



97th ANNUAL

EXHIBITING 💧 SPONSORSHIP 💧 ADVERTISING



Minnesota Water Well Association Convention & Trade Show

January 27-30, 2019
Minneapolis Marriott NW
Brooklyn Park, Minnesota

Early Registration Deadline:
December 1, 2018

From the MWWA Convention Committee:

Dear potential vendor:

Thank you for taking the time to review this Exhibitor and Sponsor form for the 97th Annual MWWA Trade Show and Convention. We are looking forward to being back in Brooklyn Park at the Minneapolis Marriott NW. Please look through this prospectus and review the Sponsorship opportunities, as well as how to advertise and exhibit! Please note the following:

- Lunch on Monday is free for the booth representatives, and will start at 11:00 a.m.
- Vendors can attend any and all classes for free! – Booth representatives are welcome to join us at the Banquet and/or the Annual Meeting, we just ask that you mark the registration form appropriately so we have an accurate count.
- Exhibit hall bar comes out at 3:00 p.m.
- Casino Night is still a hit, and we would love to have you participate in the prize give-a-way at the end of the night. If you could supply a gift for the prize table with a minimum value of \$100, it would be appreciated.
- If you wish to be included in the on-site program, your registration needs to be in by the end of the year, and if you wish to take advantage of early discount rates, please register by December 1, 2018.

Advertisements

ADVERTISING OPPORTUNITIES

- \$300 – Full-page ad, 4.875" wide x 7.875" high
- \$225 – Half-page ad, 4.875" wide x 3.825" high
- \$125 – Quarter-page ad, 2.375" wide x 3.825" high
- \$75 – Business card-size ad, 3.5" wide x 2" high

Advertisements will be placed in the convention on-site brochure. This brochure will be given to attendees at the convention! All company logos and advertisements are due at MWWA by December 18, 2018. Ads and logos must be BLACK & WHITE, high-resolution EPS or PDF files. They can be emailed to dschulenberg@ngwa.org. Please contact David Schulenberg at 800-332-2104 if you have any questions about the format of your files.

SUSTAINING SPONSOR LEVEL – \$150

Open to all MEMBERS of the MWWA! Recognition will be given in the *Well Advised* newsletter and on signage at the Convention.

Casino Night Hospitality Sponsorship – During Casino Night, MWWA will have one Hospitality Bar available that we will be offering shared sponsorship for. We estimate the total cost of this function to be approximately \$5,000. As such, we will be opening this sponsorship opportunity up to anyone who would like to participate. Contact staff to indicate that you would like to participate in being a sponsor. The cost will be split evenly between all participating vendors, so the more that participate, the less it will cost each vendor. Participating sponsors will have their names and company logos on a banner located near the bar thanking them for their sponsorship.

Sponsorships



Become a sponsor by December 1 and take advantage of the special early bird rates. Event is marketed to more than 1,000 contractors. Use this opportunity to put your company's name in front of this audience.

SPONSORSHIP OPPORTUNITIES

Drill Rig Level – \$2,000 (by Dec. 1), \$2,500 (after Dec. 1)

- Free booth with premium location
- Free full-page ad in on-site program/directory
- Free half-page ad in *Well Advised* for one year
- Name and logo on all signage for the show
- Logo and link on MWWA website
- 30 drink tickets for attendees (Beer and Rail)

Water Truck Level – \$1,250 (by Dec. 1), \$1,500 (after Dec. 1)

- 50% off booth fee plus premium location (\$225-\$360 value)
- Free half-page ad in the on-site program/directory
- Free quarter-page ad in *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 Hoist Level – \$750 (by Dec. 1), \$1,000 (after Dec. 1)

- 25% off booth fee (\$138-\$180 value)
- Free quarter-page ad in on-site program/directory
- Free business card ad in *Well Advised* for one year
- 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 – \$300 (by Dec. 1), \$400 (after Dec. 1)

- Name and logo on all signage for the show
- Logo and link on MWWA website
- 15 drink tickets for attendees (Beer and Rail)

Trade Show Bar Sponsorship – \$500

- Sponsorship signage at bar on show floor
- 15 drink tickets
- Opportunity to place promotional materials at these location tables (responsibility of sponsoring company to produce and provide these materials)
- Recognition in onsite/directory piece
- Recognition in *Well Advised*

