

POWER OF COMMUNITY



CWEA

AC26 CONFERENCE AND EXPO

APRIL 7-10 | SACRAMENTO, CA
**EXHIBITOR & SPONSORSHIP
PROSPECTUS**

POWER of COMMUNITY

WHO WE ARE

CWEA empowers the wastewater professionals who protect California's most essential resource: water. Our community of over 10,200 members spans the full spectrum of the field—from operators and lab specialists to engineers and managers. Together, they keep communities safe, infrastructure resilient, and the environment thriving.

AC26 is your chance to meet and connect with the people who make a real difference every day, and to be part of a community driving the future of water.

NETWORK IN PERSON

Step into AC26 and experience the Power of Community!

Our Annual Conference is more than just education—it's a hub of collaboration, inspiration, and innovation. Connect face-to-face with passionate professionals, engage in meaningful conversations, and discover solutions to the challenges shaping our field. Your company's expertise is an essential part of this community, and AC26 is your platform to showcase it, spark conversations, and make lasting connections.

WHO ATTENDS

AC25 brought together more than 1,600 wastewater professionals, with 56% holding management or executive roles.

At AC26, you'll connect with a diverse audience of leaders, innovators, and rising stars from every part of the water sector. This is your opportunity to share ideas, inspire action, and build relationships with the professionals who are shaping the future of water in California.



Photos by Jennifer Yount Photography and Kelly Sullivan

Exhibit or sponsorship questions? Contact **Sue Alexander**, exhibit@cwea.org or **510.382.7800 x120**

Be part of the community that makes a real difference.

SPONSORSHIP PACKAGES

Make a big impact at AC26 in Sacramento! Our sponsorship packages are designed to fit every budget while giving your brand maximum visibility and reach.

Each package includes:

- Enhanced digital recognition before, during, and after the conference.
- Opportunities to showcase your company in front of hundreds of water professionals.
- Exposure in the mobile app and website.

WHY SPONSOR?

Stand out as a leader in the water community.

- Build meaningful connections with decision-makers and innovators.
- Amplify your brand across multiple touchpoints.
- Choose the package that puts your company at the forefront of AC26 in Sacramento!



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SPONSOR LEVELS AT A GLANCE

	PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$2,500
AC26 Electronic Newsletter Recognition	✓	✓	✓	✓
AC26 Event Website Recognition	✓	✓	✓	✓
AC26 Conference Signage Recognition	✓	✓	✓	✓
AC26 CWEA Awards Lunch Recognition	✓	✓	✓	✓
Banner Ad on AC26 Event Website	✓	✓	✓	✗
Banner Ad on AC26 Molbile App	✓	✓	✓	✗
CWEA Awards Lunch Tickets / Discounted Table	50% discount Table for 10	30% discount Table for 10	20% discount Table for 10	1 ticket
Collections Award Lunch	2 tickets	1 ticket	1 ticket	✗
Women Impacting Water Breakfast	2 tickets	1 ticket	✗	✗
President's Reception	2 tickets	1 ticket	1 ticket	✗
Package Value	\$16,800	\$13,000	\$9,500	\$4,600

CHOOSE SPONSORSHIP

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FULL SPONSOR OPTIONS

PLATINUM SPONSOR (2 AVAILABLE)

- 1. Introduce the Keynote Speaker** from the main stage.
- 2. Power the conference Wi-Fi** with a custom, branded password for all attendees.

\$10,000

SILVER SPONSOR (6 AVAILABLE)

\$5,000

- 1. Lanyard Sponsor:** Your logo featured on all attendee lanyards. **SOLD**
- 2. Conference Pen Sponsor:** Custom pens with your logo distributed at registration. **SOLD**
- 3. On-Site Guide Sponsor:** Branding on the official conference guide available to all attendees. **SOLD**
- 4. Content Recording Sponsor:** Support the recording of select sessions for future use on the OWEN platform. **SOLD**
- 5. Awards Lunch Sponsor:** Includes stage time to welcome attendees. **SOLD**
- 6. Collections Awards Lunch Sponsor:** Includes stage time to greet the audience. **SOLD**

GOLD SPONSOR (3 AVAILABLE)

\$7,500

- 1. Mobile App Sponsor:** Your splash screen appears every time attendees open the app. **SOLD**
- 2. Opening Ice Breaker Reception Sponsor:** Your brand featured on custom cocktail napkins used exclusively during the reception. **SOLD**
- 3. Conference Tote Sponsor:** Your brand is featured on the conference tote distributed to all attendees at registration. **SOLD**

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FULL SPONSOR OPTIONS, CONTINUED

BRONZE SPONSOR \$2,500
(8 AVAILABLE)

1. Coffee Station Sponsor (3 Available):

Your branded coffee sleeves featured **SOLD** daily at the coffee stations. All three days may be purchased at a discounted rate.

