

PHOTO: PAUL COCKRELL

PHOTO: CENTRAL SAN

MISSION: POSSIBLE

A SUSTAINABLE WATER FUTURE AGAINST ALL ODDS

AC24 CONFERENCE AND EXPO | APRIL 9 - 12 | SACRAMENTO



PHOTO: CCCSD



PHOTO: COACHELLA VALLEY

EXHIBITOR &
SPONSORSHIP
BROCHURE

CW•EA

MISSION:POSSIBLE

A SUSTAINABLE WATER FUTURE AGAINST ALL ODDS

Who is CWEA

CWEA empowers wastewater professionals protecting California's most critical resource: water. Today, we are a community of over 10,200 members, representing a range of wastewater management disciplines, from operators to lab techs to engineers. CWEA members are essential to protecting public health and the environment.

Network In Person

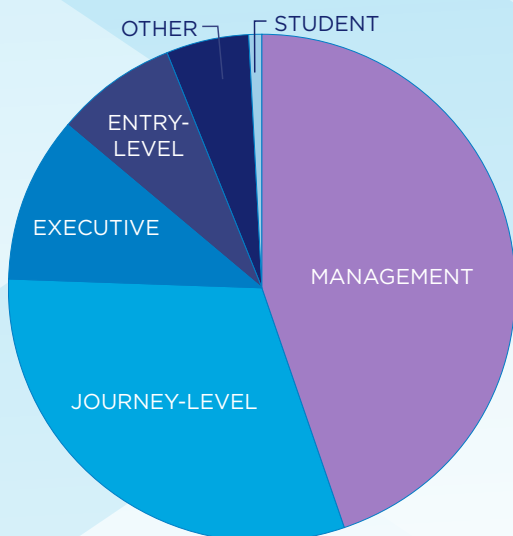
You're invited to become a supporting partner at the 2024 Annual Conference. Annual Conference is known for its **vibrant education programming**, impactful **networking**, and opportunities to reflect and connect over **emerging and salient topics** in our field.

About the Audience

1,600 wastewater professionals participated in AC23 and 56% of attendees are at the management and executive level. You'll have the opportunity to connect with hundreds of water professionals from a wide range of practices and career paths.

The conference theme for 2024 is **Mission: Possible**. Your company's solutions are vital in achieving a sustainable water future.

Career Levels



Practice Areas

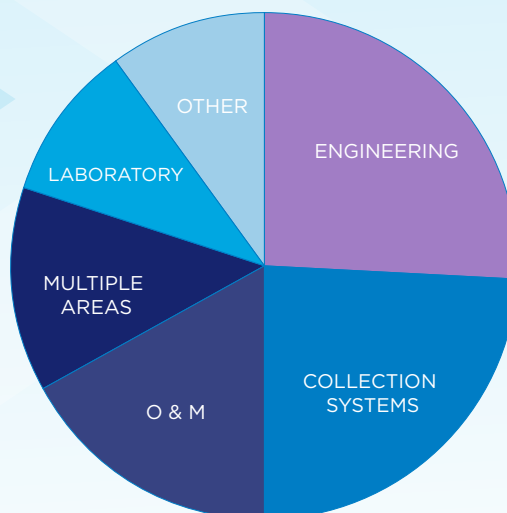


Exhibit or sponsorship questions? Contact **Nicole Agnone**, exhibit@cwea.org or **510.382.7800 x115**

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.

	PLATINUM \$10,000	GOLD \$7,000	SILVER \$4,000	BRONZE \$2,500
AC24 Electronic Newsletter Recognition Must commit to package by 2/9/2024	Logo \$500 value	Logo \$500 value	Logo \$500 value	Logo \$500 value
AC24 Event Website Recognition Must commit to package by 2/9/2024	Logo \$1,000 value	Logo \$1,000 value	Logo \$1,000 value	Logo \$1,000 value
Recognition at Thursday's Award Lunch	Announcement & Introduce Lunch \$1,000 value	Announcement \$200 value	Announcement \$100 value	Announcement \$100 value
Recognition on Conference Signage	\$500 value	\$500 value	\$500 value	\$500 value
Advertisement in On-Site Guide Ads must be submitted by 2/9/2024	2 Full Page Ads Prime Location \$4,000 value	1 Full Page Ad \$2,000 value	1 Half Page Ad \$1,000 value	1 Quarter Page Ad \$500 value
Budget for à la Carte Fulfillment	Combination of Sponsor Items up to \$7,000 value	Combination of Sponsor Items up to \$5,500 value	Combination of Sponsor Items up to \$2,000 value	
Complimentary Full Conference Registrations	2 Additional Registrants \$1,600 value	1 Additional Registrants \$800 value	1 Additional Registrants \$800 value	
Women Impacting Water Networking Breakfast	2 Breakfast Passes \$190 value	1 Breakfast Pass \$95 value		
Banner Ad on Conference Website	\$500			
Clean Water Magazine Ad	One Page \$2,000 value			
	\$18,270 total package value	\$10,585 total package value	\$7,000 total package value	\$3,200 total package value

AGENCY PARTNERS

Agencies who support Annual Conference receive a 6' table in a high traffic area to connect with attendees and have their logo included in the brochure.

