

AC21 Virtual Conference and Expo Sponsorship Prospectus



JUNE 7-10, 2021



ANNUAL CONFERENCE

AC21 is Going Virtual

The California Water Environmental Association's Annual Conference will be held virtually from June 7-10, 2021. The 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. This year's virtual conference will include our regular offerings and opportunities for engagement, including educational sessions, networking events, keynotes, plus space to connect with sponsors, exhibitors, and water industry professionals from California and across the USA.

How **CWEA** Impacts the Profession

We empower wastewater professionals

Training, certifications, networking and collaboration, and leadership opportunities at the state and local level.

We unite the wastewater industry

CWEA is the only organization that unites wastewater professionals in all roles and across geographic regions, building a strong and collaborative community.

We raise the profile of wastewater

We build awareness for this critical public service.

We are the proven experts

From our recognized Technical Certification Program to our experienced and diverse professional community, we are the most trusted industry partner for members, agencies, and beyond.

We're bringing wastewater into the future

Our up-to-date certifications and events, cross-industry collaboration, and innovative California perspective are shaping the future of wastewater treatment and resource recovery.

AC21 will be a powerful digital experience for all attendees and exhibitors/sponsors.



Join us and connect with industry professionals in various practice areas. AC20 Virtual saw over 950 attendees!



AC21 will provide live and on-demand opportunities to present educational content and product or service content directly to attendees. This content will be present on the meeting platform for 90 days after the meeting.



AC21 will provide many live opportunities to engage with attendees – video chat, text chat, Q&A, meeting rooms, and analytics. Present your custom message to attendees! Engage with attendees through the presentation of content-specific education that you develop.



AC21 is complete with comprehensive analytics for exhibitors and session sponsors to gather those ever-important leads. Just as you would while onsite, your virtual booth will be able to provide you with detailed information from attendees who visit your booth or view your sponsored content. Your analytics will include the following:

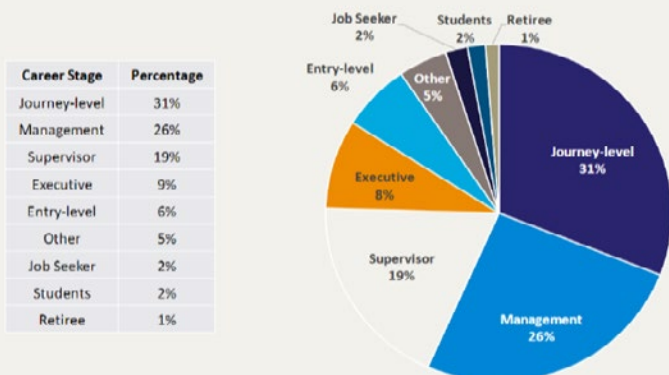
- Live Attendee Impression Tracking (name, credentials, position, organization, biography, email, phone number, mailing address, social media, booth views, content views, info requests.).
- “Request information” button so attendees can submit a request or comment and exhibitors can personally follow up.
- Easy exportable excel reports for Attendee Impression tracking and Information Requests.

The Annual Conference Audience

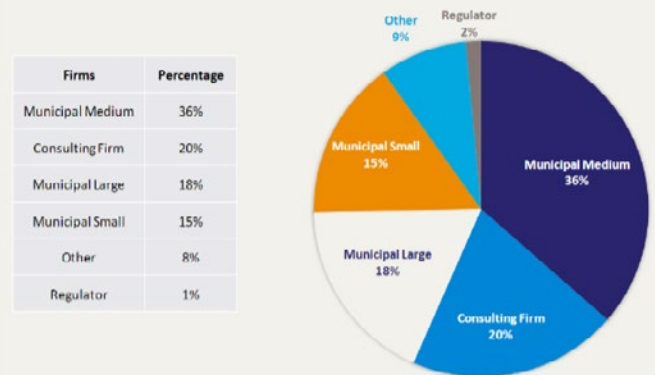
Wastewater professionals who are responsible for day-to-day operations attend CWEA's Annual Conference

AC20 Virtual saw **950+ attendees over 11 practice areas** and a mix of career stages!