2. Continental Breakfast Sponsor (3 Available):

Branded napkins displayed during the daily continental breakfasts. All three days may be purchased at a discounted rate. **SOLD**

3. Mobile App Push Notifications Sponsor:

Up to five customized push notifications scheduled throughout the event.

4. Women in Water Breakfast Sponsor:

Branded napkins featured during this special breakfast program. **SOLD**



CHOOSE SPONSORSHIP

AGENCY PARTNERS

Agencies who support Annual Conference in Sacramento receive a 6' table in a high traffic area to connect with attendees. Their logo is included on the website and conference signage.

Contact Sue Alexander, exhibit@cwea.org or 510.382.7800 x120 to reserve a table.

**AGENCY
PARTNER
\$1,000**

Meet. Inspire. Connect.

INDIVIDUAL SPONSORSHIP OPPORTUNITIES

Want to shine even brighter? In addition to full packages, CWEA offers individual items you can sponsor to highlight your brand in unique ways.

Each sponsorship includes:

- Direct access to attendees with a pre-show mailing list and updated post-show list.
- Recognition in AC26 materials and digital platforms.

MAXIMIZE YOUR VISIBILITY

- Be seen everywhere attendees look.
- Support key moments and experiences at AC26.
- Make your company an integral part of the **Power of Community**.
- Elevate your presence and connect with the people shaping California's water future!

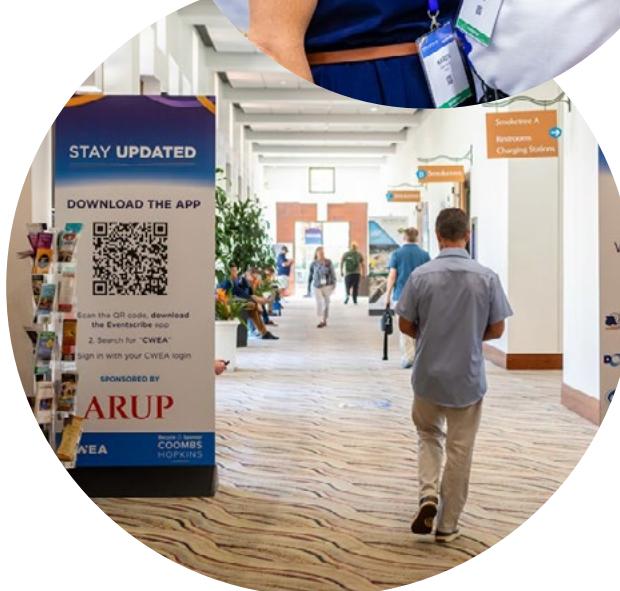


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INDIVIDUAL SPONSOR OPTIONS

EXCLUSIVE WATER BOTTLE & HYDRATION STATION \$10,000 (1 AVAILABLE)

Put your brand in the hands of attendees—literally! Your company logo will be engraved on a limited-edition water bottle, given to the first 250 expo hall visitors each day, making it a highly coveted collectible. Beyond this exclusive giveaway, your logo will be prominently displayed on all hydration stations throughout the convention center, keeping your brand visible to every attendee as they refill their reusable bottles throughout the conference. This sponsorship combines excitement, utility, and lasting brand impact.



prominently placed in a high-traffic area near the session rooms, ensuring your company's products and services are seen by every passing attendee. This is a simple, effective way to keep your brand top-of-mind throughout the conference.

SUSTAINABLE SIGNAGE \$2,000 (1 AVAILABLE) SOLD

Show your commitment to sustainability by supporting CWEA's Recycle, Reduce, Reuse initiative! Your company name and logo will be featured on 100% recyclable conference signage, including session guides, directional signs, and special event displays throughout the conference. This sponsorship not only highlights your brand but also aligns it with a strong environmental message, reaching every attendee while reinforcing a culture of sustainability.