Banquet Sponsorship – \$750 (3 available)

- Sponsorship signage at banquet
- Recognition in onsite/directory piece
- Recognition in *Well Advised*

Ladies Event Sponsor – 2 available – \$250 Each

Sponsorship at event

- Recognition in on-site piece and in the *Well Advised*
- Ability to place promotional items for the outing at the registration desk
- Help offset the cost of transportation

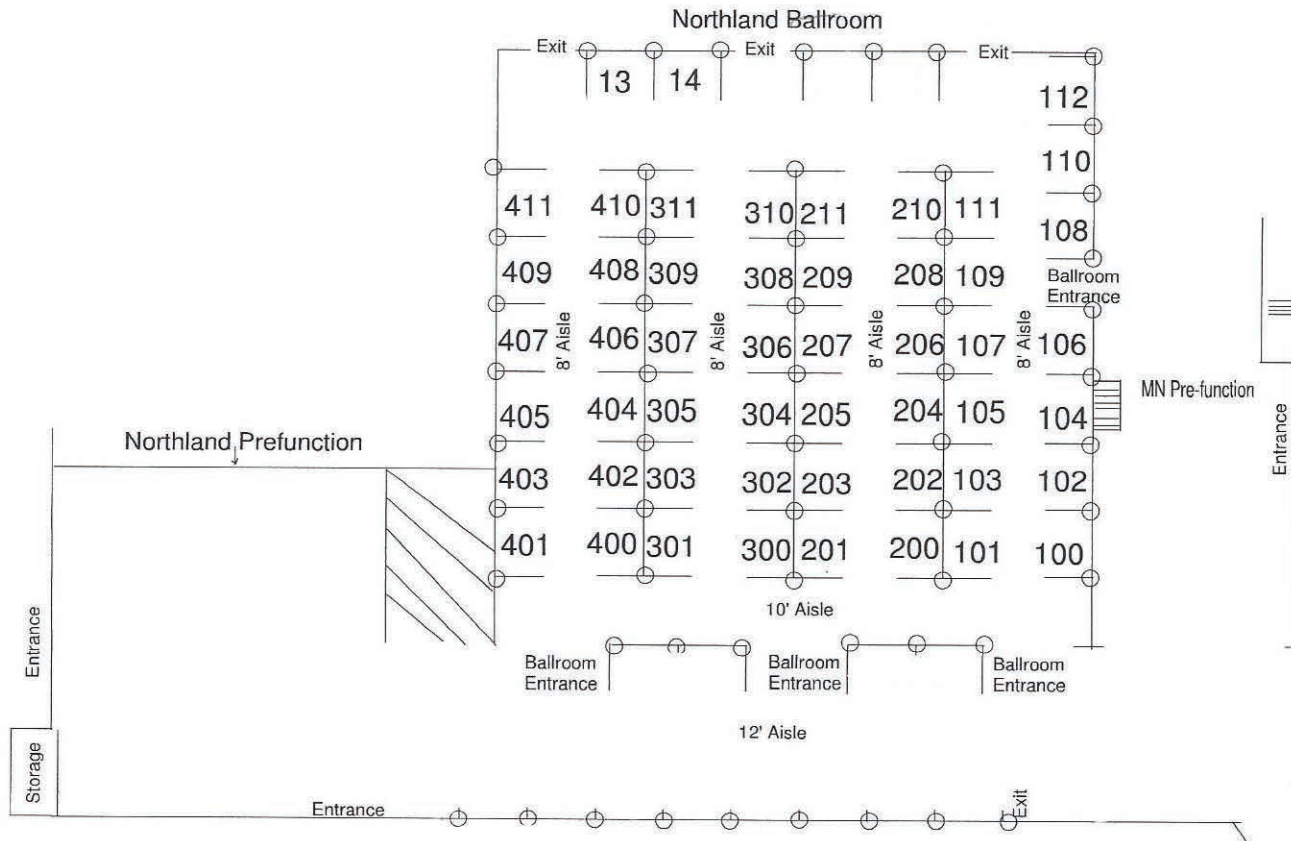
All companies participating in any level of sponsorship will be publicly thanked in the registration brochure (those committed to exhibit by the time it goes to print), at the convention, as well as in the follow-up newsletter that is sent out after the convention.

