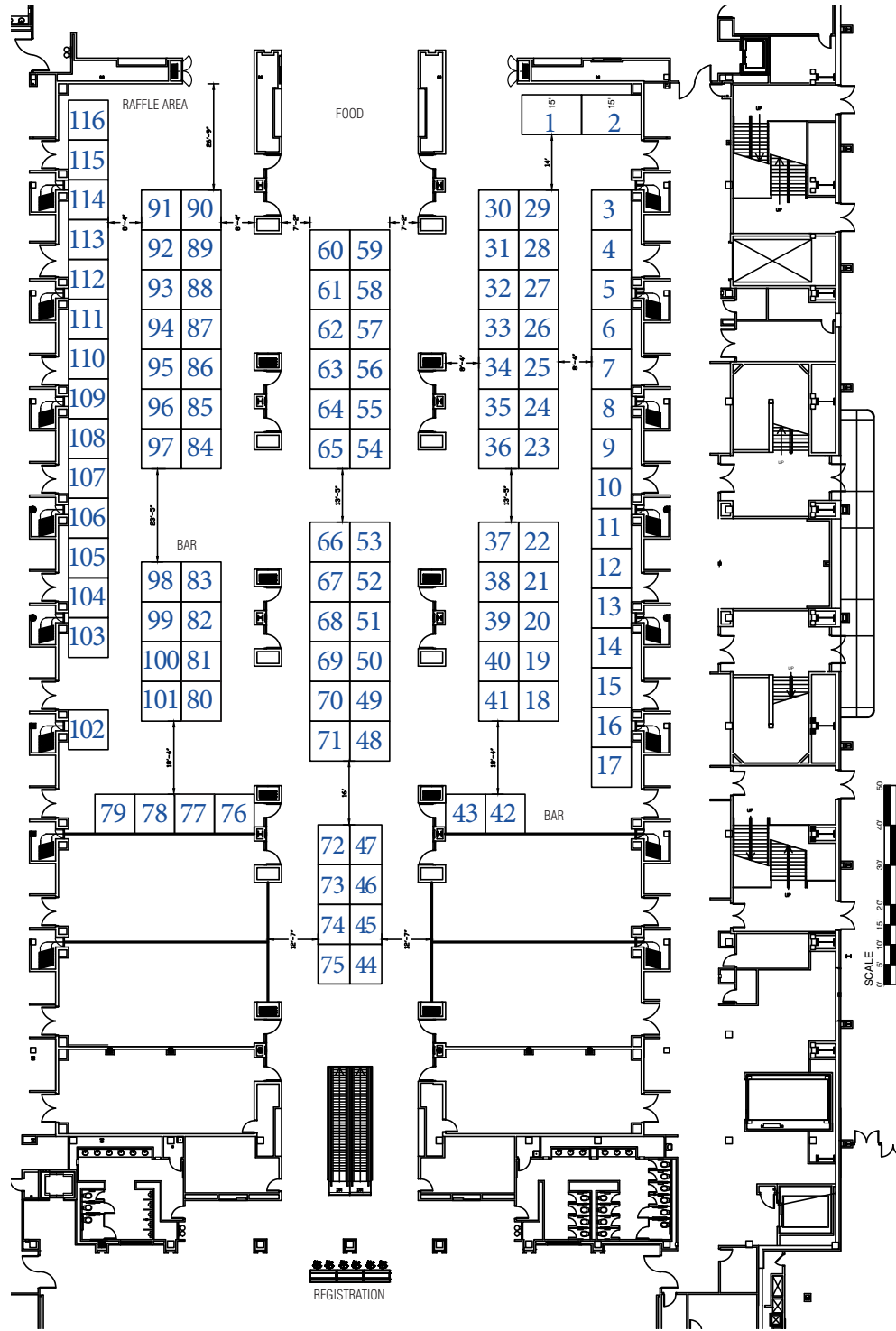


**Community Choice Credit Union
Convention Center Meeting Room
EXHIBITION HALL FLOOR PLAN**



**PLEASE CHOOSE THE EXHIBIT BOOTH SPACE
THAT BEST SUITS YOUR COMPANY'S NEEDS!**



4221 S. 22nd Avenue East | Newton, IA 50208

**Your Success
Equals Our Success!**
See additional details inside!

2018 ANNUAL CONFERENCE



**FEBRUARY
12-13, 2018**



**IOWA RURAL WATER ASSOCIATION'S
43RD ANNUAL CONFERENCE**

**FEBRUARY 12-13, 2018
VETERANS MEMORIAL CENTER**

COMMUNITY CHOICE CREDIT UNION CONVENTION CENTER - DES MOINES, IOWA
HOST HOTEL - HOLIDAY INN DOWNTOWN DES MOINES



Welcome Letter

Dear Associate Member,

Iowa Rural Water Association's 43rd Annual Conference, the **largest water and wastewater conference held in Iowa**, is scheduled for February 12-13, 2018 at the Iowa Events Center in Des Moines, Iowa. Some highlights of the conference plan include:

