

87th Annual



Minnesota Water Well Association
Convention & Trade Show

January 25-28, 2009

Duluth Entertainment and Convention Center
Duluth, Minnesota

Booth Registration Deadline:

December 12, 2008

Trade Show on Monday,

January 26, 2009

Noon - 5:00 P.M.

From the MWWA Convention Committee:

Dear Friends of the Minnesota Water Well Association:

We are excited to host our Annual Convention & Trade Show in Duluth in January 2009! Please take time to read through this exhibiting, sponsorship and advertising packet. It is loaded with all the special features of the upcoming show!

In addition to the Exhibitor Application form, we encourage you to consider becoming a sponsor for the show. Sponsors receive many great benefits including exposure to over 1,500 industry professionals, discounted exhibit booths and/or advertisements and much more!

Special Features:

- See page 8 for details on how you can get a FREE BOOTH
- Hospitality rooms available
- Lunch is free for your booth representatives during the trade show, and you may also attend the Tuesday program at no charge
- *Cash bar in exhibit hall (3:00 - 5:00 p.m.)*
- All exhibitors are encouraged to bring door prizes
- Casino Night on Monday following banquet

Keynote Session:

W. Richard Laton, Ph.D., PG, CPG, has been named NGWREF's 2009 McElhiney Distinguished Lecturer.

"Boring Logs — What's Important and What's Not: A Scientific Viewpoint" will be the subject of Laton's 2009 NGWREF McElhiney Lecture. Fundamental to any drilling contractor's business, there are many uses for boring/well logs including specifying location, ground water levels, chemistry, and production capabilities — information used routinely by government and regulatory agencies, consultants, and academics. Beyond these usual uses, however, boring/well log information may be used for hydrostratigraphic interpretation, ground water modeling, subsurface investigations, and general background information. In fact, through careful logging and data collection, both contractors and scientists can work together to develop better subsurface models that will help everyone in the industry.

Key to this sharing of information industrywide is the interpreting of well logs, which is made difficult by the simple fact that soil classification is not always uniform. While most people in the industry know how to use a Munsell chart for color, opinions differ on coarseness — gravel vs. silt vs. fine sand and the like. Further complicating matters is the variety of drilling methods employed throughout the country. Laton's lecture provides a refresher on proper classification techniques, emphasizing the use of standardized classification.

In addition, Laton will discuss the widespread use of handheld GPS devices and the value of Google Earth for basic mapping of locations, which can help even the smallest contractor's business, not to mention that obtaining accurate location information — and mapping it — allows for a better understanding of the local and regional geology.

Preliminary Schedule

Sunday, January 25, 2009 – Holiday Inn

1:00 – 6:00 p.m.	Registration and Check-in
3:00 – 4:15 p.m.	MWWA Board of Directors Meeting
4:30 – 6:30 p.m.	Geothermal Panel/ IMAX
7:00 – 10:00 p.m.	Reception – Hosted by MWWA

Monday, January 26, 2009 – DECC

7:00 – 8:00 a.m.	Registration
8:00 – 10:00 a.m.	MDH
10:00 – Noon	McElhiney Lecture (Keynote session)
Noon – 5:00 p.m.	TRADE SHOW with Lunch at Noon (Lunch will be in the Goosberry Falls Room, across the hall from the Edmund Fitzgerald Exhibit Hall) Vendor Demonstrations (30 minutes each): GHP Systems; Camera Demo; GPS-Gander Mountain Vendor Demos are new this year and were picked by the committee. If you are interested in doing a vendor demo in 2010, please contact Dave at 651-290-6270.

MOVE TO HOLIDAY INN

6:00 – 7:30 p.m.	Banquet, Auction, Scholarship Presentation and message from NGWA
7:30 - 10:00 p.m.	Casino Night

Tuesday, January 27, 2009 – DECC

7:00 a.m. – 8:00 a.m.	Registration
8:00 – 10:00 a.m.	Mud and Additive School
10:00 – Noon	Drill Cost Calculator
Noon – 1:15 p.m.	Lunch and Annual Meeting
1:30 – 2:30 p.m.	BREAKOUT SESSION 1 a. Water Conditioning (Part 1) b. Using Design Tools for Systems
2:30 - 2:45 p.m.	Break
2:45 – 3:45 p.m.	BREAKOUT SESSION 2 a. Water Conditioning (Part 2) b. Bit Selection
3:00 - 4:00 p.m.	Past President's Meeting
4:00 – 5:00 p.m.	MWWA Board of Directors Meeting

Wednesday, January 28, 2009 – DECC

8:00 – 4:00 p.m.	Hazwopper
8:00 – Noon	Using the Web to Maximize Your Companys Bottom Line

Special Offer!

