakfast  
8:45-11:45am **Morning Technical Programs**  
*Biosolids*  
*Collection Systems*  
*Engineering & Construction*  
*Stormwater*  
*Utility Management*  
8:45am-4:30pm **Workshops**  
*Courses to be announced*  
9:00am-12:00pm Operations Challenge  
10:15-10:45am Morning Break  
11:45am-1:00pm Exhibit Hall Opens  
Complimentary Lunch in Exhibit Hall  
12:30-1:00pm Annual Business Meeting with Dessert & Coffee  
1:00-4:30pm **Afternoon Technical Programs**  
*Biosolids*  
*Collection Systems*  
*Engineering & Construction*  
*Stormwater*  
*Utility Management*  
2:30-3:30pm Afternoon Break in Exhibit Hall  
4:30-5:30pm President's Reception in Exhibit Hall  
5:45-7:00pm Annual PWEA Awards Ceremony and Reception  
7:15-9:30pm Tailgate Dinner and Cornhole Tournament  
*organized by the PWEA SYP Committee*

## Tuesday, June 22

7:00am-5:30pm Registration Open  
7:30-8:30am Continental Breakfast in Exhibit Hall  
8:00-11:30am **Morning Technical Programs**  
*Collection Systems*  
*Engineering & Construction*  
*Industrial Pretreatment*  
*Stormwater*  
*Utility Management*  
8:00am-4:30pm **Workshops**  
*Courses to be announced*  
9:30-10:30am Morning Break in Exhibit Hall  
11:30am-1:00pm Complimentary Lunch in Exhibit Hall  
Student Research Poster Presentations  
11:30am-1:00pm Women's Initiative Summit and Luncheon  
1:00-3:30pm Professional Wastewater Operations (PWO) and Students & Young Professionals (SYP) Plant Tour  
1:00-4:30pm **Afternoon Technical Programs**  
*Collection Systems*  
*Engineering & Construction*  
*Industrial Pretreatment*  
*Laboratory Practices*  
*Student Research Presentations*  
2:30-3:30pm Afternoon Break in Exhibit Hall  
4:30-5:30pm Beer & Pretzels Reception in Exhibit Hall  
Operator Olympics in Exhibit Hall

## Wednesday, June 23

7:00-8:30am Continental Breakfast  
7:00am-12:00pm Registration Open  
8:30am Golf Tournament  
8:00-11:00am **Morning Technical Programs**  
*Engineering & Construction*  
*Professional Wastewater Operations*  
8:00-11:30am **Workshops**  
*Courses to be announced*  
9:30-10:00am Morning Break  
11:30am Conference Concludes

## IMPORTANT DATES AND TIMES FOR THE EXHIBIT HALL

Exhibit booth set-up will be on Monday, 7:00-10:30am. If a booth 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 food events are in the Exhibit Hall, unless otherwise noted.

## Monday, June 21

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 President's Reception

## Tuesday, June 22

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

All booths are 10'x10'. Booths include pipe & drape back and sides; a 6' draped table; two chairs; a wastebasket; a standard header sign; one standard electric service; and complimentary internet access. The Exhibit Hall is carpeted. **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 open on Monday at 11:45am. 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 vendor - Hershey Exposition Services - will provide an online 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 \$250 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

You may register for your booth and sponsorships online. Go to [www.pwea.org](http://www.pwea.org) click Event Registration under the Calendar tab, scroll down to the PennTec Exhibits & Sponsors event description, then click the Register link to go to the secure registration page. 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.**

## PWEA's Federal EIN

The PWEA is a 501(c)3 non-profit organization with a Federal EIN of 23-7169337.

## Rules, Policies, etc.

While the PWEA makes 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—such as air conditioning, lighting, power, and weather.

## Exhibit Rules and Regulations

Please be sure to read the PWEA 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 and PWEA, their agents, servants and contracted 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 2021 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 will not be held liable for any missing property.

## Cancellation Policy

Booth cancellations received in writing on or before May 7th, 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 PWEA Annual Technical Conference & Exhibition and related activities constitutes an agreement by the registrant to permit PWEA's 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 REGISTRATION?

	Monday Continental Breakfast; Breaks; Lunch	Monday President's Reception	Monday Awards 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	Yes
Discounted Booth Workers (Reps 3 & 4)	Yes	Yes	Yes	Yes	Yes	Yes	Yes

## QUESTIONS?

Cindy Rock, PWEA Conference Manager  
 Email: [cindyrock@pwea.org](mailto:cindyrock@pwea.org)  
 Phone: 570-549-2204  
 Fax: 570-549-2221

## ■ ADDITIONAL INFORMATION

PWEA is 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](mailto:cindyrock@pwea.org) by April 30th. Logo files should be in high resolution JPG format.

