

**Exhibitor Invitation for the
2010 Pretreatment, Pollution
Prevention and Stormwater (P3S)
March 1 - 3, 2010
Long Beach, California at Hilton Long Beach**



You're cordially invited to join more than 300 attendees from the California's wastewater and stormwater field at the 2010 Pretreatment, Pollution Prevention, and Stormwater (P3S) Conference.

This year's event will be held at the Hilton Long Beach. Attendees are vocational specialists, engineers, and scientists responsible for the operation of wastewater agencies and municipalities in California. Exhibiting your products/services is one of the most cost-effective marketing tools available because it puts you in contact with your potential customers, reduces your outside sales calls, builds new business, and cements customer relationships.

TABLETOP DISPLAY INFORMATION AND RATES:

Standard tabletop displays consists of: (1) 6' draped table, (1) wastebasket and (2) chairs and (1) electrical drop, by request. Purchase of a table also includes (1) lunch ticket for Monday and (1) lunch ticket for Tuesday. The tabletop rental includes (10) drink tickets that can be distributed during the exhibitor reception on Monday evening from 5:00 pm- 7:00 pm. The cost per tabletop display is \$450 for members **before January 1st** and \$582 for non-members. After January 1, 2010 fees increase by \$100 per tabletop.

EXHIBIT HOURS:

Monday, March 1, 2010	10:00am to 7:00pm: Exhibits Open 12:00pm: Lunch with exhibitor introductions 5:00 -7:00 pm: Exhibitor Reception
Tuesday, March 2, 2010	8:00am to 4:45pm: Exhibits Open 5:30pm-8:00pm: Signature Event ~ Tickets available for purchase 12:00pm: Lunch
Wednesday, March 3, 2010	8:00-10:30am (Optional): Exhibits Open <i>* Times are subject to change.</i>

EXHIBIT SET UP & BREAKDOWN HOURS:

Set up is Monday, March 1: 8:00am to 10:00am.
Breakdown starts at 4:45pm on Tuesday if you do not opt to exhibit on Wednesday. If you want to stay Wednesday, breakdown will begin after the morning break at 10:30am.

To exhibit and/or sponsor, please complete form and return to CWEA (mailing info on next page).

Company Name: _____
Mailing Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____ Email: _____
Contact Name: _____

If you have any questions or need assistance, please contact either the Exhibitor Chair:

Alec Mackie at: (714) 428-4614 or alecm@jwce.com or Greg Kent at: (760) 433-7640 or gkent@biocleanenvironment.net
Or contact the CWEA office: Marci Donohoe at (510) 382-7800 *120 or email at mdonohoe@cwea.org

As an added benefit to your exhibit space at P3S 2010, you will receive by email a mailing list for all pre-registered attendees approximately two weeks prior to the event followed by another post event list after the event. In accordance with our policies, the list will contain the attendee's name, company, and mailing address.

Tabletop Exhibitor Registration

No. of tabletops _____ x \$450 = _____ Will you need electricity at your table? (Y/N) _____
(for non members) x \$582 = _____ Reserving a tabletop after January 1st? (Yes: \$100) _____

Please list your 1st choice tabletop #1st: _____ #2nd _____ #3rd _____ (Spaces are available on a first come basis.)

» Will you Exhibit on Wednesday morning? (Y/N) _____ (This is an optional part of the exhibition hours)

Will you need extra lunch or would you like to purchase an event ticket?