AC20 Demographics: **Career Stage**



AC20 Demographics: **Organization Type**



AC20 Demographics: **Practice Areas**

Practice Areas	Count	Percentage
Engineering	123	20%
Collection systems maintenance	121	20%
Plant Operations	94	16%
Laboratory	86	14%
Plant Maintenance	46	8%
Other	38	6%
Pretreatment	33	5%
Electrical/Instrumentation	28	5%
Utility Executive	14	2%
Public Outreach	12	2%
Safety	11	2%

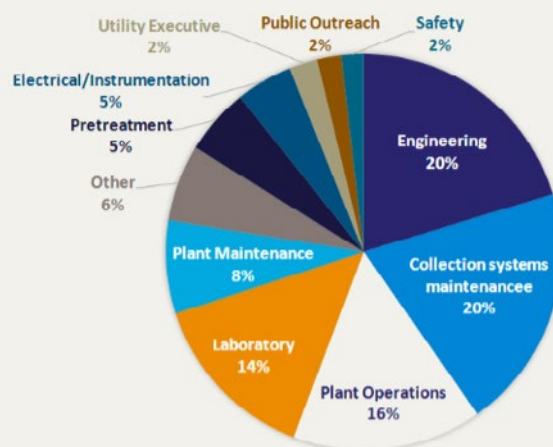


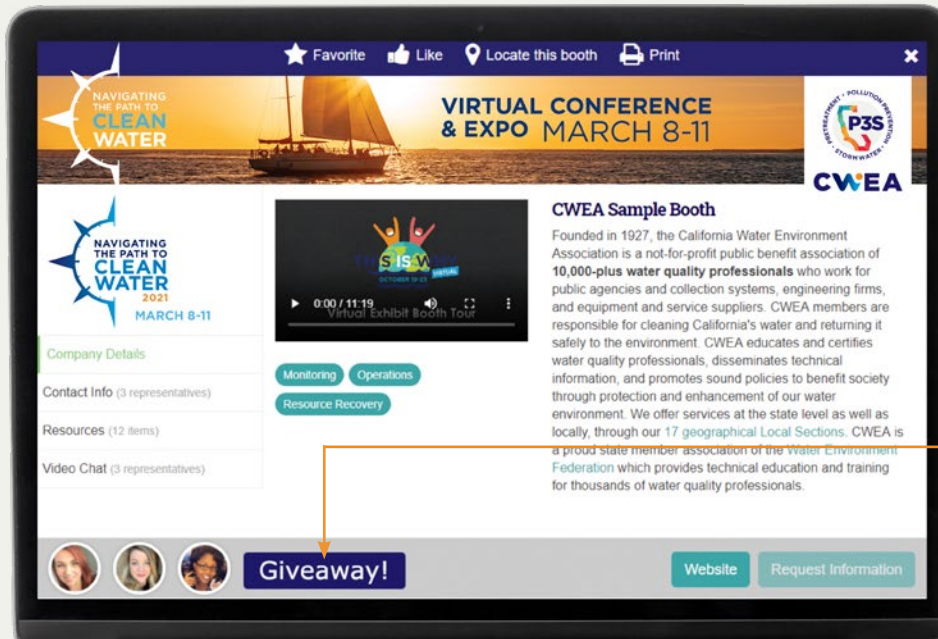
Exhibit and Sponsorship Packages

Please review the sponsorship packages that fit your budget's needs and help you surpass your company's marketing goals. You are able to purchase additional sponsorship opportunities to increase your exposure. Please see all descriptions of the below sponsorships on the following page. Custom packages can be created to make sure you get the most out of your marketing dollars.