- A convenient exhibit hall floor plan and classroom locations.
- Monday Night Welcome Reception offering snacks and beverages, games, prizes and \$500 giveaway.
- A Sportsman Raffle for attendees and vendors. You have the opportunity to both donate a raffle item and purchase raffle tickets.
- Tuesday Night IRWA Event at the Holiday Inn with Comedian Tim Bedore

Easy online registration at http://iowaruralwater.org/events_annual_conference.html. Contact Cathy Law with any questions at 641-787-0330 or claw@iowaruralwater.org.

Sponsorship Opportunities

Special recognition will be given to all sponsors in our membership directory, our magazine, on our website and at several different locations during the conference. Send your company logo in .eps format. **See the Sponsorship form for further details.**

Sportsman Raffle

Purchase raffle tickets for a chance to win a great prize donated by the IRWA Associate Membership (You). This raffle is a fundraiser put on by the vendors to raise funds for the IRWA Emergency Response Initiative. You can purchase your tickets in the Exhibit Hall Monday Evening and all day Tuesday. Winners will be announced at the Tuesday Evening Sportsman Raffle Social. If you have an item valued at a minimum of \$150.00 or more that you wish to donate to the raffle, contact Sportsman's Raffle committee member Kevin Jacobson with Central Iowa Televising at kevinj.cit@gmail.com or (515) 291-8784.

Plinko

Attendees can also play Vendor Plinko in the Exhibit Hall. Each Attendee has a Plinko ticket on their registration sheet. They turn it in at Plinko for a chance to win a prize donated by our Vendors. Prizes range from \$100.00 gift cards, water bottles, caps, key chains, etc. (anything with a value less than \$150.00). If you have a prize or prizes to donate, contact Cathy Law at claw@iowaruralwater.org and list your donation items. You can also check in with an IRWA Staff Person at the registration desk during the conference. Winners will be sent to your booth to pick up their prize unless otherwise directed.

Important Exhibitor Information

CONTACT PERSON / ADDRESS:

Cathy Law (Iowa Rural Water Association) | claw@iowaruralwater.org
4221 S. 22nd Ave East | Newton, IA 50208 | 641-787-0330 | FAX: 641-787-0331

EXHIBIT HALL ADDRESS: 730 Third Street | Des Moines, Iowa 50309

DATE OF CONFERENCE: FEBRUARY 12-14, 2018

EXHIBITOR REGISTRATION/SET UP: Monday, February 12th - 1:00 to 3:30 PM

SCHEDULE:

Monday, February 12th - Welcome Reception in Exhibit Hall - 3:30 to 6:00 PM
Tuesday, February 13th - Exhibits Open 7:30 AM to 5:00 PM, Tear Down After 5:00 PM
*****For a Complete Conference Schedule, visit www.iowaruralwater.org*****

GENERAL: The Iowa Rural Water Association acts for exhibitors and their representative in the capacity of agent, not as principal. The Iowa Rural Water Association assumes no liability for any act of omission or commission in connection with this agency. Exhibitor and his representatives hereby release the Iowa Rural Water Association from any and all liabilities to them for loss or damage ensuing from any cause by or resulting from the negligence of the Iowa Rural Water Association, servants and employees.

The exhibitor and his representatives agree to hold the IRWA harmless from any and all claims for loss or damage asserted against the IRWA by any person as a result of or in any way connected with the wrongful acts or negligence of the exhibitor. In the event of conflicts regarding space requests or conditions beyond its control, the IRWA reserves the right to revise the floor plan. Exhibitors agree to abide by the conditions of the contract published in this prospectus and by all conditions under which space at the Iowa Events Center is leased to the IRWA.

Exhibitors assume the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Center premises and will indemnify, defend, and hold harmless the Center, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims. Exhibitors accept responsibility for informing all of their agents of these conditions and agree that they will abide by them.

ASSIGNMENT/COST/PAYMENT OF SPACE: Booth assignments are made in order of receipt of signed contract and full payment. Booth cost includes one 8' draped and skirted table, two chairs, a wastebasket, the Monday night Welcome Reception, 2 tickets to the Tuesday Awards Luncheon and Free WiFi. **Additional tickets may be purchased for the Tuesday luncheon.**

BOOTH CONTRACTOR: Freeman Decorating. Each 10 x 10 booth space will be set with 8' high blue back drape and 3' high blue side drape. Each booth will also receive 1-8' table skirted in blue, 2 folding chairs, 1 wastebasket and a 7" x 44" one-line identification sign.