HIGH-TRAFFIC SIGNAGE \$1,000 (3 AVAILABLE) SOLD

Maximize your visibility and connect with attendees effortlessly between educational sessions! Your meter board sign will be

MOBILE APP PUSH NOTIFICATION \$500 (10 AVAILABLE)

Capture attendees' attention instantly! Send a customized message directly through the conference mobile app, driving traffic to your booth and showcasing your products or services. This is a powerful, high-visibility way to engage participants where they're already looking—on their devices—ensuring your brand stands out throughout the event.

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INDIVIDUAL SPONSOR OPTIONS

PRE-EVENT E-BLAST (3 2 AVAILABLE)

Put your company front and center before the conference even begins! With a dedicated pre-event e-blast, your brand and booth will reach all registered attendees directly in their inbox, giving you the opportunity to showcase your products, highlight special offerings, and invite them to visit your booth. This sponsorship drives early awareness, builds excitement, and ensures your presence is noticed before attendees arrive on-site.

REGISTRATION BAG INSERT (10 9 AVAILABLE)

Make a lasting first impression by putting your brand directly into the hands of every attendee! Your custom marketing piece or giveaway will be included in every conference registration bag, ensuring maximum exposure from the moment participants arrive. Sponsors are responsible for providing the item and shipping it to the convention center by a firm, no-exceptions deadline, ensuring it can be included in the bags before registration opens. This high-impact sponsorship guarantees your message is seen, valued, and carried throughout the event, keeping your company top-of-mind all conference long.

\$1,000

DOOR PRIZE CONTRIBUTION OPPORTUNITY (UNLIMITED)

\$200

Gain exposure and engage attendees in a fun, memorable way by contributing to our door prize drawings, held throughout the receptions in the exhibit hall! Your donation puts your brand directly in front of attendees while creating excitement and positive associations with your company. All contributing sponsors will also receive recognition on prominent Expo Hall signage, further highlighting your support and keeping your brand top-of-mind. This is an easy and highly visible way to showcase your products or services and leave a lasting impression on the conference audience.

\$1,000



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EXHIBIT BOOTH PRICING

PUT YOUR COMPANY IN THE CENTER OF THE ACTION AT AC26
IN THE SAFE CREDIT UNION CONVENTION CENTER IN SACRAMENTO

LOGOS DUE
FEB. 17

Each 10' x 10' exhibit booth gives you the perfect space to connect, showcase, and engage with the water community.

YOUR BOOTH INCLUDES:

- 8' back wall drape, 3' side rail drape, carpet, and a company ID sign
- One 6' draped table, two chairs, and a wastebasket
- Two full conference badges with access to educational sessions. (To attend sessions and earn CEUs, exhibit staff must be registered as attendees. Additional full conference badges must be purchased through the AC26 website.)
- Pre-show and post-show mailing lists of all registered attendees
- 10 drink tickets per night (handed out each afternoon)
- Hands-on Skills Building Workshop booths will be highlighted

WHY EXHIBIT?

- Meet hundreds of passionate water professionals face-to-face
- Showcase your solutions in a high-visibility environment
- Be part of a community that drives innovation and progress in California's water sector
- Join us and make your presence felt at AC26!

EXHIBIT BOOTH	By 2/15/2026	After 2/16/2026	BOOTH UPGRADES	By 2/15/2026	By 3/10/2026
Standard 10' x 10'	\$2,000	\$2,500	CWEA Awards Lunch	\$105	\$125
Premium 10' x 10'	\$2,500	\$3,000	Collection Awards Lunch	\$105	\$125
ROLLING STOCK (vehicles & large trucks)	By 2/15/2026	After 2/16/2026	Women Impacting Water	\$90	\$110
20' x 30'	\$7,500	\$8,000	Expo Hall Only Badges	\$200	\$225
20' x 40'	\$8,500	\$9,000	10 Additional Drink Tickets	\$150	\$150

Cancellation Refund Date: February 8, 2026

Tuesday	Wednesday	Thursday
<p>Rolling stock pre-scheduled through TriCord</p>	<p>Standard Exhibit Set-Up 7:00am - 3:30pm</p> <p>Exhibits Open for Reception 4:00pm - 7:00pm</p>	<p>Exhibits Open for Reception 4:00pm - 7:00pm</p> <p>Exhibit Tear Down 7:00pm - 9:30pm</p> <p>Rolling Stock Exits 8:00pm - 10:00pm</p>