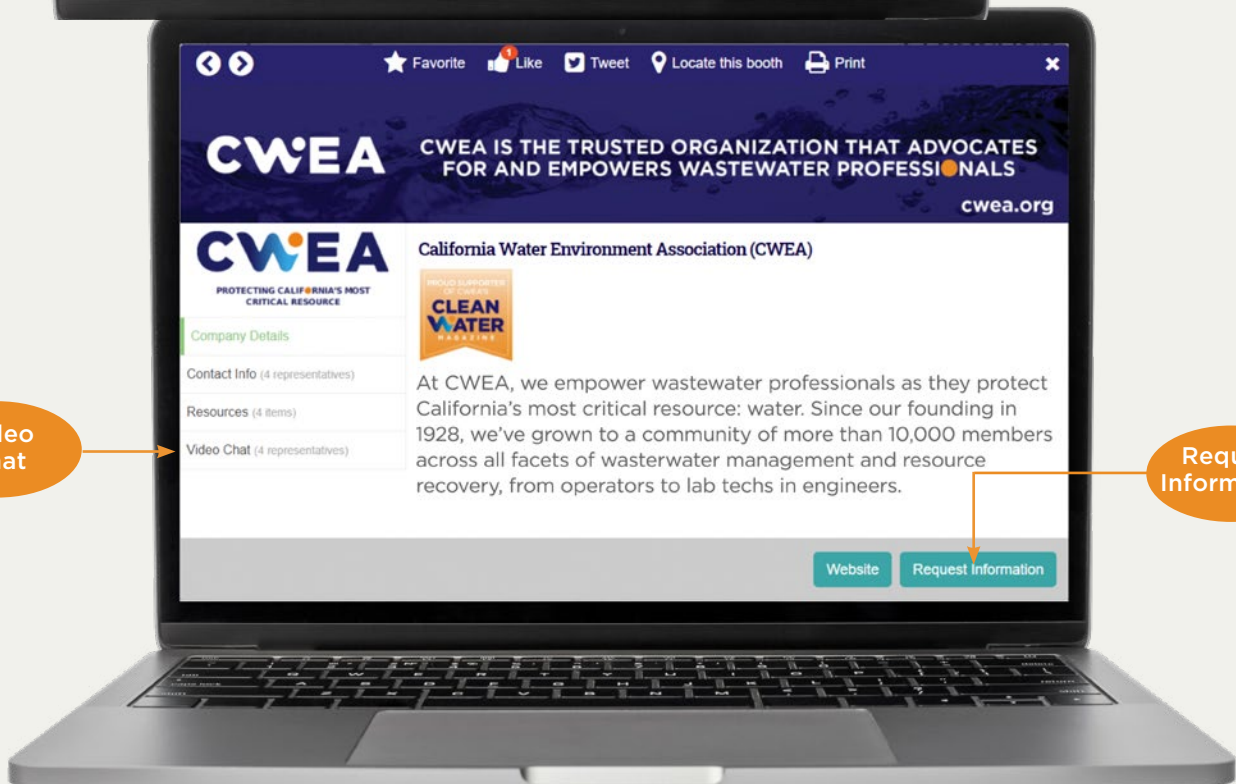
	GOLD \$4,500	SILVER \$3,550	BRONZE \$2,500	VIRTUAL BOOTH ONLY \$750
Online Content				
Exhibitor Theater (Simu-Live)	X			
Exhibitor Theater (On-Demand)		X	X	
Lightning Talks	X	X		
Networking Forum	X	X	X	
Video Commercial – 30 seconds	X (2 ea)	X (2 ea)	X	
Registration				
Full Conference Registrations	2	1	1	1
Advertisements				
Post-Conference Attendee List	X	X	X	X
Logo Placement on Virtual Platform	X	X	X	X
Custom Ad on Homepage of Platform	X			
Conference Recognition				
Virtual Education & Booth Content Available on Meeting Platform for 90 Days	X	X	X	X
Recognition in May 2021 Issue of Clean Water Magazine*	X	X	X	X
Virtual Booth				
Company Logo and Description	X	X	X	X
Customized Booth Banner	X	X	X	X
Company Video	X	X	X	X
Giveaway Button to Collect Leads	X	X	X	X
Company Categories	X	X	X	X
Contact Information	X	X	X	X
Social Media Links	X	X	X	X
Website Links, PDF Downloads, and Images (6 each)	X	X	X	X
Lead Generation Analytics	X	X	X	X
Request Information Button	X	X	X	X
Live Text Chat	X	X	X	X
Live Video Chat During Pre-Arranged Live Event Hours	X	X	X	X

*May 2021 issue of Clean Water Magazine – Sponsorship must be secured by **March 10, 2021** to be featured in the issue. **Thank you to our Sponsors page** will feature logos for all Gold and Silver Level sponsors and company name for all Bronze Level and Virtual Booth Exhibitors.