CANCELLATION: If an exhibitor cancels **prior to January 21, 2018**, IRWA will retain an administrative fee of **\$100.00**. If an exhibitor cancels **after January 21, 2018**, they will forfeit the entire amount. All cancellations must be received in writing.

ELECTRICAL/SHIPPING SERVICE: All exhibitors will receive a link to Freeman Online with their registration confirmation. It will include information on how to order electricity and additional booth equipment. Also included will be a Show Site Shipping Address, should you choose to send your booth before the conference.

TEAR DOWN: No early tear down of exhibits is permitted. Exhibitors who tear down early will **not be invited back** to next year's conference. Tear Down is on **Tuesday, from 5:00 PM til 6:30 PM**. All exhibitors must have their exhibit equipment and displays removed from the exhibit hall and other IRWA Conference Exhibit areas no later than 6:30 pm.

FLOOR PLAN: Please see the back of application.

HOTEL RESERVATIONS: The host hotel will be the Holiday Inn Downtown (515)-283-0151. Additional rooms are available at the Downtown Marriott, (515) 245-5500. Exhibitors should identify themselves as being part of the IRWA Conference to receive special rates. Holiday Inn rate=\$97.00 Marriott rate=\$128.00

PROGRAM LISTING: Exhibitors who return their contract by December 1st will be listed in the final conference program.

Thank You!

*In advance for Partnering with IRWA to make this the best conference to date!
Your registration is greatly appreciated!*

Exhibit Application • Feb. 12-13, 2018

PLEASE FILL OUT THIS FORM AND RETURN IT ALONG WITH PAYMENT TO OUR OFFICE:

Iowa Rural Water Association | 4221 S. 22nd Ave East | Newton, IA 50208 | 800-747-7782

Company Name: _____

Contact Person: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Cell: _____ Fax: _____

E-Mail: _____

CONTACT INFORMATION

BOOTH COST: (Includes the Welcome Reception & 2 tickets to the Tuesday Awards Luncheon.)

IRWA Members - \$585 Non-Members - \$785

BOOTH SPACE: Booth assignment is made on a first-come, first-serve basis. List three booth preferences. (see back of this panel for floor plan)

1. _____ 2. _____ 3. _____

Are there companies you prefer not to be placed by? If so, please list them. Every effort will be made to honor your request. _____

Please print the names of the people who will be staffing your booth.

_____ **Additional Tuesday Award Luncheon Tickets. (2 included with booth fee)**
Payment must be included. (Additional Lunch Tickets - \$20)

By signing this application, the exhibitor agrees to the rules and regulations as described in this prospectus. The exhibitor agrees to accept relocation should it become necessary for reasons beyond control of the Iowa Rural Water Association.

Name _____

Phone _____

This Section for Office Use Only

Booth Number _____

Date Paid _____

Amount _____ Check No. _____

EXHIBIT BOOTH ASSIGNMENT

SPONSORSHIP OPPORTUNITIES: Mark your selection. All sponsorships include electricity service at your booth, a "thank you" in the next issue of the Water Street Journal and recognition in our membership directory and website and on signage/Final Program of Annual Conference if provided before 12/01/17.

In addition: (send your company logo in .eps format to claw@iowaruralwater.org)

- Bronze will include Business Card sized ad in Annual Conference Program
- Silver will include Full Page ad in Annual Conference Program
- Gold will include small logo on back of conference t-shirt
- Platinum will include large logo on back of conference t-shirt

Sponsorship Level	Amount
<input type="checkbox"/> Bronze Level Sponsorship	\$500
<input type="checkbox"/> Silver Level Sponsorship.....	\$1000
<input type="checkbox"/> Gold Level Sponsorship.....	\$2500
<input type="checkbox"/> Platinum Level Sponsorship	\$4000

SPONSORSHIP

ANNUAL CONFERENCE PROGRAM ADVERTISING: All ads must be black/white & provided electronically by 12/01/17

- Business Card Ad.....\$350
- Full Page Ad
- 5 x 8 Back Page Ad.....\$750

ADVERTISING

PAYMENT METHOD:

MAKE CHECKS PAYABLE TO: Iowa Rural Water Association | 4221 S. 22nd Ave E. | Newton, IA 50208
For security purposes, if paying by credit card **REGISTER ON-LINE AT WWW.IOWARURALWATER.ORG**

PAYMENT