Discounted Booth Fee!

Register your booth by October 1, 2008 and you will receive \$50 off your booth fee AND be listed in the Convention registration brochure as a "Featured Exhibitor!"

Registration form AND payment must be received by October 1 in order to qualify for the \$50 discount.

Exhibit Booth and Rig Space Fees

MEMBERS

1st booth = \$550

Additional booths = \$325 each

Rig Space Fee = \$2.00 per square foot

NON-MEMBERS

1st booth = \$700

Additional non-member booths = \$375 each

Rig Space Fee = \$2.00 per square foot

Non-members, why pay an extra \$150 for an exhibit booth? Become an MWWA member today for as little as \$160 and pay the member rate for your booth! See membership application for details!

Booth Registration Includes:

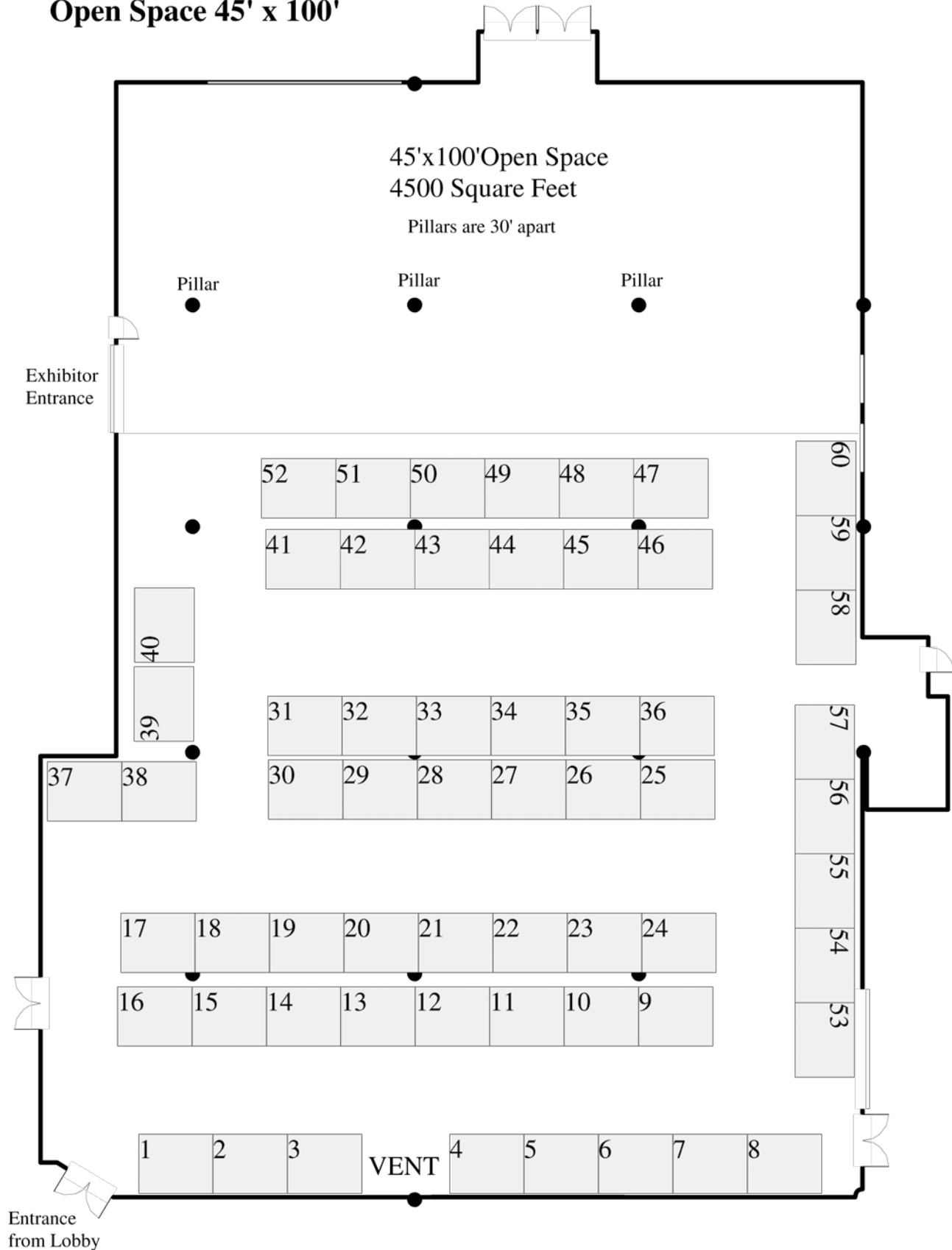
- 8' x 10' Exhibit Booth with blue and silver drapes
- Skirted table and two chairs
- 2 free booth representatives with first booth
- Additional booth representatives are \$35 person
- All booth representatives may attend all Monday sessions and Casino Night for free!
- Monday night banquet tickets available for free
- Booth representatives can participate in the Tuesday convention program for FREE
- Your company listed on the MWWA's Web site (www.mwwa.org)!

