

AWRA 2024 SPRING CONFERENCE

APRIL 8-10 | Tuscaloosa, AL

Bryant Conference Center at
the University of Alabama



SPONSOR | EXHIBIT | ADVERTISE

Water Risk and Resilience: Research and Sustainable Solutions

Water risk is an ongoing concern due to population growth, urbanization, frequency of extreme climate events, sea-level rise and melting glaciers, degraded landscapes, aging infrastructure, and inequitable access to clean drinking water. It is imperative that water professionals from various sectors collaborate and share cutting-edge solutions to future risks.



#AWRA2024

www.awra.org | events@awra.org

TOP 5

Reasons to experience the AWRA Conference advantage!

- 1 Access to Top Water Resources**
The best and brightest come to this conference to see what's next in geospatial and technological tools.
- 2 Showcase Your Products & Solutions**
The Opening Reception and all networking breaks take place in the exhibit area.
- 3 Branded Visibility**
Reinforce your visibility among water resources management professionals.
- 4 Generate Leads**
Maximize your marketing and lead generation with an exhibit booth placed in high visibility locations.
- 5 Flexible Prices & Options**
Four levels of packaged sponsorships and a la carte options give you budget and visibility flexibility.

WHO ATTENDS?

Engineers, Educators,
Economists, Planners,
Foresters, Biologists, Soil
Scientists, Ecologists,
Geographers, Chemists,
Regulators, Physicists,
Hydrologists, Geologists,
Limnologists, Attorneys,
Policy/Regulatory
Experts, & Students

Secure your
sponsorship
by February
8!

SECTORS:

Federal Government
Consulting/Water Use
Industry
Education/Research
Nonprofit

QUESTIONS?

Contact
events@awra.org

SPONSOR PACKAGES

Packaged options maximize your exposure and showcase your brand throughout the conference.

PLATINUM SPONSOR: \$8,000+

- Sponsorship of and 4-minute speaking time at the luncheon or opening reception.
- Opportunity to have a 30-minute *Engagement Break session on an emerging topic during one lunch.
- Recognition and signage at your chosen event.
- One banner ad In the AWRA Conference App with link to the sponsor's website.
- Logo in the conference app, on the conference website, and onsite signage.
- Two full conference registrations.
- One complimentary exhibit space, first-come, first-served.
- One pre- or post-conference email to AWRA database (Text sent to & by AWRA).
- Create, market, and link attendees to your sponsor page on the AWRA Conference App.

GOLD SPONSOR: \$5,000+

- Sponsorship of and 4-minute speaking time at the luncheon or opening reception.
- Opportunity to have a 30-minute *Engagement Break session on an emerging topic during one lunch.
- Recognition and signage at your chosen event.
- One promoted notification with an image in the AWRA Conference App.
- Logo in the conference app, on the conference website, and onsite signage.
- One full conference registration.
- 50% off exhibit space, first-come, first-served.
- One pre- or post-conference email to AWRA database (Text sent to & by AWRA).
- Create, market, and link attendees to your sponsor page in the AWRA Conference App.

SILVER SPONSOR: \$3,000+

- Sponsorship of the special night event or student luncheon (if available).
- Recognition and signage at your chosen event.
- Logo in the conference app, on the conference website, and onsite signage.
- Create, market, and link attendees to your sponsor page on the AWRA Conference App.

BRONZE SPONSOR: \$1,000+

- Co-sponsorship of one morning networking (coffee) break.
- Logo in the conference app, on the conference website, and onsite signage.
- Create, market, and link attendees to your sponsor page on the AWRA Conference App.

***Engagement breaks** are typically held in a separate space/room where sponsors can engage with attendees during one lunch (12:00-1:15 PM). You will want an engaging topic, an interactive format (not just talking at people), a call to action, or an engaging presenter and whom people will want to hear. Please email events@awra.org to plan your engagement break session if you choose to have one.

EXHIBIT & A LA CARTE OPTIONS

Pick from these options to customize how you want to connect with the water resources community.

EXHIBIT HALL DETAILS

Fees: \$1,500 (National Partner Member) or \$1,800 (Nonmember)

Rental Includes:

- One tabletop with two chairs.
- Booth ID sign.
- Opening reception and refreshment breaks in exhibit area.
- One full conference registration; one more registration for \$300.
- Create, market, and link attendees to your exhibitor page on the AWRA Conference App.