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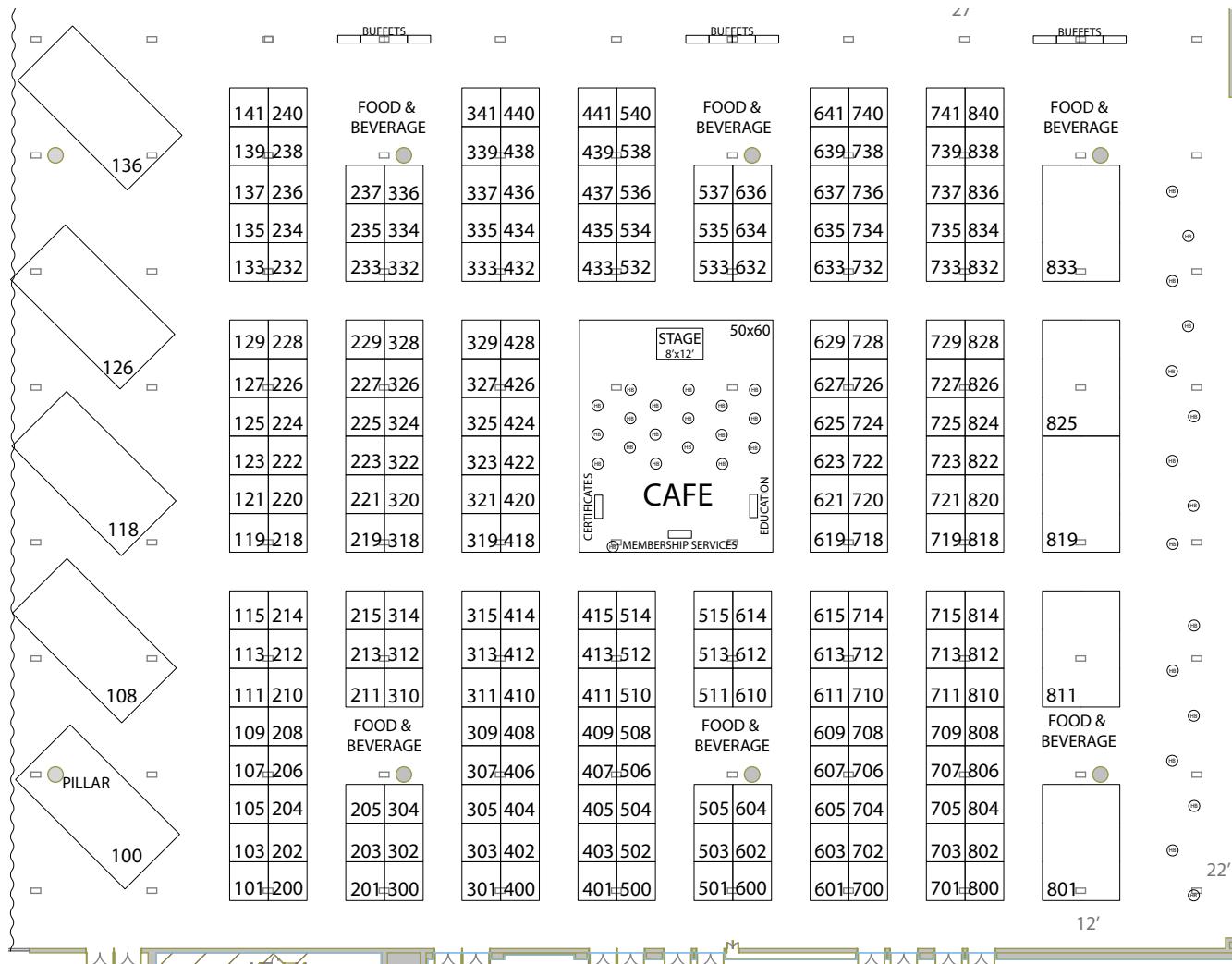
EXPO MAP

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

Electrical & A/V (through Tricord)
 F&B (through Sodexo)
 Lead Retrieval (through Expo badge)
 Internet in Booth (through Smart City)
 (request forms in Cadmium)

SAFE CREDIT UNION CONVENTION CENTER

Ballroom C-D



CHOOSE YOUR BOOTH

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