Bulk Rig Space

- Vendor must purchase at least one 8' x 10' booth space in order to reserve a bulk rig space
- Space will be **first-come, first-served** availability

EXHIBIT HALL LAYOUT

60 8'x10' Booths Edmund Fitzgerald Hall
Open Space 45' x 100'



Booth Display Rules

1. TRADE SHOW SCHEDULE

- | | | |
|-------------------------|--------------------------|------------------------|
| • Rig move in: | Sunday, January 25, 2009 | 5:00 p.m. – 8:00 p.m. |
| • Exhibit booth set-up: | Monday, January 26, 2009 | 6:00 a.m. – 11:30 a.m. |
| • Trade show: | Monday, January 26, 2009 | 12:00 p.m. – 5:00 p.m. |
| | - Attendee Lunch | 12:00 p.m. – 1:30 p.m. |
| | - Cash Bar in trade show | 3:00 p.m. – 5:00 p.m. |
| • Tear down: | Monday, January 26, 2009 | 5:00 p.m. |

2. BOOTH DISPLAY TIME

Monday, January 26, 2009, 12:00 – 5:00 p.m.

3. SPACE

No portion of the booth area may be sublet or assigned to any other firm or person(s).

4. BOOTH ASSIGNMENTS

Booth and/or rig space assignments are made on a first-come, first-serve basis. MWWA reserves the right to alter Trade Show layout and vendor location. Indicate your first, second, and third booth choice. No private room displays. (See floor plan for booth and rig space layout).

5. BULK RIG SPACES

Because of weight restrictions on the DECC floor, MWWA reserves the right to review all vehicles. Vendor must indicate vehicle weight, height and width on the Exhibitor Application. Vendor must take responsibility for any damage that may occur to the Duluth Entertainment and Convention Center (DECC) floor. MWWA will assign rig space locations and coordinate rig move-in on the morning of the trade show. **ALL EQUIPMENT MUST BE REMOVED FROM THE DECC IMMEDIATELY AFTER 5:00 P.M.**

6. FIRE/SAFETY CODES

Each booth operator and vehicle rig owner must comply with all federal, state, local and DECC fire and safety codes. This includes disconnecting the battery and having gas tanks nearly empty. Helium balloons are not allowed in any part of the Duluth Entertainment and Convention Center.

7. INSURANCE

It is agreed that in no case shall MWWA or its officers or directors or staff be responsible for any loss, theft, and damage by fire, or injury to any person or article.

8. ELECTRICAL OUTLETS, TELEPHONE SERVICE and SHIPPING FREIGHT

Exhibitors can ship freight up to 7 days prior to the show to: DECC, 350 Harbor Dr., Duluth, MN 55802. Attn: MWWA Show. You must include your company name on the freight as well, so it can be delivered to your booth. If you have any questions, please contact Dave at (651) 290-6285 or the DECC at (218) 722-5573.

9. LIABILITY

Each booth operator will be responsible for the space leased during the convention and will keep it free from hazards to persons on the premises. MWWA and the DECC will not be responsible for any injury that may occur to booth operators, their associates or employees.

10. FOOD and BEVERAGES

The sale and serving of food, beverage and concessions of any kind is not permitted in the Duluth Entertainment and Convention Center except with prior written permission from the Duluth Entertainment and Convention Center.

11. CANCELLATION POLICY

Cancellation policy applies to all items purchased on the Exhibitor Application and the Sponsorships and Advertisement Form. With written cancellation notice, received by 5:00 p.m. on December 19, 2008, you will receive a refund, less a \$100 administrative charge. Cancellations after December 19, 2008 are non-refundable. Notices of cancellation must be faxed to the MWWA office at 651-290-2266. No-shows will not receive refunds.