### Exhibitor Booth Drawings

We encourage you to hold company raffles within your booth space. PWEA 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 PWEA registration staff by 1:00pm on Tuesday.

### Conference Raffle Prizes

PWEA will raffle prizes 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.

### President's Reception

The President's 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 registered PWEA 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.

## COVID-19

Any government restrictions and/or health and safety protocols in place at the time of the Conference will be strictly followed. Current information regarding hotel protocols can be found at:

<https://kalaharimeetings.com/our-covid-19-response/>

<https://www.kalahariresorts.com/what-we-are-doing-to-ensure-a-safe-getaway/>

## DO YOU WANT MORE FOOT TRAFFIC AT YOUR BOOTH?

### Exhibit Hall Bingo

The PWEA 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.



### 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 2021 Conference name badge and lanyard.**

# PENNTEC 2021 SPONSORSHIPS

Promote your equipment, products, and services while supporting the PWEA. All sponsoring companies will be featured in the On-Site Conference Program, on signage displayed at the Conference, and in the Conference issue of the *Keystone Water Quality Manager* magazine. Sponsorships are available for exhibiting and non-exhibiting companies. If logos are needed, they should be sent by April 30th.

## PennTec 2021 Sponsorship Contract



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

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### Sponsorship Categories *(check all categories that apply)*

<input type="checkbox"/> Exhibit Hall Bingo Participation - <b>Exhibitors Only</b>	\$25	\$ _____
<input type="checkbox"/> Community Service Project Sponsor	<input type="checkbox"/> Platinum Level - \$750 <input type="checkbox"/> Gold Level - \$500 <input type="checkbox"/> Silver Level - \$250	\$ _____
<input type="checkbox"/> Company Logo on Badge Holder <i>Only one sponsor can be accepted.</i>	\$1000	\$ _____
<input type="checkbox"/> Company Logo on Registration Bag <i>Only one sponsor can be accepted.</i>	\$1000	\$ _____
<input type="checkbox"/> <b>Monday</b> - Lunch Buffet Sponsor <i>(company logo displayed near buffet lines)</i>	\$500	\$ _____
<input type="checkbox"/> <b>Tuesday</b> - Lunch Buffet Sponsor <i>(company logo displayed near buffet lines)</i>	\$500	\$ _____
<input type="checkbox"/> Conference Raffle Prize Sponsor <i>(see page 4 for details)</i> <i>Your company name will be featured on a sign posted near one of the raffle ticket containers.</i> <i>No more than two companies can be featured with each prize.</i>	\$250	\$ _____
<input type="checkbox"/> <b>Monday</b> - President's Reception Sponsor	\$200	\$ _____
<input type="checkbox"/> <b>Monday</b> - Annual Awards Ceremony & Reception Sponsor	\$250	\$ _____
<input type="checkbox"/> <b>Monday</b> - Tailgate Dinner and Cornhole Tournament	<input type="checkbox"/> Platinum Level - \$750 <input type="checkbox"/> Gold Level - \$500 <input type="checkbox"/> Silver Level - \$250	\$ _____
<input type="checkbox"/> <b>Tuesday</b> - Beer & Pretzels Reception Sponsor	\$200	\$ _____
<input type="checkbox"/> <b>Tuesday</b> - Operator Olympics Sponsor <i>(sponsorship funds used to purchase prizes)</i>	\$150	\$ _____
<input type="checkbox"/> <b>Wednesday</b> - Golf Hole Sponsor <i>(company logo displayed on golf hole sign)</i>	\$150	\$ _____