Exhibit Dates & Hours:

- Monday, April 8 from 8:00 AM – 3:30 PM
- Monday, April 8 from 5:00 PM – 6:30 PM (Opening Reception)
- Tuesday, April 9 from 8:00 AM – 3:30 PM
- Wednesday, April 10 from 8:00 AM – 1:30 PM

A LA CARTE OPTIONS OR ADD-ONS

- AWRA Conference App - \$2,500 includes benefits of Bronze Sponsor or higher
- Provide Conference Swag to Conference Attendees - \$2,500

WATER RESOURCES IMPACT ADS

- Advertising deadline: December 1, 2023
- Exhibitors & Sponsors receive 20% discount
 - Outside back cover: \$1,899
 - Inside back/front cover: \$1,799
 - Full Page: \$1,699
 - 1/2 Page: \$849
 - 1/4 Page: \$549

MARKETING EMAILS

- Conference Attendees: \$300
- AWRA Membership: \$500
- AWRA Full Database: \$1,500

ATTENDEES ASK ABOUT:
Software
Hardware
Programs
Services
Continuing Education & Certificate Programs



ADVERTISING SPECS

Use these specifications for creating digital content for the AWRA Conference App. There will not be a printed conference program.

AWRA CONFERENCE APP

- Banner Ad + Link: 1200 W x 200 H, horizontal/static, 200KB or less, .PNG or .JPG; Hyperlink
- Promoted Notification: Subject Line + 50-word description; .PNG or .JPB image
- Sponsored Session: Include a featured tag; 25-word description; no images

Use these specifications when creating ads for Water Resources IMPACT Magazine.

OUTSIDE BACK COVER

- 8.5" W x 11" H
- Formats accepted: .PNG, JPEG, PDF
- Raster art must be at least 300 dpi at 100% size.
- Color specifications: RGB and CMYK

INSIDE BACK/FRONT COVER

- 8.5" W x 11" H
- Formats accepted: .PNG, JPEG, PDF
- Raster art must be at least 300 dpi at 100% size.
- Color specifications: RGB and CMYK

FULL PAGE

- 7.5" W x 9.5" H
- Formats accepted: .PNG, JPEG, PDF
- Raster art must be at least 300 dpi at 100% size.
- Color specifications: RGB and CMYK

HALF PAGE

- 7.5" W x 4.75" H, Horizontal
- Formats accepted: .PNG, JPEG, PDF
- Raster art must be at least 300 dpi at 100% size.
- Color specifications: RGB and CMYK

QUARTER PAGE

- 3.75" W x 4.75" H, Vertical
- Formats accepted: .PNG, JPEG, PDF
- Raster art must be at least 300 dpi at 100% size.
- Color specifications: RGB and CMYK

SPONSORSHIP FORM

Complete and return this form with your payment by February 8, 2024.

Sponsoring Company/Organization Name

Mailing Address

City

State

Zip

Primary Contact, First Name

Last Name

Telephone

Email

Who else should we thank for the sponsorship? List name and email.

SELECTED SPONSORSHIPS

Sponsorship Package: Platinum Gold Silver Bronze

A La Carte/Add-ons: Conference App Conference Swag

Water Resources IMPACT Magazine Ads:

Outside back cover Inside back/front cover Full Page 1/2 Page 1/4 Page

Marketing Emails: Attendees AWRA Membership AWRA Full Database

PAYMENT INFORMATION

Full payment must accompany this registration form. AWRA's Federal ID# is 37-6076418.

Total Amount (USD) \$ _____ Method of payment: Check Credit Card

Checks made payable to the American Water Resources Association and mailed to AWRA, PO Box 2663, Woodbridge, VA 22195.

THIS FORM MUST BE INCLUDED WITH YOUR CHECK. There will be a 10% surcharge if you must change your credit card to a different number than below. I authorize AWRA to charge this credit card:

VISA

MasterCard

American Express

Diners

Discover

Card #

Exp. Date (MM/YYYY)

CSC Code

Card Billing Address

City

State

Zip

Name shown on card

Authorized Signature

Cancellation Policy: A cancellation penalty of 50% is charged if canceled prior to February 8, 2024. No refunds are given after February 8, 2024. Cancellation requests must be made in writing.

EXHIBITOR FORM

Complete and return this form with your payment by February 8, 2024.

Exhibiting Company/Organization Name

Mailing Address

City

State

Zip

Primary Contact, First Name

Last Name

Telephone

Email

Who else should we thank for exhibiting? List name and email.