Exhibit Hall Layout



Marriot Minneapolis
Northwest Hallway, Northland Ballroom
January 27-30, 2019

Exhibit Hall 7'd x 10w' Booth Layout
 65 Booth Spaces 7' deep x 10'wide



BOOTH REGISTRATION INCLUDES:

- 10' x 7' exhibit booth with blue and silver draping
- Skirted table and two chairs
- 2 free booth representatives
- Additional booth representatives are \$55/person
- All booth representatives may attend all Monday sessions and Casino Night for free!
- Tickets for the Monday night dinner in the Casino Hall available for free!
- Your company listed on the MWWA's website (www.mwwa.org)!
- Tuesday lunch and annual meeting

EXHIBIT BOOTH*

MEMBERS

1st booth = \$600
 Additional booths = \$425 each

NONMEMBERS

1st booth = \$770
 Additional booths = \$475 each

* Prices reflect after December 1 2018 rates.
 Register early for reduced rates.

SPECIAL OFFER! DISCOUNTED BOOTH FEE!

Register your booth by December 1, 2018 and receive the Early Bird Booth Rate AND you will be listed in the convention registration brochure as a "Featured Exhibitor"!

Registration form AND payment must be received by December 1, 2018 in order to qualify for the Early Bird Rate.

Booth Display Rules

1. TRADE SHOW SCHEDULE

Exhibit booth set-up:	Sunday, January 27, 2019	1:00–6:00 p.m.
Additional booth set-up:	Monday, January 28, 2019	7:00 am–12:00 p.m.
Trade show:	Monday, January 28, 2019	12:00–4:30 p.m.
Tear-down:	Monday, January 28, 2019	4:30 p.m.

2. SPACE

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

3. BOOTH ASSIGNMENTS

Booth and/or equipment space assignments are made on a first come, first served 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 equipment space layout.)

4. FIRE/SAFETY CODES

Each booth operator and vehicle equipment owner must comply with all federal, state, local, and Northwest Marriott fire and safety codes. This includes disconnecting the battery and having gas tanks nearly empty.

5. 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.

6. 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 Minneapolis Marriott NW will not be responsible for any injury that may occur to booth operators, their associates, or employees.

7. ELECTRICAL, INTERNET, and SHIPPING FREIGHT

After signing up to exhibit, companies will be able to place orders for additional services online or via forms that will be provided. If you have questions, please contact Dave Schulenberg at 800-332-2104.

8. FOOD and BEVERAGES

The sale and serving of food, beverage, and concessions of any kind is not permitted in the Minneapolis Marriott NW except with prior written permission from the Minneapolis Marriott NW.

9. HOSPITALITY AREAS

Monday night, vendors will be able to have the opportunity to be a participating host of the hospitality area (one bar and food tables) of Casino Night. The vendor hospitality area will remain open during and through Casino Night. The vendor hospitality area must end by midnight (hotel policy). If you are interested in being a participating host of the hospitality area during Casino Night, please contact the MWWA office at 800-332-2104.

10. CANCELLATION POLICY

Cancellation policy applies to all items purchased on the exhibitor application form. With written cancellation notice received by 5:00 p.m. on December 18, 2018, cancellations will receive a refund, less a \$100 administrative charge. Cancellations after December 18, 2018 are nonrefundable. Notices of cancellation must be faxed to the MWWA office at 614-898-7786. No-shows will not receive refunds.

11. PAYMENT POLICY

To be considered preregistered, MWWA must receive your payment with this form.

Preliminary Schedule (subject to change)

SUNDAY-JANUARY 27

- 1:00-6:00 pm Registration – Northland Prefunction
- 2:00-5:00 pm MWWA Board of Directors Meeting – Lake Superior Board Room (lower level)
- 5:00-11:00 pm MWWA Hospitality – Marriott Hospitality Rooms

