



CWEA



**WATER IS
ESSENTIAL
SO ARE
You**



**AC22
CONFERENCE
AND EXPO**

**Exhibitor &
Sponsorship
Prospectus**

**APRIL 11-14, 2022
SAFE Credit Union
Convention Center
SACRAMENTO**



Who Is CWEA?

At CWEA, we empower wastewater professionals as they protect California’s most critical resource: water. Since our founding in 1928, we’ve grown to a community of more than 10,000 members across all facets of wastewater management, from operators to lab techs to engineers. CWEA members are essential to protecting public health and the environment.

Annual Conference Is Back In Person

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 we’re finally getting back together, and we’re going to do it safely.



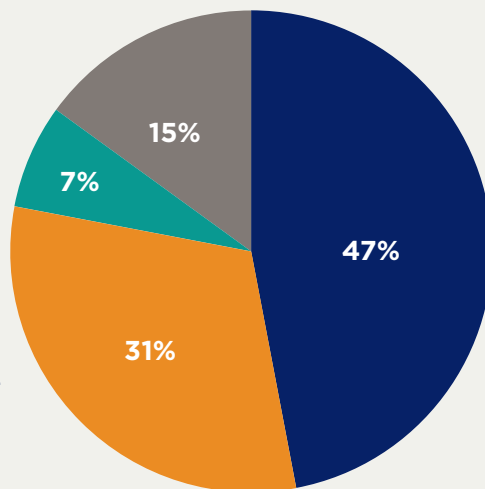
Photo by Taras Garcia

About the Audience

You’re invited to become a supporting partner at the 2022 Annual Conference. **Over 1,000 wastewater professionals participated in AC19**, and we expect an even broader audience in 2022 because people are eager to reconnect face-to-face.

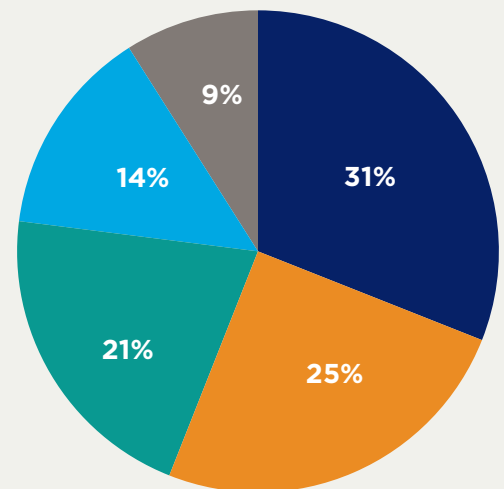
This year’s conference theme is **Water is Essential and So Are You!** Your company’s solutions are essential to helping CWEA members succeed.

Career Levels



- Management
- Journey level
- Entry level
- Other

Practice Areas



- Engineering
- O&M
- Collection Systems
- Laboratory
- Other

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.

Sponsor Package	Platinum \$10,000	Gold \$6,000	Silver \$4,000	Bronze \$2,000
AC22 Electronic Newsletter Recognition Must commit to package by 2/25/2022	Logo \$200 value	Logo \$200 value	Logo \$200 value	Logo \$200 value
AC22 Event Website Recognition Must commit to package by 2/25/2022	Logo \$200 value	Logo \$200 value	Logo \$200 value	Logo \$200 value
Recognition at Emerging Leaders Lunch Tuesday	Announcement & Introduce Lunch \$800 value	Announcement \$100 value	Announcement \$100 value	Announcement \$100 value
Recognition on Conference Signage	\$250 value	\$250 value	\$250 value	\$250 value
Advertisement in On-Site Guide Ads must be submitted by 2/25/2022	2 Full Page Ads Prime Location \$600 value	2 full page Ads \$600 value	1 Full Page Ad \$300 value	1 Half Page Ad \$150 value
Budget for à la Carte Fulfillment	Combination of Sponsor Items up to \$8,000 in value	Combination of Sponsor Items up to \$5,000 in value	Combination of Sponsor Items up to \$2,500 in value	Combination of Sponsor Items up to \$1,500 in value
Complimentary Full Conference Registrations	2 Additional Registrants \$1,300 value	1 Additional Registrant \$650 value	1 Additional Registrant \$650 value	
Women Impacting Water Networking Breakfast	2 Breakfast Passes \$170 value	1 Breakfast Pass \$85 value		
Banner Ad on Conference Website	\$500			
Clean Water Magazine Ad	One Page \$2,000			
	\$14,020 total package value	\$7,085 total package value	\$4,200 total package value	\$2,400 total package value

CHOOSE A SPONSORSHIP >

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 2022 Annual Conference! CWEA offers several opportunities to fit various budgets 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

Expo Lunch

\$5,000

The main lunch will be served inside the exhibit hall. Your company logo will be on lunch signage and napkins. You can also include your company's materials on event tables.