12. PAYMENT POLICY

To be considered pre-registered, MWWA must receive your payment with this form. Any registrations received after December 12, 2008 will incur a \$75 late fee.



Exhibitor Application

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

Booth Preference:	
1st:	_____
2nd:	_____
3rd:	_____

**CHECK ALL THAT APPLY:
 BOOTHS**

- \$550 One Member Booth
- \$_____ Additional Member Booths @ \$325 each
- \$700 One Non-member Booth
- \$_____ Additional Non-Member Booths @ \$375 each

BOOTH REPRESENTATIVES (Please print names clearly.)

- FREE! 1. _____
- FREE! 2. _____
- \$35.00 3. _____
- \$35.00 4. _____

BULK RIG SPACE

- Yes! We would like bulk rig space @ \$2.00 per sq. ft.

Gross weight of vehicle _____ lbs.
 Length _____ x Width _____ = _____ Total square feet

ADDITIONAL BOOTH OPTIONS

If you are planning to attend any of the events below, please indicate the number of tickets you will need for each event.

- _____ Banquet tickets
- _____ Casino
- _____ Tuesday Convention Program

- YES! We will donate items for the raffle drawing!

I will donate the following item(s):

AGREEMENT

Signer agrees to the rules governing all aspects of exhibit and rig space, as printed in this packet, including all Booth Display Rules on page 6.

Printed Name _____
 Signature _____
 Date _____

Payment Information

To be considered pre-registered, MWWA must receive your payment with this form. Any registrations received after December 12, 2008 will incur a \$75 late fee.

Total Amount Due: (from right) \$ _____
 Before October 1, 2008, subtract \$50.
 After December 12, 2008, add \$75.

Grand Total: \$ _____

- Check enclosed
- Visa
- MasterCard

_____ Credit Card Number

_____ Card Exp. Date 3-Digit Security Code

_____ Cardholder Name

_____ Cardholder Phone Number

I approve the above amount to be charged to the credit card indicated.

_____ Cardholder Signature

_____ Date

Please return form with payment to:

MWWA Trade Show
 1000 Westgate Drive, Ste 252
 Saint Paul, MN 55114
 651-290-6270 Phone
 651-290-2266 Fax

(For office use only)

initials	_____	fin.	_____
date	_____		
CK/CC	_____		
amt. paid	_____		
bal. due	_____		

Sponsorships & Advertisements

- Event is marketed to more than 1,000 contractors
- Market your business to more than 400 Licensed Industry Professionals who attend

SPONSORSHIP OPPORTUNITIES

Drill Rig Level — \$2,500

- Free Booth with premium location on trade show floor
- Free full page ad in the onsite brochure
- Free half page ad in the Well Advised for one year
- Name and Logo on all signage for show
- Logo and Link on MWWA website
- 30 Drink tickets for attendees (Beer and Rail)

Water Truck Level — \$1,500

- 50% off booth fee plus premium location on trade show floor
- Free half page ad in the onsite brochure
- Free quarter page ad in the Well Advised for one year
- Name and Logo on all signage for the show
- Logo and Link on MWWA website
- 25 Drink tickets for attendees (Beer and Rail)

Pump Truck Level — \$1,000

- 25% off booth fee
- Free quarter page ad in the onsite brochure
- Name and Logo on all signage for the show
- Logo and Link on MWWA website
- 20 Drink tickets for Attendees (Beer and Rail)

Back Hoe Level — \$250

- Name and Logo on all signage for the show
- Logo and Link on MWWA website
- 20 Drink Tickets for Attendees (Beer and Rail)

NEW IN 2009!

Cups and Coozies — \$175

Space is limited, so contact the MWWA office as fast as you can if you would like to take advantage of this opportunity. These cups (16oz) and Can Coozies will be handed out at the Registration desk and MWWA booth to all attendees. What a great way to advertise your company name and logo!

All companies that participate in any level of sponsorship will be publicly thanked in the registration brochure (those that have committed by the time it goes to print) as well as in the follow up Newsletter that is sent out after the convention, and during the convention.

The Dave Williams Foundation is a 501(c)(3) organization which supports educational activities of the MWWA. Over the last number of years, the Dave Williams Foundation has provided funding for promotional videos, literature and scholarships. As a 501(c)(3) organization, any donations to the foundation are tax deductible. If you would like to give to the Dave Williams Foundation, please note so on the sponsorship form, and if you need a receipt, please call Dave Schulenberg at 651-290-6285. Thank you very much for your continued support of MWWA and the Dave Williams Foundation.