Extra Lunch Tickets @ \$55 each _____ x \$55 = _____ Event Tickets are \$70 each _____ x \$70 = _____

TOTAL BOOTH & EVENT FEES: \$ _____

Door Prize Donations

_____ I will provide Door Prizes for the event. Description: _____

_____ I will provide \$ _____ for you to purchase Giveaways and/or Door Prizes.

Calculation and Payment of Fees:

I am a member of CWEA, WEF, CA-NV AWWA Member #: _____

I am not a member of CWEA, WEF, CA-NV AWWA. Please add \$132.00 to your payment)

*Would you like to apply the non-member fee for CWEA Membership: Yes No

Booth Fees (\$450 per table) \$ _____

Booking after January 1, 2010 (\$100 per table) \$ _____

Non-Member Fee (\$132.00) \$ _____

Extra Lunch Tickets (@ \$55 each)- 1 ticket per day included \$ _____

Event Tickets (@ \$70 each)- tickets not included, must be purchased separately \$ _____

Door Prize Donation \$ _____

Total Enclosed \$ _____

(NOTE: Full amount must accompany application)

Payment Method: (please check all that apply)

_____ I am enclosing a check, made payable to **CWEA P3S 2010 Conference**

_____ I wish to use my charge card to pay for my registration in the amount of \$ _____

Visa MasterCard Discover Card American Express

Credit Card Number: _____

Name on Card (please print): _____ Exp. Date: _____


Authorized Signature: _____

Company Representatives will need name badges (Maximum 2 per table will be provided.)

Additional Representatives must register for conference.

Name Badges	Title
1.	
2.	

Please check to be sure that you have completed all sections and signed this application before mailing. This form must be returned with your payments to:

	<p>California Water Environment Association 7677 Oakport Street, Suite 600 Oakland, CA 94621 Phone: 510-382-7800 *120 Fax: 510-382-7810 www.cwea.org</p>
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Please provide a factual description of your product or service in 25 words or less:

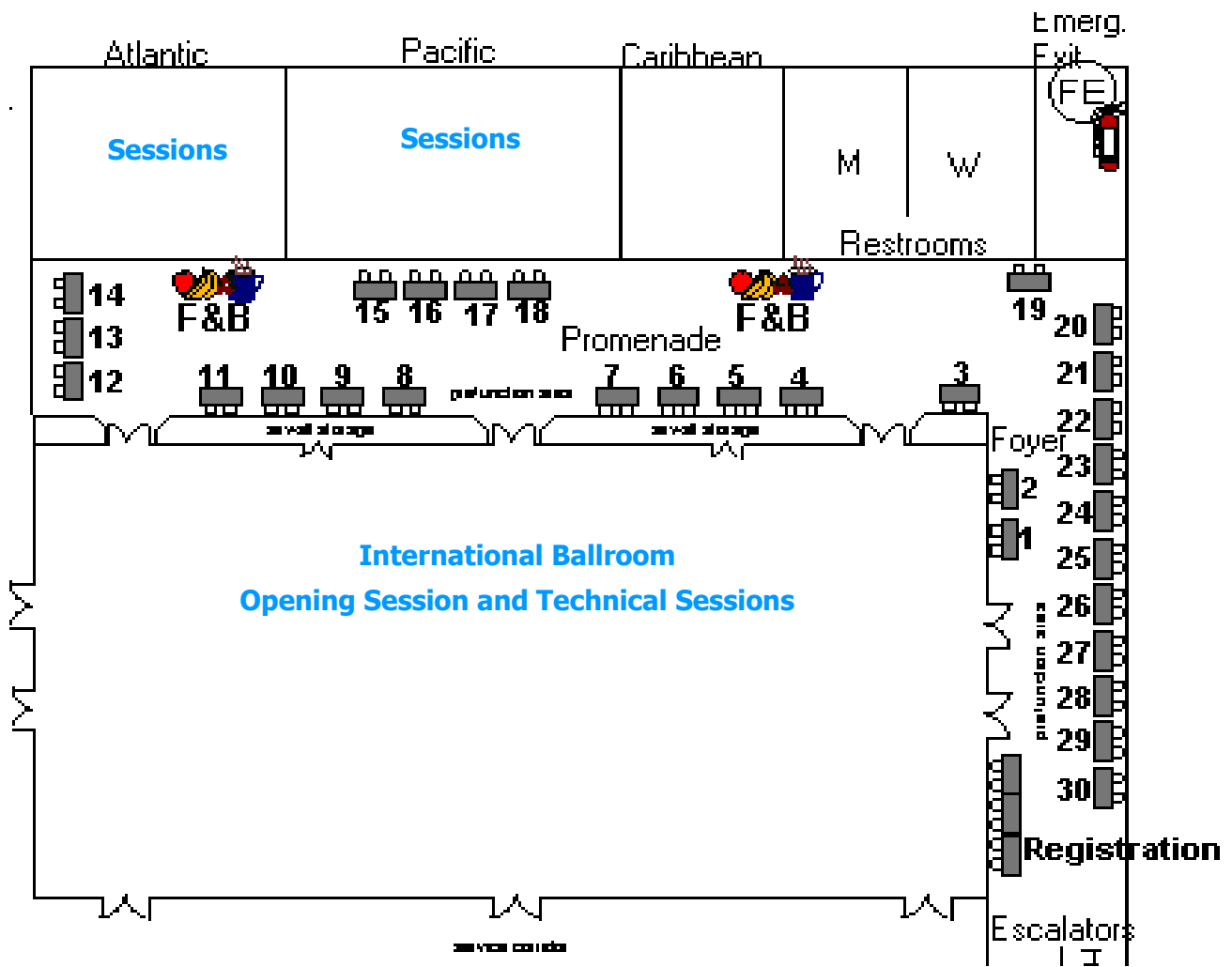
Please read the attached CWEA EXHIBIT RULES AND REGULATIONS. These regulations become a part of the contract between the exhibitor and CWEA. CWEA respectfully asks the full cooperation of the exhibitors in their observance. All points not covered are subject to the decision of CWEA. **Applications will not be accepted without an authorized company representative's signature. I ACCEPT THE TERMS AND CONDITIONS OF EXHIBIT REGULATIONS ACCOMPANYING THIS CONTRACT.**