Virtual Booth



Giveaway Button



Video Chat

Request Information



Level Package Descriptions

Exhibit Theater – Simu-Live

Showcase your research, product, or services with a 30-minute pre-recorded educational presentation to all attendees! This Simu-Live presentation will be shown at exclusive session times in the schedule without any other content being offered. Choose your speaker(s), content title, and description for a customized session that supports your marketing. After the Simu-Live presentation, the presentation will be available on the virtual platform for unlimited on-demand access by attendees.

Your moderator/host/speaker can be live on the chat to answer questions and direct attendees back to your booth for additional information. CWEA will need to approve all sessions.

You must provide an MP4 format of the pre-recorded session or contract with Bright AV for production of pre-recorded session

BENEFITS INCLUDE:

- Exclusive session times without any other content being offered
- Ability to host a topic and speaker of your choosing
- Speaker biography and description on the website
- Analytics of attendees that attended your exhibitor theater
- Content available on the virtual platform for 90 days after the conference

AVAILABLE DATE/TIME OPTIONS:

Monday, June 7, 2021 – 12 pm and 12:30 pm
Tuesday, June 8, 2021 – 7:30 am and 8 am

Exhibit Theater – On Demand

Showcase your research, product, or services with a 30-minute pre-recorded educational presentation to all attendees! The On-Demand presentation will be available on the virtual platform for unlimited on-demand access by attendees. Choose your speaker(s), content title, and description for a customized session that supports your marketing. CWEA will need to approve all sessions.

You must provide an MP4 format of the pre-recorded session or contract with Bright AV for production of pre-recorded session

BENEFITS INCLUDE:

- Ability to host a topic and speaker of your choosing
- Speaker biography and description on the website
- Analytics of attendees that attended your exhibitor theater
- Content available on the virtual platform for 90 days after the conference





Level Package Descriptions CON'T

Lightning Talks

This is an excellent opportunity to submit your 10-minute pre-recorded session to be included in this 1-hour time slot. At the end of the session, your speaker will direct attendees back to your booth for Q&A, if desired.

You must provide an MP4 format of the pre-recorded session or contract with Bright AV for production of pre-recorded session

BENEFITS INCLUDE:

- Ability to host a content topic and speaker of your choosing (pending CWEA approval)
- Speaker biography and description on the website
- Analytics of attendees that attended the Lightning Talks

AVAILABLE DATE/TIME OPTION:

Wednesday, June 9, 2021 – 1:00 pm

Networking Forum

Use your expertise to moderate a 60-minute discussion among AC21 attendees on select topics. The sponsor will select a topic for discussion with CWEA's approval, and as a sponsor, you will be able to facilitate the discussion. These chats are not available for viewing later.

BENEFITS INCLUDE:

- Choice of a content topic for discussion pending CWEA's approval
- Moderate discussion among participants (Moderator provided by sponsor)
- Analytics of those participating in the discussion

AVAILABLE DATE / TIME OPTIONS:

Tuesday, June 8, 2021 – 11 am

Wednesday, June 9, 2021 – 9 am

Video Commercial

Create a pre-recorded 30-second ad/commercial to be played during the conference. The commercial will be played once during a CWEA Education session.

You must provide an MP4 format of the pre-recorded commercial or contract with Bright AV for production of pre-recorded session

BENEFITS INCLUDE:

- Ability to select the education session that your video will be played during
- A list of education sessions will be provided



Additional Sponsorship Opportunities

Educational Content

Opening/Closing Session Sponsor \$1,500 each

Option 1

This opportunity is a great way to make a great first impression with attendees. Align your company with the valuable education that AC21 provides by sponsoring the opening session. The opening script would need to be approved by CWEA.