Registration Area

\$5,000

Sponsorship of registration area includes your company's logo on the registration counter kick panels. Providing your company with premium visibility throughout the conference.

AC22 Lanyard and Badge

\$5,000

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 2/25/2022.

Annual Conference Official Tote Bags

\$5,000

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 2/25/2022.

Continental Breakfast

\$5,000

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.

Wi-Fi

\$4,000

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 2/25/2022.

Opening Session and Icebreaker

\$4,000

Your company name and logo will be strategically placed throughout this event and a company representative will be able to introduce the event at the beginning of the day.

Conference Signs

\$4,000

Company name and logo on all session signage throughout the conference. Sponsorship commitment must be made no later than 2/25/2022.

Coffee Station

\$3,000

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 2/25/2022.

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Sponsorship Opportunities



Photo by Nguyen Dang

Mobile App Sponsor **\$3,000**

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 2/25/2022.

AC Pens **\$1,500**

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 2/25/2022.

Marketing Materials at the Registration Desk **\$1,500**

4 opportunities available

Make sure your marketing materials are first to be passed out to attendees at the Registration Desk. Can include one print item or one promo item.

Networking Breaks **\$1,000**

4 opportunities available

Provide a treat for attendees at either an AM or PM break in the exhibit hall. Your company name and logo on signage near the break.

President's Reception **\$1,000**

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

Women Impacting Water Breakfast **\$1,000**

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

Drink Tickets **\$500/25 Drink Tickets**

4 opportunities available

Need a bigger draw to your booth? Purchase an additional 25 drink tickets to pass out to attendees to spark conversations.

Networking Mixer Sponsored by the SYP Committee **\$500**

Support the Students and Young Professionals event by hosting this intimate networking mixer that you can send two representatives to attend.

Door Prizes **\$150**

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



Photo by Ddaze Phuong

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Additional Marketing Opportunities

On-site Guidebook Advertising

Two Page Program Spread Ad	\$2,000
One Page Program Ad	\$1,500
Half Page Program Ad	\$1,000
Banner Ad on Annual Conference Website	\$1,000

Hallway Advertising Signs \$1,250

Placed in public areas throughout the conference on tall free-standing boards. Sponsor commitment must be made no later than 2/25/2022.

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 2/25/2022.

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: 4.25"w x 8.5"h +0.125" bleed, full color, high-res PDF
- Half page: 4" x 4", full color, high-res PDF
- Due date: 2/25/2022

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: amackie@cwea.org

Hallway Advertising Sign

- Dimensions to come

[CHOOSE ADVERTISING OPTIONS >](#)



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AC22 Expo

EXHIBITOR PRICING FOR AC22



Photo by Ddaze Phuong

Standard Exhibit Booths	By 2/25/2022	After 2/25/2022	Corner Fee Upgrade
10' x 10'	\$1,800	\$2,000	Add \$200
10' x 20'	\$3,500	\$3,900	
10' x 30'	\$5,000	\$5,400	

Rolling Stock (vehicles and large trucks)	By 2/25/2022	After 2/25/2022	Corner Fee Upgrade
20' x 30'	\$6,800	\$7,200	Add \$200
20' x 40'	\$7,500	\$7,900	

Additional exhibit staff badges:

By 3/25/2022	After 3/25/2022
\$175	\$200 (onsite)

Exhibit Schedule:

Monday	Tuesday	Wednesday
Rolling stock pre-scheduled through TriCord	Standard Exhibit Set-Up 7:00am - 3:00pm	Exhibit Hours 10:20 - 10:50am 12:15 - 1:30pm 2:30 - 3:00pm and for Reception 4:10pm - 6:30pm
	Exhibits Open for Reception 3:45pm - 6:30pm	Exhibit Tear Down 6:30pm - 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 staff badges per 10x10 booth purchased
- A pre-show and post-show mailing list of all registered attendees
- Ten drink tickets to pass out to attendees for the daily Expo receptions
- Pre/Post attendee list in accordance with our policies, this list contains ONLY the attendee's name, company and mailing address. CWEA does not share or sell attendee's email information or phone numbers