MONDAY-JANUARY 28

- 7:00-10:00 am Registration – Northland Prefunction
- 8:00-8:50 am Cable Safety / Look Up and Live – (1CE) – Elm Creek Amphitheater
- 9:00-9:50 am Use of Chemicals in Water Well Industry – (1CE) – Elm Creek Amphitheater
- 9:00 am-1:00 pm Ladies Program (Subject to change) (Pre-registration necessary) “Wine Making and Tasting”, Lunch to follow. Ticket to the Banquet is included with your registration to the Spouse Program. Please indicate on the registration form if you will be attending the annual meeting (also included in the Spouse Registration).
- 10:00 am-Noon MDH Update (2 CE) – Elm Creek Amphitheater
- 11:00 am Lunch Opens for Vendors – Hennepin Salon 1
- 12:00-4:30 pm Trade Show Floor Open and Lunch – Exhibits open in Northland Ballroom, Lunch in Hennepin Salon 1
- 5:30-7:00 pm Banquet** – DWF Presentation, Auction, NGWA Update, Lobbyist Update, Award Presentations
Hennepin Salon 1 & 2
- 7:00-11:00 pm Casino Night – Hennepin Salon 3

TUESDAY-JANUARY 29

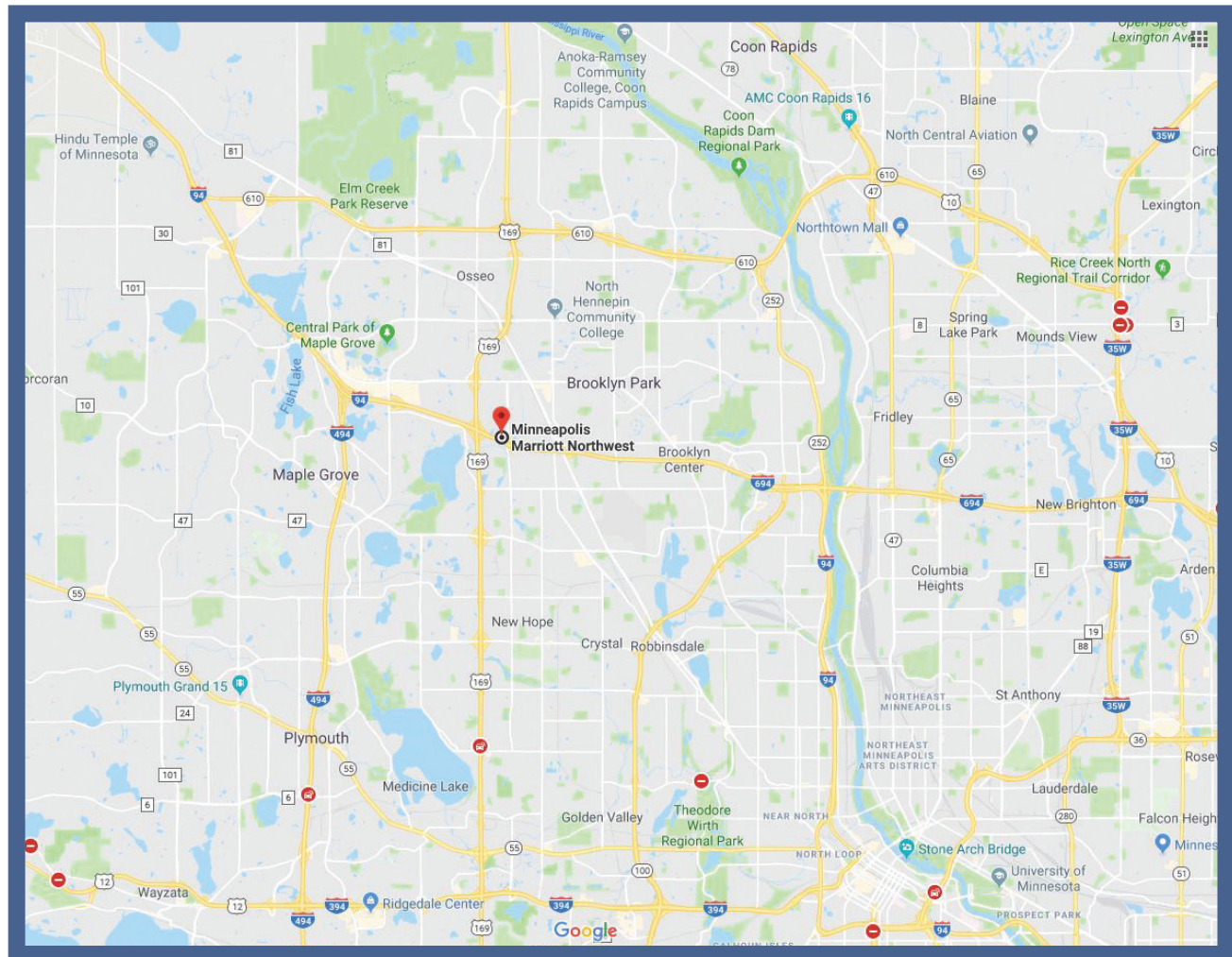
- 6:30 am Registration Opens – Northland Prefunction
- 7:00-8:30 am Annual Meeting – Buffet Breakfast** – Hennepin Salon 3
- 8:30-9:30 am McElhiney Lecture (1 CE) – Elm Creek Amphitheater
- 9:30-10:30 am DNR Update (1 CE) – Elm Creek Amphitheater
- 8:30 am-12:30 pm Quickbooks for the Office – Arbor Lakes Room (Pre-registration necessary, Lunch included)
- 10:45-11:45 am VFD Roundtable (1 CE) – Elm Creek Amphitheater
- 12:00-1:00 pm Past Presidents Meeting – Arbor Lakes Room
- 1:15-4:00 pm Final Board Meeting – Lake Superior Ballroom
- 4:00-6:00 pm Plumbing Course, Part 1 – Water Conditioning, 2 hours on Water Conditioning with Scott Thompson
Hennepin Salon 3