Monday, June 7, 2021 – 8 am

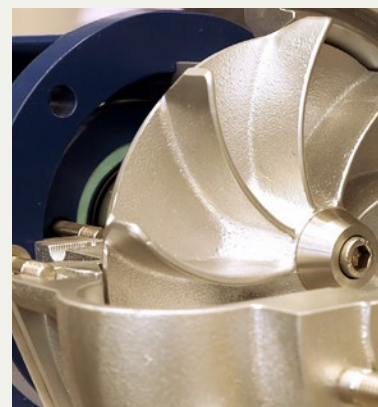
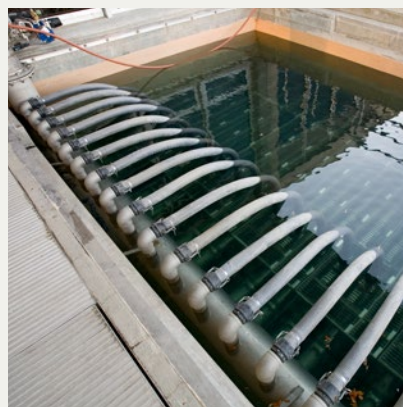
Option 2

Leave a lasting impression on all AC21 attendees by sponsoring the last marquee event of the conference. Gather with attendees and exhibitors as you celebrate a successful meeting and make sure your brand is the last thing attendees see. The closing script would need to be approved by CWEA.

Thursday, June 10, 2021 – 12 pm

BENEFITS INCLUDE:

- A brief video introduction of speaker (1-minute max) pre-recorded (MP4 format)
- Logo on session description on the website
- Custom banner ad during opening or closing session, clickable link to a website of your choice



Brand Awareness – Technology Platform Advertising

Navigation Ad (exclusive) \$5,000

Place your custom ad (and link) on the platform's home page. Appearing under the navigation buttons, your branded ad will be visible to all attendees--regardless of the screen they are using. Link to your exhibit booth or website.

See next page for graphics.

Banner Ad (3 available) \$2,500

Place your custom ad (and link) on the platform's home page. This ad will rotate on the home page and your branded ad will be visible to all attendees. You can link to your exhibit booth or website. **See next page for graphics.**

Tile Ad (2 available) \$1,500

Advertise your company, products, or services on the home page of the virtual meeting. This webpage is the highest traffic page of the website and virtual platform. You can link to your exhibit booth or website.

See next page for graphics.

Sub Page Header Banner \$1,200

Place a custom ad on one of the several sub-pages within the platform. This ad is seen by all attendees as they visit that specific page. This exclusive ad placement includes hyperlinking to a URL of your choice.

Video Commercial \$500 per commercial

Create a pre-recorded 30-second ad/commercial to be played during the conference. The commercial will be played once during a CWEA Education session.

You must provide an MP4 format of the pre-recorded commercial or contract with Bright AV for production of pre-recorded session

BENEFITS INCLUDE:

- Ability to select the education session that your video will be played during.
- A list of education sessions will be provided

