



2010 AWRA Spring Specialty Conference

Geographic Information Systems (GIS) and Water Resources VI

INVITATION TO EXHIBIT

Rosen Shingle Creek Hotel
Orlando, Florida
March 29 - 31, 2010

WHO ATTENDS?

Attendance at AWRA's GIS conferences in 2006 and 2008 averaged 300 people. Market your products and services to a targeted audience of participants from:

- Federal/state/local government (28%)
- Educational/research/non-profit institutions (25%)
- Water use industries/consulting firms (39%)

Our conference attendees want information!

They are a focused audience who acquire and use environmental management products and services at industrial and government sites around the world.

- ❖ They want to hear about state-of-the-art practical solutions for GIS & water resources management issues.
- ❖ They want to know what's on the horizon for GIS and water resources.
- ❖ They want facts about the latest applications, innovations and developments in GIS management technologies.

SIGN UP EARLY!
DEADLINE: FEBRUARY 15, 2010
*****SPACE IS LIMITED*****

WHY EXHIBIT?

AWRA's Spring Specialty Conference is the sixth gathering of the water resources professionals who are on the cutting edge of research on geographic information systems (GIS) and water resources. AWRA provides corporations, government agencies, and nonprofit organizations with outstanding opportunities to maximize contact with attendees. The Exhibit Area is centrally located, ensuring plenty of foot traffic and face-to-face interactions with the attendees.

- **Reduce your sales costs!**
 - According to results of a recent Center for Exhibition Research study, it is significantly less expensive to generate sales leads at exhibitions than it is to generate leads through other means.
- **Showcase your products and services to your target market!**
 - Educate and inform potential customers
 - Demonstrate your software and hardware products
 - Showcase your projects and products
- **Reinforce existing relationships!**
 - Solicit feedback from customers, technical users, and project managers
 - Attend sessions to see what challenges and opportunities your customers and clients are facing
- **Reach new customers in friendly, professional atmosphere!**
 - Refreshment breaks take place in Exhibit Area
 - Exhibits are adjacent to Oral Presentations & Registration
 - Poster Presentations take place in the Exhibit Area



The American Water Resources Association (AWRA) is a professional, multidisciplinary organization dedicated to the advancement of water resources research, management, and education. With approximately 3,000 members around the world, AWRA provides a forum for the collection, organization, and dissemination of ideas and information in the physical, biological, economic, social, political, legal, and engineering aspects of water-related problems. Its publications, conferences, and courses (at the international, national, and local levels) provide a unique forum for communication among the disciplines with a common interest in water resources.

4 West Federal St | P.O. Box 1626 | Middleburg, VA | 20118-1626
Phone: (540) 687-8390 | FAX: (540) 687-8395 | Email: info@awra.org | Web: www.awra.org

**ORLANDO IS THE PLACE FOR
COMMUNITY, CONVERSATION, CONNECTIONS**

EXHIBITOR INFORMATION

EXHIBIT SPACE RENTAL

AWRA

Associate Member* **Nonmember**

\$1,000.00

\$1,300.00

*Must be an AWRA *National* Associate Member.

Discount does not apply for Individual (Regular) or AWRA State Section memberships.

EXHIBIT SPACE RENTAL INCLUDES:

- ❖ One 8' x 10' draped exhibit space
- ❖ Booth ID sign
- ❖ Listing in the AWRA Virtual Exhibit Hall through June 30, 2010
- ❖ Opening Reception in exhibit area & morning and afternoon refreshment in the hall
- ❖ Final participant-registrant listing
- ❖ One complimentary full meeting registration
- ❖ One additional representative may attend for \$200

EXHIBIT SCHEDULE

Exhibit Set-Up

Sunday, March 28 2:00pm – 5:00pm

Exhibit Show Hours

Monday, March 29 8:00am – 3:30pm

Networking Reception 5:00pm – 6:30pm

Tuesday, March 30 9:00am – 3:30pm

Exhibit Breakdown

Tuesday, March 30 3:30pm – 6:00pm

RESERVE YOUR SPACE TODAY!

COMPLETE THE EXHIBITOR AGREEMENT AND APPLICATION BY FEBRUARY 15, 2010

Send to:

American Water Resources Association

PO Box 1626

Middleburg, VA 20118-1626

(540) 687-8390

FAX: (540) 687-8395

EXHIBIT SPACE LAYOUT

SAND LAKE BALLROOM

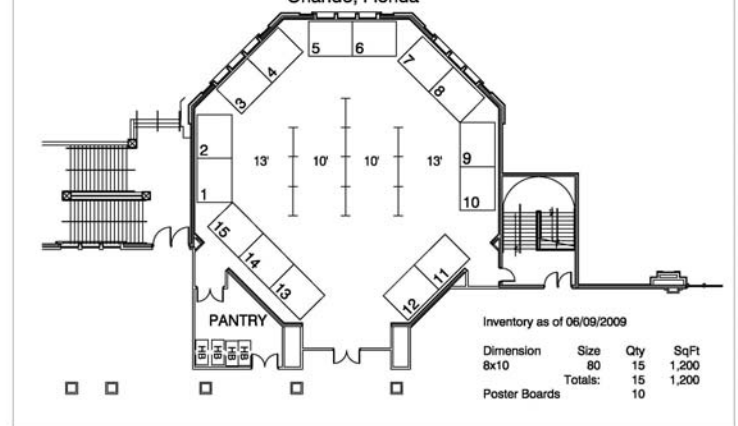
AWRA 2010 Spring Specialty Conference on GIS