WEDNESDAY-JANUARY 30

- 8:00 am-2:30 pm Plumbing Course – Includes 6 hours of code with Scott Thompson – Hennepin Salon 3

** - denotes this is a ticketed event. (Tickets must be presented to attend this event.)

Reserve Your Hotel Room



Minneapolis Marriott Northwest

7025 Northland Dr N.
Brooklyn Park, MN 55428
(763) 536-8300
www.marriott.com

The following room rate is available:
\$115 USD per night

Additional information is available on the Association home page. Go to www.mwwa.org (<http://www.mwwa.org>) to get your link to the Minneapolis Marriott NW.

MWWA Membership

Not a member?

Join MWWA today and receive your booth at the discounted member rate!

Membership fees are per company:

\$295 Manufacturer and/or Supplier

\$295 Allied Services

For more information, please contact our Executive Director, Dave Schulenberg, at 800-332-2104.

Hospitality Areas – First Come, First Served!

Auctions and Entertainment – Monday Night

Prior to the start of Casino Night, we will host our annual auction. If you have an item you would like to offer for public auction, please contact the MWWA office. All proceeds will go to our one hundred year celebration.

We will also have donated items on the prize table during Casino Night.

A highlight of the night is using casino winnings to bid on gifts.

We are looking for items with a suggested retail value of \$100 or less.

All donors will be announced when their donation is up for bid.

This is separate from the silent auctions in the vendor booths.

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

CASINO TIMELINE IS AS FOLLOWS:

- 7:00–10:30 p.m. Casino Tables Open
- 10:15 p.m. Last "No Limit" Hand Cash-In
- 10:30 p.m. Prize Drawings

Be sure to check the box under "Additional Booth Options" on the exhibitor application to say that you plan to attend!





Casino Night Hospitality Area

Sign Up form

This year during Casino Night, MWWA will have one Hospitality Bar available that we will be offering shared sponsorship for. In looking at past Casino Night events, we have estimated the total cost of this function to be approximately \$5,000. As such, we will be opening this sponsorship opportunity up to anyone who would like to participate. Simply contact Dave Schulenberg at the MWWA office to indicate that you would like to participate in being a sponsor for the Casino Night Bar. The cost will be split evenly between all participating vendors, so the more that participate, the less it will cost each vendor. The Association will handle all of the details for getting the bar set up and ordering the food, and no drink tickets will be needed to be handed out. Participating sponsors will have their names and company logos on a banner located near the bar thanking them for their sponsorship.



If you are interested in participating, please fill out the form below and return to the MWWA office. You will be invoiced for your sponsorship amount after the convention.