All organizations will be thanked publicly at the show unless told otherwise.

Advertising Opportunities

- \$400
Full page ad
7" wide x 10" high
- \$225
Half page ad
7" wide x 5" high
- \$125
Quarter page ad
3.5" wide x 5" high
- \$75
Business card-size ad
3.5" wide x 2" high

Advertisements will be placed in the convention onsite brochure. This brochure will be given to over 400 attendees at the convention! All company logos and advertisements are due to the MWWA by January 2, 2009. Ads and logos must be BLACK & WHITE, high-resolution PDF files. They can be emailed to annaw@ewald.com. Please contact Anna Wrisky at 651-290-6298 if you have any questions about the format of your files.

**Sponsor and Advertisement
Application Deadline:
December 12, 2008!**



Sponsorship, Advertisements & Scholarship Form

Please complete all information as you would like it to appear in convention materials

Company Name: _____

Contact: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

Our company would like to sponsor the following:

- Drill Rig Sponsor - \$2,500*
- Water Truck Sponsor - \$1,500*
- Pump Truck Sponsor - \$1,000*
- Back Hoe Sponsor - \$250
- Cups and Coozies = \$175

* Please fill out the Exhibitor Application along with this form if you choose one of these sponsor options.

Our company would like to buy the following ads for the convention brochure.

- \$400 Full page ad
(7" wide x 10" high)
- \$225 Half page ad
(7" wide x 5" high)
- \$125 Quarter page ad
(3.5" wide x 5" high)
- \$75 Business card-size ad
(3.5" wide x 2" high)

I would like to donate to the Dave Williams Foundation.

Amount I wish to donate: \$ _____

**SPONSOR &
ADVERTISEMENT
DEADLINE:
DECEMBER 12, 2008!**

(For office use only)

initials		fin.
date		
CK/CC		
amt. paid		
bal. due		

Total Enclosed: \$ _____

Check enclosed

Visa

MasterCard

Credit Card Number

Card Exp. Date

3-Digit Security Code

Cardholder Name

Cardholder Phone Number

Cardholder Signature

Date

Please return form with payment to:

MWWA, 1000 Westgate Drive, Suite 252,
Saint Paul, MN 55114, Fax 651-290-2266

Please call Dave Schulenberg, MWWA, at (651) 290-6285 to arrange special sponsorship packages.

Advertisements will be placed in the convention on-site brochure. This brochure will be given to over 400 attendees at the convention! All company logos and advertisements are due to the MWWA by January 2, 2009. Ads and logos must be BLACK & WHITE and high-resolution PDF files. They can be emailed to annaw@ewald.com. Please contact Anna Wrisky at 651-290-6298 if you have any questions about the format of your files.

MWWA Membership

Not a member? Join MWWA today and receive your booth at the discounted member rate! Membership fees are per company:

- \$220 Water Well Drilling Contractor
- \$220 Water Well Pump Dealer or Contractor
- \$220 Water Servicing Contractor
- \$220 Limited License Contractor
- \$160 Manufacturer and/or Supplier
- \$160 Allied Services
- \$50 Engineers and Technical Personnel

For more information, please contact our Managing Director, Dave Schulenberg at 651-290-6285.

Hospitality Rooms – First Come, First Served!

Monday night vendor hospitality space will be available on a first come first serve basis. There are three areas open for vendors during the Casino Night. The location will differ this year due to our location. Vendor reception area will be opposite the casino area. This year the Banquet and Casino Night will be located in the Great Lakes Ballroom of the Holiday Inn Hotel & Suites. Vendor Reception area(s) will remain open during and through Casino Night. All Vendor receptions must be done by 1:00am (Hotel policy).

If you are interested in hosting a vendor reception during Casino Night, please contact Cara Ilioff at 651-265-7856.

Auction - Monday

Immediately before the Casino Night begins, we will have our second annual auction. We will be auctioning off the following items, which are open to both vendors and contractors: Johnson Screen Lamp and the Dave Williams Drill Rig. All proceeds will go to the Dave Williams Foundation for Scholarships and Educational activities. If you have an item that you would like to offer for public auction, please contact the MWWA office.

We are looking for items to be on the prize table during Casino Night.

This is the highlight of the night—when we use our winnings to bid on gifts. We are looking for items with a suggested retail value of at least \$100. All donors will be announced when their donation is up for bid.

Send your booth representatives to an exciting night of Black Jack, Texas Hold'em, and Three-Way Action!