### Method of Payment:

**Check** (payable to PWEA)

**Total Due \$** \_\_\_\_\_

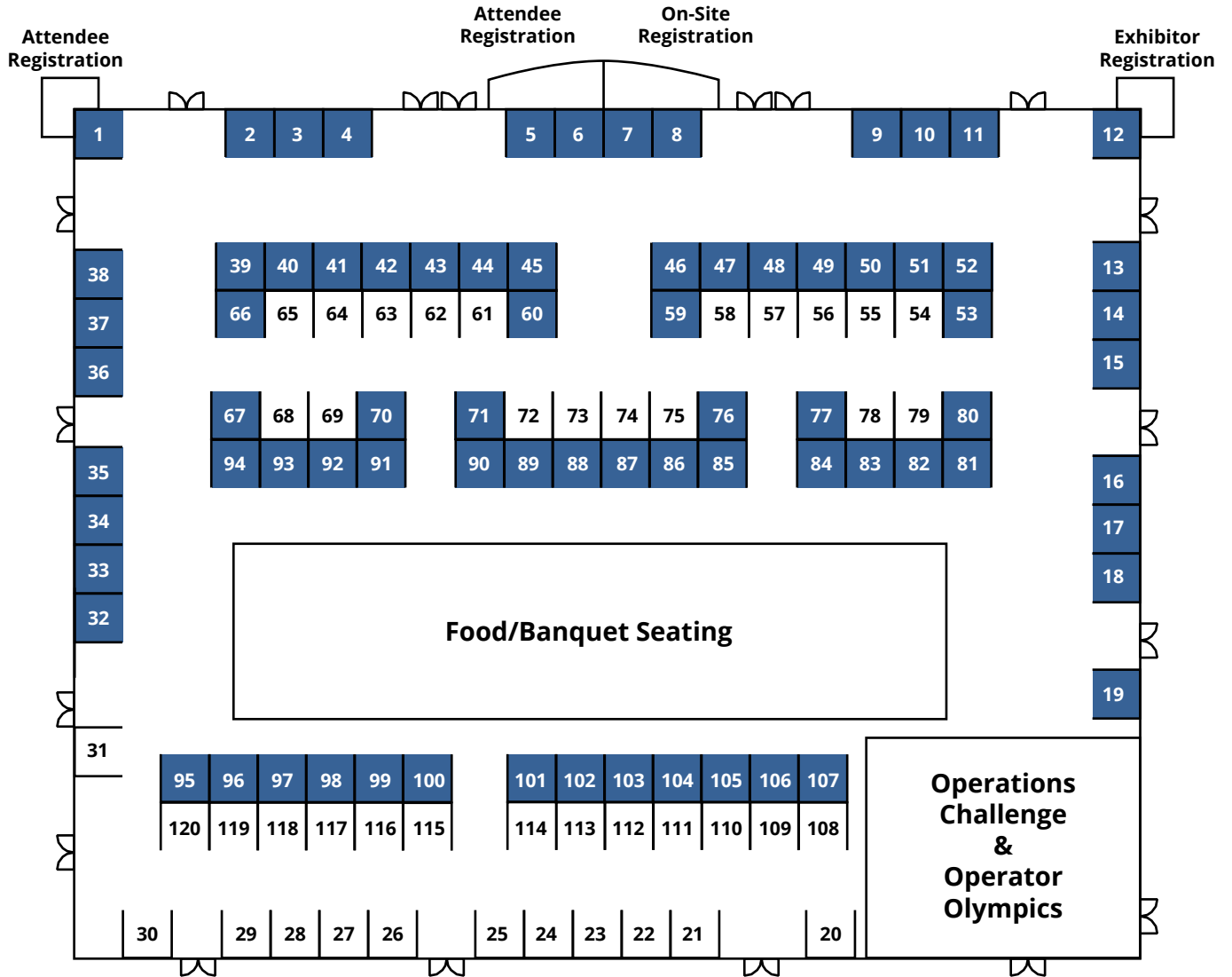
**Credit Card payments must be made online**

After we receive this form, you will be sent a confirmation email. There will be a link at the bottom of that email which will take you to the online payment screen for credit card payments.



# EXHIBIT HALL FLOOR PLAN

## Kilimanjaro Ballroom



 **10x10 Prime Location Booths**

 **10x10 Booths**



# PENNTEC 2021 CONTRACT FOR EXHIBIT SPACE

PLEASE PRINT all information on form

PennTec 2021 – 92nd Annual Technical Conference & Exhibition • Pocono Manor, PA • June 20-23, 2021

## 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, two complimentary Full Conference Registrations, and two discounted Full Conference Registrations. **Booth Representative Registration Forms will be provided with your booth confirmation.**

	Member	Non-Member	Quantity	Total
10x10 Prime Location Booth (see Floor Plan)	\$1395	\$1550	_____	\$ _____
10x10 Booth	\$1295	\$1450	_____	\$ _____
Outside Space (must purchase indoor booth)	\$250	\$300	_____	\$ _____

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 4 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 4 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 30th.

I want to participate. I will email my logo by April 30th.

## 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 PWEA Rules & Regulations for Exhibiting.

Booth cancellations received in writing on or before May 7th 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

After we receive this form, you will be sent a confirmation email. There will be a link at the bottom of that email which will take you to the online payment screen for credit card payments.

Booth assignments will be made after payment is received.

Register online or send completed contract with full payment to:

PWEA Registration  
PO Box 61  
Blossburg, PA 16912

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

**Booth contract must be received by  
May 7th to guarantee inclusion in the  
On-Site Conference Program.**

# Pennsylvania Water Environment Association

# EXHIBITOR PROSPECTUS



**PennTec 2021 • June 20-23, 2021**  
**Kalahari Resort & Convention Center**

**PennTec**   
**2021** 92<sup>nd</sup> Annual Technical  
Conference & Exhibition



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