



WAVES OF CHANGE

NAVIGATING THE
FUTURE OF WATER

AC25 CONFERENCE AND EXPO
APRIL 22-25 | PALM SPRINGS

EXHIBITOR & SPONSORSHIP BROCHURE

CWEA

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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 2025 Annual Conference (AC). AC is known for its vibrant education programming, impactful networking, and opportunities to reflect and connect over both salient and emerging topics in our field.

This year's conference theme is Waves of Change. Your company's solutions are vital in navigating the future of water.

Who Attends

1,600 wastewater professionals participated in AC24 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.



Photos by Audrey McCann

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

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Sponsorship Packages

Packages are designed to fit any budget and help you surpass your company’s marketing goals. This year, The AC25 onsite guide will only be available in digital format. Sponsorship packages have been updated with digital recognition and visibility included in each package. Please see descriptions and à la carte offerings.

	PLATINUM \$10,000	GOLD \$7,000	SILVER \$4,500	BRONZE \$2,500
AC25 Electronic Newsletter Recognition	Logo \$1,000 Value	Logo \$1,000	Logo \$1,000	Logo \$1,000
AC25 Event Website Recognition	Logo \$1,000	Logo \$1,000	Logo \$1,000	Logo \$1,000
Recognition at Award Lunch	Announcement \$500 value	Announcement \$500 value	Announcement \$500 value	Announcement \$500 value
Recognition on Conference Signage	Prime Logo \$1,000 value	\$500 value	\$500 value	\$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 AC25 Event Website	Square Ad \$3,000	Square Ad \$3,000		
Banner Ad on AC25 App	4 Placements \$2,000 value	2 Placements \$500		
	\$17,290 total package value	\$12,895 total package value	\$5,800 total package value	\$3,000 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.



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Sponsorship Opportunities

Stand out above the rest as a Sponsor of the 2025 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

Support AC25's engaging keynote speaker, **Justin Jones-Fosu**, founder and CEO of **Work. Meaningful.** Your support will be recognized with your company name and logo placed on the registration form and strategically placed throughout the event, plus 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 2/7/2025.

AC25 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 2/7/2025.

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 2/7/2025.

CHOOSE SPONSORSHIP

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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 2/7/2025.

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 2/7/2025.

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.

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.

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 2/7/2025.

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

The mobile app is attendees' go-to source for conference information (especially with no printed guide this year!). As attendees log onto the mobile app, your company will have prime placement with a banner ad. Commitment must be made no later than 2/7/2025.

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.

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LOGOED WINDOW CLING \$2,000

Have a 2'x2' logoed window cling displayed on the wall-to-wall windows along the convention center hallway where attendees will pass by going to and from sessions.

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 2/7/2025.

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 2/7/2025.

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 4 Pre-Conference workshops for \$1,500

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

- Collections
- Nutrient Management
- Laboratory
- Leadership

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.

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Additional Marketing Opportunities

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. The app will be attendees' go-to source for conference information as there will be no printed guide this year.

Advertising Specifications

WEBSITE BANNER ADS:

- Square Ad: 400px w x 400px h, 72 ppi
- File formats: jpg, png, or gif
- Can be added at any time
- Send completed ads to: exhibit@cwea.org

APP ADS:

- Specs will be emailed once purchase is confirmed

YOUR AD DISPLAYED ON THE AC25 WEBSITE!



CHOOSE ADVERTISING OPTION

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Exhibitor Pricing

Exhibit Booth	By 2/7/2025	After 2/7/2025	Corner Upgrade
Standard 10' x 10'	\$2,000	\$2,200	+ \$200
Premium 10' x 10'	\$2,100	\$2,300	

Rolling Stock (vehicles & large trucks)	By 2/7/2025	After 2/7/2025	Corner Upgrade
20' x 30'	\$7,600	\$8,200	+ \$200
20' x 40'	\$8,600	\$9,200	

ADDITIONAL EXHIBIT STAFF BADGES*:	
By 3/14/2025	After 3/14/2025
\$200	\$220 (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 4:00pm - 7:00pm
	Exhibits Open for Reception 4:00pm - 7:00pm	Exhibit Tear Down 7:00pm - 9:30pm 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
- A few drink tickets per company to pass out to attendees for the daily Expo receptions

IMPORTANT DATES AND DEADLINES:

2/7/2025

- Exhibitor booth fees increase
- Sponsor logos due for marketing

3/14/2025

- Exhibitor badge fee increases

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