BINGO Sponsorship \$1,250

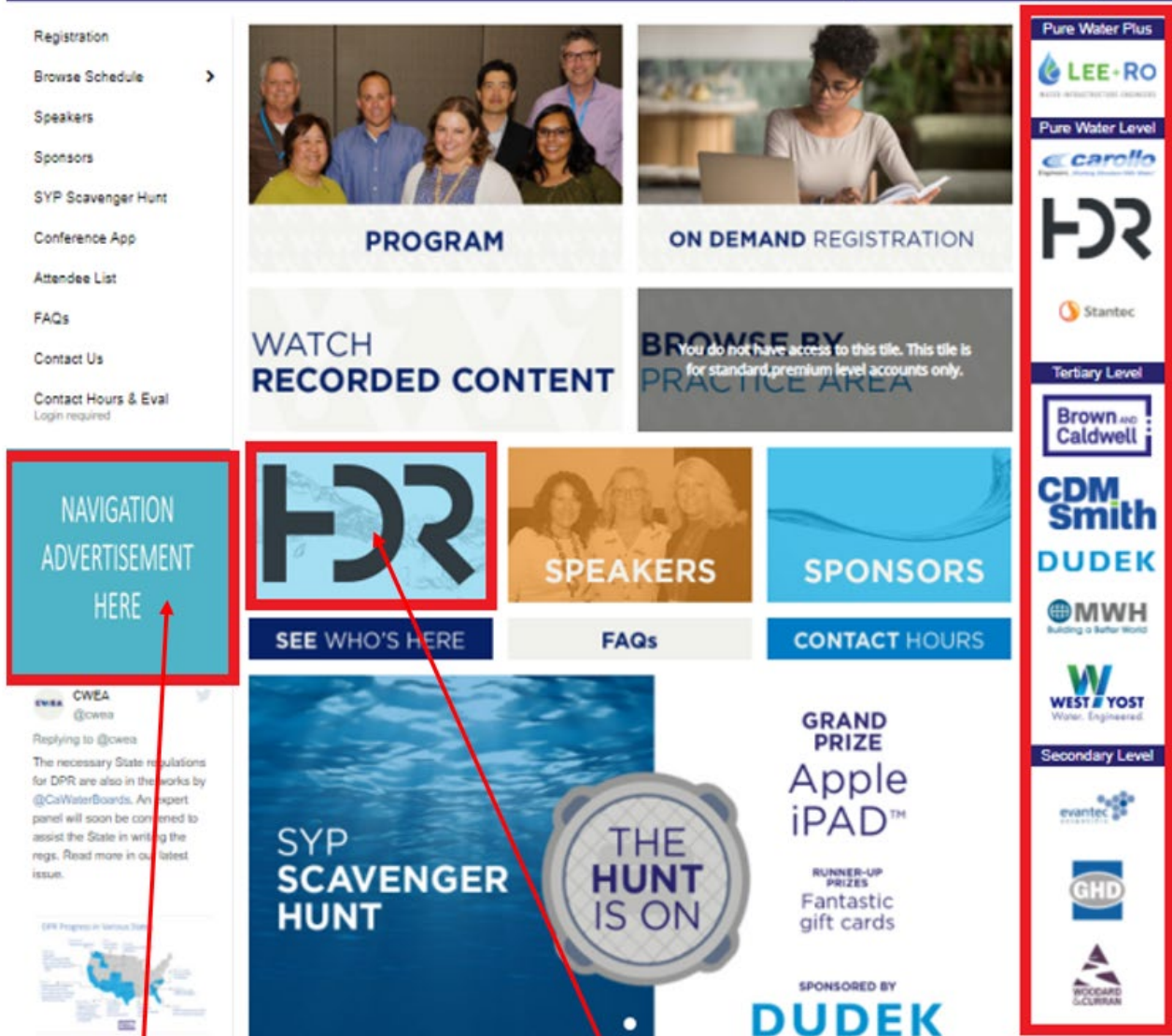
Place your logo in the hands of attendees as they make their way through sessions and sponsored content. Each attendee will get a bingo card to play for the duration of the conference.

BENEFITS INCLUDE:

- Logo placement on the card

Brand Awareness – Technology Platform Advertising

Banner Ad



Navigation Ad

Tile Ad

Brand Awareness Email / Eblast

Eblast \$1,200

Send your custom message out to CWEA Members with a custom eblast. CWEA will schedule to send these ebasts in the immediate six weeks prior to the meeting.

Registration Conference Banner \$1,000

Put your logo and custom graphic banner at the bottom of every conference registration that is sent out. Your information will be prominently placed at the end of the registration confirmation mailed/emailed to every attendee. With more than 950 attendees, your company banner will reach them all.

“Know Before You Go” Email Banner \$1,000

Display your company’s custom graphics (can be linked to an external URL) and logo on a banner to be displayed at the top of the “Know Before You Go” email sent to all registrants of AC21. This helpful how-to will include all of the necessary information needed to ensure all attendees have a successful virtual experience.

Daily update email \$1,000

CWEA will be sending out a daily update via email to all attendees each evening, recapping the day and reminding attendees of the events taking place the following day. Include your custom graphic with a link out to your website.

Pre-Meeting attendee List \$500 (mailing address only)

Mail your postcard, brochure, or flyer to all pre-registered attendees. The list contains mailing addresses only. The list is for one-time usage.

Brand Promotion

Attendee Conference Bag (exclusive) \$7,500

Be the exclusive sponsor of the attendee bag that is mailed to all registered attendees. This attendee bag will include fun swag and conference inserts. As the sponsor, you will get exclusive benefits, including:

CONFERENCE BAG SPONSORED INSERTS:

- Potential product placement (must be pre-approved by CWEA and fit into package envelope)
- 2 sponsor flyers (provided by sponsor)
- Sponsor-provided swag (must be pre-approved by CWEA and fit into package envelope)
- Brand recognition prior & during the conference, along with promotion on social media

BRAND AWARENESS/COMMUNICATION:

- Acknowledgment with logo on dedicated Welcome Bag email
- Custom branding on Welcome Bag

Conference Bag Flyer Insert (10 available) - \$1,000

Provide one 8.5” x 11” custom flyer to be included in the attendee welcome bag. Sponsor must provide the insert.