Authorized Company Representative's Signature and Title

Date

Hilton Long Beach Second Floor Promenade

Breaks and reception are served in this area



Exhibitor Rules & Regulations

P3S 2010

Hilton Long Beach

AGE REQUIREMENTS FOR ADMITTANCE TO EXHIBIT: In the interests of safety, no one under the age of 18 is permitted in the Exposition during set-up, during the Exposition, or during tear-down, unless accompanied by an adult.

AISLE SPACE: All aisle space is under control of CWEA and must not be used in any way for exhibit space.

BOOTH ASSIGNMENT: No exhibitor will assign, sublet, or share the space assigned without the knowledge and consent of the CWEA Exhibit Chair. (However, no notification is required for third-party payors.)

CANCELLATION OF SHOW: Should the conference and exhibition be canceled, postponed, or abandoned due to fire, strikes, weather, or other uncontrollable circumstances before the opening date, this contract will not be binding and exhibitors will receive refunds.

CONTRACT: The booth regulations and guidelines shall become a part of the contract between the exhibitor and CWEA. All points not covered are subject to decision of CWEA. Applications will not be accepted unless accompanied by a signed copy of the booth regulations and guidelines.

DAMAGE LIABILITY: Exhibitors are liable for any damage caused to building floor, walls, columns, or to standard equipment or other decorator property.

DECORATION STANDARDS: No combustible decorations, such as crepe paper, tissue paper, cardboard, or corrugated paper, shall be used at any time. All packing containers, excelsior, and wrapping paper should be removed from the floor and must not be stored under tables. In order to conform to local fire ordinances, as well as the National Board of Fire Underwriters, all decorative materials, including fabrics, must be fire resistant and meet with standards established by the Fire Marshal's Office.

EARLY TEAR-DOWN: Removal or "tear-down" of display prior to close of show is strongly prohibited.

ELIGIBLE EXHIBITS: Management reserves the right to determine the eligibility of any company or product for inclusion in the conference, and reserves the right to reject, evict, or prohibit any exhibit, in whole or in part, or any exhibitor, or his/her representatives, with or without giving cause.