GOLD
\$1,000

SILVER
\$750

BRONZE
\$500

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 2024 Annual Conference! CWEA offers a range of opportunities to fit your budget 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

\$7,000

Your support for keynote speaker, **Kate O'Neill, digital transformation pioneer and technology futurist**, will be 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 Wednesday.

Water Bottle & Refill Station

\$7,000

Your company logo will be engraved on a special giveaway water bottle, limited to only the first 200 expo hall attendees. In addition to the highly coveted water bottles, your logo will be featured on your company water station, placed at the front of the Expo Hall for everyone to refill their reusable bottles.

Golf Simulator

\$7,000

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. Only two opportunities available. Sponsor commitment must be made no later than 2/9/2024.

AC24 Lanyard and Badge

\$5,500

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 2/9/2024.

Registration Area

\$5,500

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

\$5,500

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 2/9/2024.



Photo by Sal Ochoa

CHOOSE A SPONSORSHIP ►

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

SPONSORSHIP OPPORTUNITIES

Wi-Fi

\$5,500

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 2/9/2024.

Pick The Location

\$2,000

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. Sponsor commitment must be made no later than 2/9/2024.

Continental Breakfast

\$2,000

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.

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 2/9/2024.

Coffee Station

\$5,500

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 2/9/2024.

Women Impacting Water Breakfast

\$3,000

2 opportunities available

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



Photos by Sal Ochoa

CHOOSE A SPONSORSHIP ►

SPONSORSHIP OPPORTUNITIES



President's Reception

\$2,000

2 opportunities available

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

NEW! Recycle, Reduce, Reuse Sponsor

\$2,000

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

\$2,000

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 2/9/2024.

Session Hallway Sign

\$1,000

Get excellent visibility and showcase your company's products and services easily between education sessions. Your sign will be placed in the highly trafficked area where sessions are located. Size and appearance of sign must be approved by Exhibit Manager by 2/9/2024.



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.

Pre-Workshop Sponsors

\$500

Sponsor all Pre-Conference workshops for \$2,000

Your company name and logo on Pre-Conference workshop signage. Workshops include:

- Collections
- Nutrient Management
- Laboratory
- Leadership



Photos by Sal Ochoa

Drink Tickets

\$500/25

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

\$200

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

CHOOSE A SPONSORSHIP ►

ADDITIONAL MARKETING OPPORTUNITIES

ON-SITE GUIDEBOOK ADVERTISING

Two Page Program Spread Ad	\$4,000
One Page Program Ad	\$2,000
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 AC24 schedule, sponsors and general information. Add your personalized company advertisement into rotation. Sponsor commitment must be made no later than 2/9/2024.

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 2/9/2024.

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.

ADVERTISING SPECIFICATIONS:

Print Ads

- Full Page: 8.5"w x 11"h +0.125" bleed, full color, high-res PDF
- Half page: 8.5"w x 5.5"h, full color
- Quarter page: 3.375"w x 4.625"h, full color
- Due date: 2/9/2024

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

CHOOSE ADVERTISING OPTIONS ►

MISSION: POSSIBLE

AC24 CONFERENCE AND EXPO | APRIL 9 - 12 | SACRAMENTO

EXHIBIT AT AC24

Gain recognition among attendees and **connect with thousands of wastewater professionals** inside CWEA's expansive expo hall.

EACH 10'X10' EXHIBITORS INCLUDES:

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



Photos by Sal Ochoa

CWEA

EXHIBITOR PRICING

Exhibit Booth	By 2/9/2024	After 2/9/2024	Corner Upgrade
Standard 10' x 10'	\$1,900	\$2,100	+ \$200
Premium 10' x 10'	\$2,000	\$2,200	

Rolling Stock (vehicles & large trucks)	By 2/9/2024	After 2/9/2024	Corner Upgrade
20' x 30'	\$7,300	\$7,900	+ \$200
20' x 40'	\$8,300	\$8,900	

ADDITIONAL EXHIBIT STAFF BADGES*:	
By 3/15/2024	After 3/15/2024
\$180	\$200 (on site)

* Additionally purchased exhibit staff badges are for Expo Hall access and inclusive of all events within the Expo Hall. The 2 complimentary full conference badges included with a booth purchase may attend educational sessions. Exhibitor staff badges do not include the educational sessions. To attend education, you must register as an attendee.

EXHIBIT SCHEDULE:		
Tuesday	Wednesday	Thursday
Rolling stock pre-scheduled through TriCord	Standard Exhibit Set-Up 7:00am - 3:30pm	Happy Hour Reception 3:45pm - 6:45pm
	Exhibits Open for Reception 4:00pm - 7:00pm	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 full conference badges with access to education. All additionally purchased exhibit hall badges will only have access to the expo area. To attend education and collect CEU's staff 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

Important Dates and Deadlines:

2/9/2024

- Exhibitor booth fees increase
- Sponsor logos due for marketing

3/15/2024

- Exhibitor badge fee increases

EXPO MAP

- All booths are 10'x10' unless otherwise noted
- All aisles are 10' wide unless otherwise noted
- *Floor plan is subject to fire marshal approval

CHOOSE YOUR BOOTH ▶



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