EXHIBIT SPACE DETAILS

To qualify for the member rate, your organization must be an AWRA National Gold or Silver Partner Member. Professional or AWRA State Section memberships do not qualify for the discount.

AWRA National Gold/Silver Member Nonmember Additional Exhibitor

Name(s) of Individual(s) Staffing Exhibit Space):

1st Exhibitor Representative Name (First/Last) - Included

Email

2nd Exhibitor Representative Name (First/Last) - Add \$300

Email

Number of exhibit spaces needed: _____ Booth Number Preference: 1st _____ 2nd _____ 3rd _____

NOTE: Booth assignments will not be made until payment is received. See last page for booth locations.

Exhibit support services needed: _____ Electrical outlet _____ Internet connection

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Total Amount (USD) \$ _____ Method of Payment: _____ Check _____ Credit Card

Checks made payable to the American Water Resources Association and mailed to AWRA, PO Box 2663, Woodbridge, VA 22195. THIS FORM MUST BE INCLUDED WITH YOUR CHECK. There will be a 10% surcharge if you must change your credit card to a different number than below. I authorize AWRA to charge this credit card:

_____ VISA _____ MasterCard _____ American Express _____ Diners _____ Discover

Card #

Exp. Date (MM/YYYY)

CSC Code

Card Billing Address

City

State

Zip

Name shown on card

Authorized Signature

_____ I have read, understood, and agree to comply with the Exhibit Agreement (next page), including the cancellation policy and liability clause.

EXHIBITOR AGREEMENT

AWRA 2024 Spring Conference | April 8-10, 2024 | Tuscaloosa, AL

By purchasing an Exhibit Space and submitting the exhibitor form, you agree to the following terms and conditions:

1. The following practices are prohibited:

- Noisy electrical or mechanical apparatus that interferes with other exhibits.
- Volatile or flammable oils, greases, or other explosives or inflammable materials, or any substances prohibited by the city laws or insurance carriers, are not permitted on the premises.
- Operation of x-ray equipment.
- Subleasing of exhibit space.
- Canvassing or distributing any material outside of the exhibitor's own space.
- The use of billboard advertising or displays of signs outside the exhibit area.
- Solicitation of business, or conferences in the interest of business, except by exhibiting firms, is prohibited.
- Publicizing and/or monitoring any extracurricular activities, inducements, demonstrations, or displays away from the exhibit area during exhibit hours.

2. AWRA reserves the right to refuse the application of any company not meeting the required standards, as well as the right to curtail exhibits or parts of exhibits that detract from the character of the meeting. This also applies to displays, literature, advertising novelties, souvenirs, and personal conduct.

3. There is a maximum of two exhibitor representatives in each space. The first representative receives a complimentary full registration to the entire conference (April 8-10, 2024) with the purchase of the exhibit space. One additional representative may attend at an additional cost of \$300, which includes a full registration to the conference as well.

4. AWRA reserves the sole and exclusive right to amend, modify, or change, from time to time, the rules and regulations herein contained so as to effect the terms and conditions of the agreement, and upon reasonable notice to the exhibitor, the exhibitor agrees to comply with such amendments, modifications, or changes as if fully and originally written herein.

5. Liability: Exhibitors assume all responsibility for damages to the exhibit area and they shall indemnify and hold harmless the American Water Resources Association, the conference venue, and any service contractor acting as agents of AWRA from all liability which may ensue from any cause whatsoever.

6. Cancellation Policy: A cancellation penalty of 50% is charged if canceled prior to February 8, 2024. No refunds are given after February 8, 2024.

7. Exhibitors must pack and remove all exhibit materials from the conference area and venue, taking boxes to the appropriate shipping location (e.g., UPS, FedEx). AWRA and the conference venue are not responsible for boxes left behind, including those with return shipping labels attached.

EXHIBIT LAYOUT

AWRA 2024 Spring Conference | April 8-10, 2024 | Tuscaloosa, AL

Exhibit Dates & Hours:

- Monday, April 8 from 8:00 AM – 3:30 PM
- Monday, April 8 from 5:00 PM – 6:30 PM (Opening Reception)
- Tuesday, April 9 from 8:00 AM – 3:30 PM
- Wednesday, April 10 from 8:00 AM – 1:30 PM

Set-Up: Sunday, April 7 from 2:00 PM – 5:00 PM

Breakdown: Wednesday, April 10 at 1:30 PM

Sellers Lobby