Sponsored Masks (exclusive) \$7,500

The Mask will feature your company logo, along with the CWEA logo.

- Brand recognition prior & during the conference, along with promotion on social media
- 2 Sponsor flyers (provided by sponsor)

AC 2021

Terms and Conditions

Show Management

The virtual expo is organized and managed by the California Water Environment Association (CWEA). Any matters not covered in these Rules and Regulations are subject to the interpretation of the CWEA Board of Directors and the CWEA Executive Director or his or her designee, and all exhibitors must abide by their decisions. Exhibitors must comply with the policies and procedures set forth by Show Management. Show Management shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of exhibitors. Each virtual exhibitor, for him/herself and their employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

Payment Terms - Rates, Deposits and Refunds

A 100% payment is due when exhibit space or sponsorship is booked. Online payment by credit card results in immediate confirmation of purchase. Company checks must be received within 15 days of booking or exhibit space may be released. All exhibit fees are due in full by February 1, 2021. If payment is not received within this timeline, the exhibit/sponsorship may be released and/or reassigned at the discretion of CWEA Show Management. In the event of a default by the exhibitor/sponsor, as outlined in the previous sentence, the exhibitor/sponsor shall forfeit as liquidated damages, the amount set forth above.

Cancellation Policy

Any exhibitor or sponsor who cancels any purchased exhibit space / sponsorship will forfeit the total of the agreement.

Arrangement of Virtual Exhibits

The show management reserves the right to inspect the quality of the appearance of each virtual exhibit prior to beginning of the virtual event. CWEA Show Management may request removal of any unapproved content.

Virtual Exhibit Design

Each exhibitor will be provided with a link to the official Virtual Exhibitor Guidelines. All virtual exhibit space must be arranged and constructed in accordance with the guidelines, provisions, and limitations contained in the Virtual Exhibitor Guidelines.

Subleasing of Virtual Space

Virtual exhibitors may not assign, sublet or apportion to others the whole or any part of the virtual space allocated, and may not display goods or services other than those manufactured or regularly distributed by them.

Virtual Exhibitor Conduct and Relevance

All virtual exhibits will be to serve the interest of the CWEA members and must be pertinent to the attendees' professional interests. CWEA reserves the right to restrict virtual exhibit sales to potential exhibitors it deems inappropriate or unprofessional. Exhibits will be operated in a way that will not detract from other exhibits, the exhibition, or the virtual event.

AC 2021

Terms and Conditions

Exhibitor's Personnel

Virtual Exhibitors are prohibited from sharing registrations or their assigned link to CWEA's virtual conference and expo. Violating this condition may result in loss of admittance for the person(s) sharing the registration. During specific hours or chat times available each participating exhibitor must be staffed by company specialists who are qualified to discuss details of their company's products or services.

CWEA Event Conduct Policy

Exhibiting companies and their personnel agree to review and adhere to CWEA's Code of Conduct.

Virtual Handout Materials

Virtual promotional giveaways and exhibit prize raffles will be permitted. All hand-out materials are expected to be of a professional nature. CWEA reserves the right to disallow any material that they believe to be inappropriate.

Platform Policy

In the event of a severe platform or technical issue outside of CWEA's control that prevents fulfillment of the exhibit deliverables, CWEA will make every effort to provide the same exhibit opportunity on a different date/time proposed by CWEA.

Trademarks

CWEA will be held harmless for any trademark, trade name, copyright or patent infringement on any virtual materials belonging to or distributed by any exhibitor.

Violations

Violation of any of these Rules and Regulations by the exhibitor/sponsor of his/her employees or agents shall at the option of CWEA forfeit the exhibitor's right to occupy virtual space or sponsor opportunity and such exhibitor/sponsor shall forfeit to CWEA all monies paid or due. Upon evidence of violation, CWEA may take possession of the virtual space occupied by the exhibitor and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages that CWEA may incur thereby.

For questions or more information, please contact the Sales Manager at 301-200-4616 ext 113 or mwescott@sponsorshipboost.com