ENDORSEMENT: The California Water Environment Association does not in any way imply endorsement of any product or service of any exhibitor by entering into the exhibitor contract.

EQUIPMENT DEMONSTRATION: Equipment being demonstrated must be set at least two feet from the aisle line of the exhibit. Space must be left within the exhibit area to absorb the booth personnel and spectators. Should spectators interfere with the normal traffic flow in the aisle, overflow into neighboring exhibits, or divert aisle traffic, the demonstration must be limited or eliminated.

If moving equipment or displays with moving parts are being used, they must be presented and function in a safe manner, with appropriate safeguards to assure the safety of all present in the exposition halls.

Exhibitors are prohibited from operating any type of display on the grounds of the exposition facility, other than in the space assigned by CWEA.

CWEA reserves the right to restrict demonstrations, literature, or entertainment which CWEA deems objectionable or disruptive to the overall character of the Exposition. The Standards of Decorum clause of this policy applies to all activities.

FIRE SAFETY AND HEALTH: The exhibitor agrees to accept full responsibility for compliance with local, city, and state fire, safety, and health ordinances regarding the installation and operation of equipment. All exhibit materials and equipment must be reasonably located within the booth and protected by safety guards and devices where necessary to prevent personal accidents to spectators.

GIVEAWAYS, CONTESTS, DRAWINGS: Drawings, lotteries, and/or contests that have prizes of substantial value (e.g. cars, boats, etc.) are expressly prohibited. All giveaways, contests, drawings, etc. must comply with local legal requirements. All food must be secured through the Local Arrangements Chair. Activities must be confined to the space for which the exhibitor has contracted, including distribution of printed materials and placement of signs.

INTERPRETATION AND AMENDMENT: The Board of Directors has full power to interpret or amend these rules. The Board promises full cooperation for a successful show and will be pleased to work with exhibitors toward this end.

MUSIC: No exhibitor will play music of any kind. Any fines that CWEA incurs as a result of an exhibitor playing music will be paid by the exhibitor.

NOISE STANDARDS: The following noise standards are intended to protect exhibitors and visitors from nuisances and hazards related to excessive sound levels by establishing maximum tolerances:

- Sound level readings will be made in decibels.
- Sound levels will be measured at the adjoining booth's border, nearest the source of the noise. Measurements may also be taken at the aisle edge nearest the sound source.
- The base sound levels for large exhibit halls (50 or more booths) will be 70 decibels.
- Base sound levels may be adjusted according to exhibit hall characteristics and anticipated hall activity. Any such determination shall be made by the Exhibit Chair.

Sound levels generated by individual exhibitors above the base sound levels will be considered excessive as follows:

1-4 decibels above the base sound level for five or more continuous minutes during any quarter-hour period.

5-9 decibels above the base sound level for more than thirty continuous seconds during any minute, or more than 20 times in any hour.

10 decibels above the base sound level at any time.

Outdoor displays are subject to local noise ordinances.

Public address systems are not permitted in individual booths.

NONLIABILITY: The exhibitor agrees to make no claim for any reason whatsoever against CWEA and other contractors for loss, theft, damage, or destruction of goods; nor for any injury to himself/herself or employees; nor for any damage of any nature or character, including any damage to his/her business by reason of failure to provide space for the exhibit, or the removal of the exhibit; nor for failure to hold the conference as scheduled; nor for any action of any nature of the California Water Environment Association, or its members, officers, committees, agents, or employees. The exhibitor further agrees to indemnify and defend the California Water Environment Association against any claim arising out of the display of a product or service at the event in question.

PENALTIES: In response to any complaint, Exhibit Chair will review guidelines and issue a warning if the complaint is found justified. If violation of these rules persists, exhibitors responsible will be subject to the following: loss of electrical power; and/or subject to eviction from the exhibition. Exhibitors may also be barred from exhibiting at future conferences.