YES, I am interested in participating in being a Casino Night Bar/Food Sponsor

Name: _____

Company: _____

Contact Information: _____

Fax: Fax sponsorship form to 614 898-7786

Email: Email sponsorship form to mwwa@ngwa.org

Phone: Call to reserve your sponsorship, 800 332-2104

Mail: Mail sponsorship form to:

MWWA
601 Dempsey Rd.
Westerville, OH 43081



Exhibitor/Sponsor Application

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

BOOTH PREFERENCE:

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

Check all that apply:

EXHIBITS BOOTHS

	Early Bird		After December 1	
	Member	Nonmember	Member	Nonmember
Single	\$550	\$700	\$600	\$770
Double	\$870	\$1,045	\$925	\$1,145
Additional	\$375	\$425	\$425	\$475

BOOTH REPRESENTATIVES (Please print names clearly)

- FREE! 1. _____
- FREE! 2. _____
- \$55 3. _____
- \$55 4. _____

BULK EQUIPMENT SPACE

Yes! We would like bulk equipment space.

- Member - No charge
- Nonmember - @ \$2 per square foot.
 Gross weight of vehicle _____ lbs.
 Length _____ x Width _____ = _____ Total square feet

ADDITIONAL EXHIBITOR OPTION

If you are planning to attend, please indicate the number of tickets you will need (no charge), as well as any prize you might be able to donate.

- _____ Casino Night & Dinner
- YES! We will donate items for the Monday evening prize table!
 I will donate the following item(s):

- Ladies Program

SPONSORSHIPS

Our company would like to sponsor the following:

	Early Bird	After Dec 1
<input type="radio"/> Drill Rig Sponsor	\$2,000	\$2,500
<input type="radio"/> Water Truck Sponsor	\$1,250	\$1,500
<input type="radio"/> Pump Hoist Sponsor	\$750	\$1,000
<input type="radio"/> Back Hoe Sponsor	\$300	\$400
<input type="radio"/> Sustaining Sponsor	\$150	\$150
<input type="radio"/> Trade Show Bar Sponsorship	\$500	\$500
<input type="radio"/> Banquet Sponsorship	\$750 (3 available)	\$750
<input type="radio"/> Casino Night Hospitality Sponsorship (shared sponsors)	\$5,000	
<input type="radio"/> Drink Tickets-Trade Show Floor		
\$70 per pack of 10, No. of packs _____ x \$70 = \$_____ Total		

ADVERTISEMENTS (DECEMBER 18 DEADLINE)

Our company would like to buy the following b&w ads for the convention program.

- \$300 Full-page ad (4.875" wide x 7.875" high)
- \$225 Half-page ad (4.875" wide x 3.825" high)
- \$125 Quarter-page ad (2.375" wide x 3.825" high)
- \$75 Business card-size ad (3.5" wide x 2" high)

SCHOLARSHIP FOUNDATION

I would like to donate to the Dave Williams Foundation.
 Amount I wish to donate: \$ _____

LEGAL FUND

I would like to donate to the MWWA Legal Fund.
 Amount I wish to donate: \$ _____

PAYMENT INFORMATION

To be considered preregistered, MWWA must receive your payment with this form. Any registrations received prior to December 1, 2018 receive the early bird rate.

Grand total: \$ _____

- Check enclosed (made payable to MWWA)
- Visa
- MasterCard

Credit Card Number _____
 Card Exp. Date _____ 3-Digit Security Code _____
 Cardholder Name _____
 Cardholder Phone Number _____
 Cardholder Address _____

I approve the above amount to be charged to the credit card indicated.
 Cardholder Signature _____
 Date _____

AGREEMENT

Signer agrees to the rules governing all aspects of exhibit and equipment space, as printed in this packet, including all Booth Display Rules on page 4.

Printed Name _____
 Signature _____
 Date _____

(For office use only.)

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

PLEASE RETURN FORM WITH PAYMENT TO:

Minnesota Water Well Association
 601 Dempsey Rd.
 Westerville, OH 43081
 800-332-2104 Phone
 614-898-7786 Fax



Minnesota Water Well Association
601 Dempsey Road
Westerville, OH 43081
800 332.2104 Phone
614 898.7786 Fax
www.mwwa.org

Thank you to our MWWA Convention Committee:

Dave Bokelman
David Henrich
Dave Traut
Dennis Koepp
Jessica Kraft-Thron
Jeff Thron
Richard Thron
Katie Renner
Ray Renner
Roger Renner
Dave Schulenberg – Executive Director

Special Discount Offers!

DECEMBER 1, 2018 IS THE MAGIC DATE!

Exhibit Booths: Register your booth by December 1, 2018 to receive the Early Bird Rate!

Registration form AND payment must be received by December 1, 2018 in order to qualify for these discounts.