Casino timeline is as follows:

- | | |
|----------------|------------------------------|
| 6:00-8:30 p.m. | Casino Tables Open |
| 8:30-8:45 p.m. | Last "No Limit" Hand Cash-In |
| 8:45-9:00 p.m. | Prize Drawings |

Be sure to check the box on the Exhibitor Application to say that you plan to attend!



Reserve Your Hotel Room Today!

Holiday Inn Duluth

200 W 1st St

Duluth, MN 55802

Phone: (218) 722-1202

www.hiduluth.com

The following room rates are available until January 5, 2009:

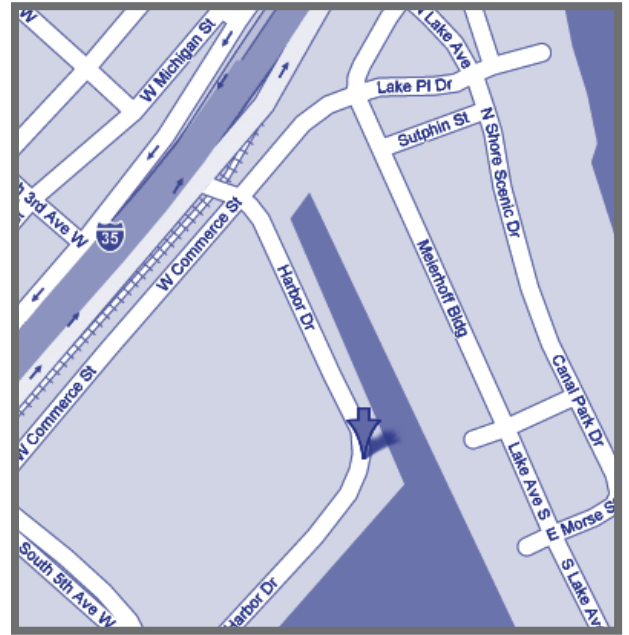
Single Room- \$67

Double Room- \$67

Triple Room- \$77

Quad Room- \$87

Reservations can be made at www.hiduluth.com or by calling 218-722-1202. Be sure to mention that you are with MWWA to get the special rates.



Map to the DECC

Getting to the DECC

FROM THE NORTH SHORE

Follow Hwy 61 South to Duluth

Take I-35 South exit (left at stoplights by Holiday)

Take Lake Avenue exit (#256B)

At stoplights, turn left

Immediately get into right lane

Turn right onto South Lake Avenue

After first set of stoplights, turn left onto Harbor Drive

FROM THE AIRPORT

Follow road to stop sign, take right onto Haines Road

At second set of stoplights (1.5 miles), take left onto Hwy 53/194

Go straight, through many stoplights until you see the lake

Turn right onto Mesaba Avenue

Get into the left lane and turn left at first stoplight

Immediately turn right onto Lake Avenue

Follow Lake Avenue to the bottom of the hill and over I-35

Turn right onto South Lake Avenue

After first set of stoplights, turn left onto Harbor Drive

FROM THE IRON RANGE

Follow Hwy 53 to Duluth

Continue to go straight past the mall and through many stoplights until you can see the lake

Turn right onto Mesaba Avenue

Get into the left lane and turn left at first stoplight

Immediately turn right onto Lake Avenue

Follow Lake Avenue to the bottom of the hill and over I-35

Turn right onto South Lake Avenue

After first set of stoplights, turn left onto Harbor Drive

FROM TWIN CITIES/SOUTHERN MN

Follow I-35 North to Duluth

Take Lake Avenue exit (#256B)

At stoplights, turn right onto Harbor Drive

FROM WISCONSIN

Follow Hwy 53/Hwy 2 to Superior, WI

Continue on Hwy 53 North over the John A. Blatnik Bridge

Merge onto I-35 North (exit to right after bridge)

Take Lake Avenue exit (#256B)

At stoplights, turn right onto Harbor Drive

DECC

350 Harbor Drive

Duluth, MN 55802

Phone: 218.722.5573

www.decc.org

Thank you to our MWWA
Convention Committee:

Brad Barott, Barott Drilling Services, Inc.

Katie Renner, E. H. Renner & Sons, Inc.

Ray Renner, E. H. Renner & Sons, Inc.

Roger Renner, E. H. Renner & Sons, Inc.

Richard Thron, Mantyla Well Drilling, Inc.

Dave Williams, Goodin Company

Judy Traut, Traut Wells

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