PHOTOGRAPHS: Only the exhibitor may grant permission to have his/her exhibit and/or product photographed or videotaped. Any exhibitor taking photographs or videotape of another exhibit or product, without permission, must relinquish the film upon request.

PROMOTION & MARKETING: CWEA will grant exhibitors a non-exclusive, non-transferable, royalty-free right and license to use any and all trademarks that CWEA has developed specifically to identify the CWEA conference exhibitor, for exhibitor marketing and promotion of their attendance at the event. CWEA Trademarks Requirements Exhibitor Promotion must be signed by the exhibitor prior to any usage of said logos. Any use of the logo must be reviewed by CWEA before printing, posting on websites or emailing. CWEA staff will provide the trademark requirement agreement upon request.

REFUNDS: CWEA will refund 50% of the amount paid for booth space if written cancellation is received 3 months prior to the event. Failure to provide written notice of cancellation, or failure to appear at the conference, relieves CWEA of any obligation to refund.

RELOCATION OF EXHIBITS: CWEA reserves the right to alter location of exhibits if deemed advisable and in the best interest of the conference.

ROLLING STOCK:

There is no space for Rolling Stock exhibits at the hotel.

SALES: Order taking is permitted, provided that all transactions are conducted in a manner consistent with the professional nature of the Exposition. The on-site sale and delivery of goods is not permitted.

STANDARDS OF DECORUM: Demonstration and/or entertainment whether using models, professional demonstrators, or company personnel, must be carried out within the boundaries of decorum of the overall character of the Exposition in content and costuming.

UNIONS: Many services in connection with displays are under local union jurisdiction. Exhibitors must agree to comply with all applicable union requirements and must accept responsibility for making their own arrangements in this regard. Exhibitors will be notified when unions are involved.

Please note: In order to conform with current union rules and regulations, it will be necessary for all exhibitors to utilize qualified personnel for display work and material handling at all times during the show. The pacing or setting out of merchandise that is to be displayed does not require union labor and may be done by the exhibitor. In addition, the installation, or dismantle of an exhibit, which does not require the use of tools, or more than one person, and can be accomplished within thirty minutes or less, may be performed by the exhibitor. Union regulations do not allow exhibitors the use of hand trucks, dollies, or push carts while on the show floor without teamster assistance. Exhibitors may hand carry items on and off the show floor.

UNOCCUPIED SPACE: CWEA reserves the right, should any rented exhibitor space remain unoccupied on the opening day, to rent paid space to another exhibitor, or use paid space for such purpose as it may see fit without liability on its part.

These regulations become a part of the contract between the exhibitor and the California Water Environment Association. CWEA respectfully asks the full cooperation of the exhibitors in their observance. All points not covered are subject to decision of CWEA.



Tips for Working a Tradeshow

- Be sure the booth staff are familiar with the products or services you will be offering at the tradeshow.
- Be sure booth staff understand any show promotions.
- Plan a rotation schedule with half-hour breaks for every three hours worked. Be sure staff understands they must adhere to the schedule.
- Knowing who is on duty is important. Prepare a pre-show strategy and review with all booth staff before the show opens.
- LET PEOPLE KNOW YOU WILL BE THERE.
- Advertise. In addition to CWEA's publication and mailings, labels can be purchased if you want to do a pre-show mailing of your own.
- Acquaint the booth personnel with the booth before the show starts.
- Explain how you will qualify your customers, how tradeshow leads will be handled and that during their scheduled breaks you would like them to check the competition's marketing approach.
- Motivate your booth personnel by incentive awards. Give them a goal to work for, be imaginative and make winning fun.
- CWEA attendee surveys indicate a liking for such giveaways as pens, notepads, magnets etc. This helps people remember the name of your company.
- Bring lots of business cards and literature about your product.
- Write it down. Be sure the booth is supplied with proper sales order forms for follow-up later.
- Follow-up immediately. CWEA will provide you with a list of all attendees' mailing addresses after the Conference to make it easy for you to follow-up.