Important Dates and Deadlines:

2/25/2022

- Exhibitor booth fees increase
- Sponsor logos due for marketing

3/25/2022

- Exhibitor badge fee increases

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Expo Map

CHOOSE YOUR BOOTH >

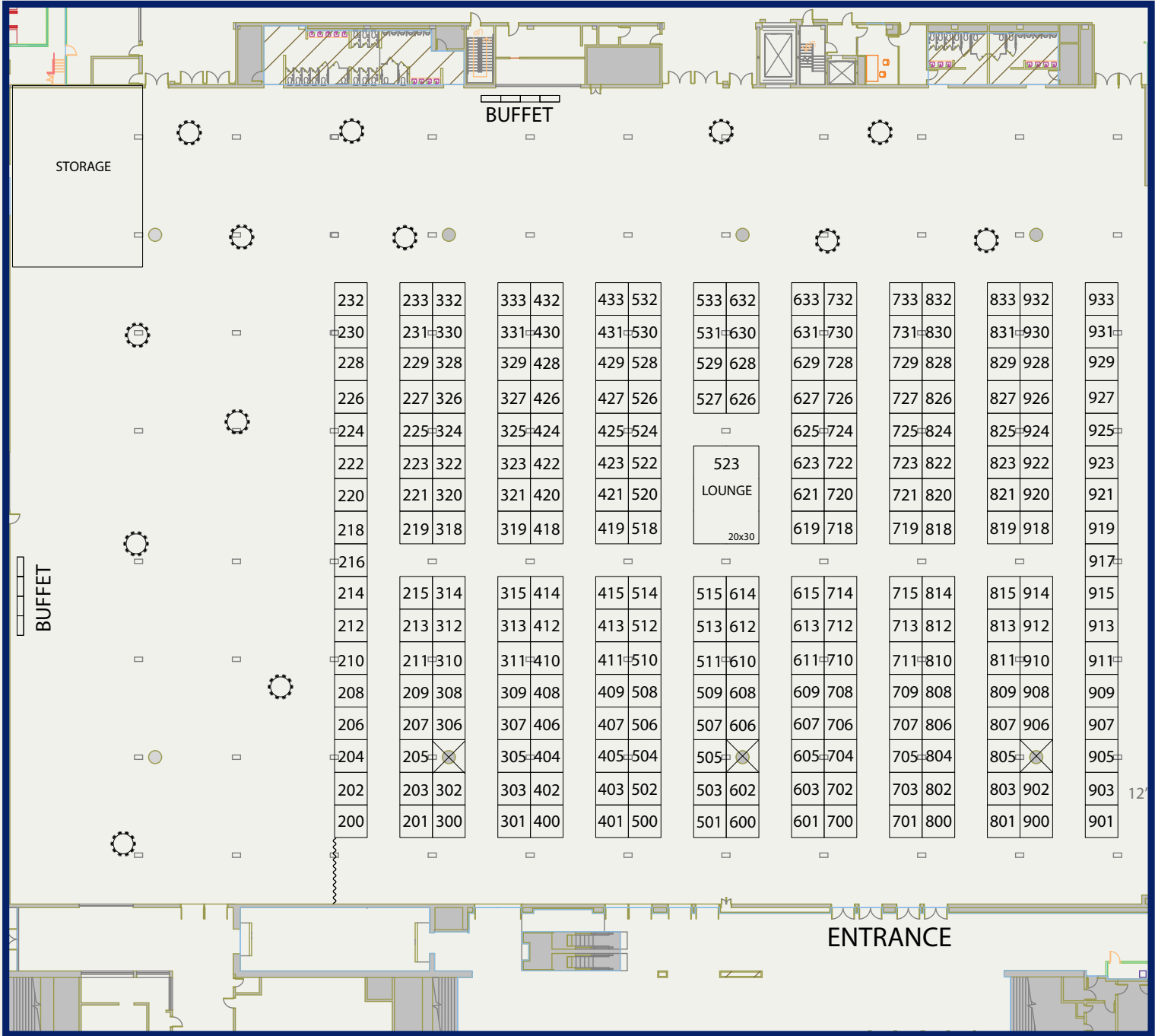


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