March 29-30, 2010

Rosen Shingle Creek Hotel - Level II

Sand Lake Room

Orlando, Florida



Poster session & all coffee breaks will take place in the ballroom.

HOTEL ACCOMMODATIONS:

The conference will be held at the

Rosen Shingle Creek Resort

9939 Universal Boulevard

Orlando, FL 32818

Tel: 1-866-996-9939

Fax: 1-407-996-9935

Reservations: 1-866-996-6338

A block of rooms has been reserved at a special rate of \$166.25 per night single/double.

CAR RENTAL INFORMATION:

Special car rental rates have been arranged with

Avis Car Rental

(800) 331-1600

AWRA Avis Worldwide Discount (AWD) #S026399

Budget Car Rental

(800) 527-2700

AWRA Budget Customer Discount (BCD) #Z855800

EXHIBITOR AGREEMENT AND APPLICATION

DEADLINE: FEBRUARY 15, 2010

AMERICAN WATER RESOURCES ASSOCIATION 2010 AWRA SPRING SPECIALTY CONFERENCE

GIS AND WATER RESOURCES VI
ROSEN SHINGLE CREEK RESORT | ORLANDO, FL
MARCH 29-31, 2010

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 can be a maximum of two exhibitor representatives in each space. The first representative receives a complimentary full registration to the entire conference (March 29-31, 2010) with the purchase of the exhibit space. One additional representative may attend at an additional cost of \$200, 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 Rosen Shingle Creek Resort and any service contractor acting as agents of AWRA from all liability which may ensue from any cause whatsoever.
6. **Additional Services**
The exhibitor must pre-arrange all electrical, furniture, carpeting and telephone needs with:

Shepard Exposition Services
Misty Faircloth
603 West Landstreet Rd
Orlando, FL 32824
Email: mfaircloth@shepardes.com
Phone: (407) 888-8724 | Fax: (407) 888-2301

EXHIBITOR AGREEMENT AND APPLICATION (CONTINUED)
AMERICAN WATER RESOURCES ASSOCIATION
2010 AWRA SPRING SPECIALTY CONFERENCE
GIS AND WATER RESOURCES VI
ROSEN SHINGLE CREEK RESORT | ORLANDO, FL
MARCH 29-31, 2010

7. Please Type or Print:

Company Name _____

ONE COMPANY ONLY PER EXHIBIT SPACE

Contact Person _____ Title _____

Name of Individuals Staffing Exhibit Space (**1st Rep -- included**) _____

(2nd Rep – add \$200 to exhibit fee) _____

Address _____

City _____ State _____ Zip+ 4 _____

Phone Number _____ Fax Number _____

Email address _____

Number of Spaces Needed _____ Booth Preference ___ 1st ___ 2nd ___ 3rd

(NOTE: Booth assignments will not be made until payment is received.)

8. Exhibit Space Fees

To qualify for Member Rate, your organization must be a national Associate member of AWRA. *Individual (Regular) or AWRA State Section memberships do not qualify for the discount.* Check the rate that applies to you:

AWRA Associate Member (Member ID: _____) (\$1,000.00) **Nonmember** (\$1,300.00)

9. Payment:

FULL PAYMENT IS DUE WITH THIS APPLICATION

(AWRA FEIN #37-6076418)

Select payment method: Check enclosed (make payable to AWRA in US Funds)

Charge my: Visa Master Card Diners Club Amex Discover

Card Number _____ Exp Date _____ CSV# _____

Card Holder Name (Print) _____ Signature _____

Exhibit Fee: _____ **Additional Representative (@\$200):** _____ **Total Amount Enclosed \$** _____

Please keep a copy for your files. A confirmation letter will be mailed to you upon receipt of payment.

10. I have read, understood, and agree to comply with the terms of this agreement, including the Liability Clause.

Signature _____ Title _____ Date _____

Please sign and return this contract with payment to:
American Water Resources Association
Attn: Michael J. Kowalski, CAE
4 W Federal St, PO Box 1626
Middleburg, VA 20118-1626
(540) 687-8390 / Fax (540) 687-8395
mike@awra.org

Cancellation Policy: A cancellation penalty of
50% if cancelled prior to February 15, 2010
No refunds after February 15, 2010
Cancellation requests must be made in writing