

# AWRA, UCOWR, NIWR 60th Anniversary Joint Water Resources Conference

SEPTEMBER 30 - OCTOBER 2  
ST. LOUIS, MO

Hyatt Regency St. Louis Arch

SPONSOR | EXHIBIT | ADVERTISE

**Celebrating the Past and Planning for the Future of Water**

Join the **American Water Resources Association**, the **Universities Council on Water Resources**, and the **National Institutes for Water Resources** in bringing together a professional community of 60 years! Attendees from each organization will have a unique opportunity to experience higher-level networking, engagement, and learning.



#AWRA2024

[www.awra.org](http://www.awra.org) | <https://ucowr.org/>

[events@awra.org](mailto:events@awra.org)

# TOP 5

## Reasons to experience this unique joint conference!

- 1 Access to Professionals & Students**  
The best and brightest come to this conference to see what's next in water resources.
- 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 Sept. 23!

### QUESTIONS?

Contact  
[events@awra.org](mailto:events@awra.org)

**SECTORS:**  
Federal Government  
Consulting/Water Use  
Industry  
Education/Research  
Nonprofit

# SPONSOR PACKAGES

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

## PLATINUM SPONSOR: \$8,200+

- Sponsorship of and 2-minute speaking time at opening plenaries (w/ branding), Awards Luncheon, or Opening Reception & 60th Anniversary Celebration (TBD per final program).
- Opportunity for a 30-minute \*Engagement Break session during one, 30-minute break.
- Recognition and signage at your chosen event.
- Sponsor showcased on the home page of conference app, with up to three sponsor-provided links to videos and/or webpages.
- 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).
- Featured on sponsor page of conference app (company name, description, logo, sponsor level, contact information, links, place to share files/videos).
- Featured sponsor on splash page of conference app.
- Swag handed out at registration (provided by sponsor, limit of 1 item, estimated at 800).
- Promotional material displayed on literature table.
- Event signage at plenary sessions, registration table, and Welcome Reception.
- One promoted notification with a link in the conference app.

## GOLD SPONSOR: \$5,200+

- Sponsorship of and 2-minute speaking time at opening plenaries (w/ branding), Awards Luncheon or Opening Reception & 60th Anniversary Celebration (TBD per final program).
- Opportunity for a 30-minute \*Engagement Break session during one 30-minute break.
- Recognition and signage at your chosen event.
- One promoted notification with a link in the 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).
- Featured on sponsor page of conference app (company name, description, logo, sponsor level, contact information, links, place to share files/videos).
- Swag handed out at registration (provided by sponsor, limit of 1 item, estimated at 800).

**\*Engagement breaks** are typically held in a separate space/room where sponsors can engage with attendees during the 30-minute break. You will want an engaging topic, an interactive format, a call to action, or an engaging presenter. Please email [events@awra.org](mailto:events@awra.org) to plan your engagement break session if you choose to have one.

# SPONSOR PACKAGES

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

## SILVER SPONSOR: \$3,200+

- Sponsorship of a designated event, student luncheon, technical trip, or workshop.
- One full conference registration.
- Logo in the conference app, on the conference website, and onsite signage.
- Featured on sponsor page of conference app (company name, description, logo, sponsor level, contact information, links, place to share files/videos).
- Swag handed out at registration (provided by sponsor, limit of 1 item, estimated at 800).

## BRONZE SPONSOR: \$1,200+

- Co-sponsorship of one morning networking (coffee) break.
- Logo in the conference app, on the conference website, and onsite signage.
- Featured on sponsor page of conference app (company name, description, logo, sponsor level, contact information, links, place to share files/videos).

# OTHER SPONSORSHIPS

## A LA CARTE OPTIONS OR ADD-ONS

- **Special Student Event - \$900** - includes logo in dedicated sponsor list, a 3-minute speaking opportunity at the beginning of the event, and recognition signage at registration.
- **Student Poster Awards - \$900** - includes providing cash awards for 1st, 2nd & 3rd places, logo in dedicated sponsor list, recognition signage at registration.
- **Student Oral Presentation Awards - \$900** - includes providing cash awards for 1st, 2nd & 3rd places, logo in dedicated sponsor list, recognition signage at registration.
- **Technical Trip Sponsorship (Limit 3) - \$3,000** - includes a 3-minute speaking opportunity at the beginning of field trip and opportunity to provide organizational branding during field trip (e.g., attendees swag provided by you, water bottle with your logo, etc).
- **60th Anniversary Celebration - \$2,000** - includes 3-minute speaking opportunity at celebration, recognition signage at registration, and the Welcome Reception & 60th Anniversary Celebration.
- **Provide Conference Swag to Conference Attendees - \$2,700**

# EXHIBITS

## EXHIBIT HALL DETAILS

**Fees:** \$1,300

### Rental Includes:

- One 6ft tabletop with two chairs & booth ID sign.
- Opening reception and refreshment breaks in exhibit area.
- One full conference registration; one more registration for \$350.
- Create, market, and link attendees to your exhibitor page on the Conference App.

### Exhibit Dates & Hours:

- Set-up is Sunday, September 29 from 2:00 – 5:00 PM
- Monday, September 30 from 8:00 AM – 3:30 PM
- Monday, September 30 from 5:00 PM – 6:30 PM (Opening Reception)
- Tuesday, October 1 from 8:00 AM – 3:30 PM
- Wednesday, October 2 from 8:00 AM – 1:30 PM

# ADVERTISEMENTS

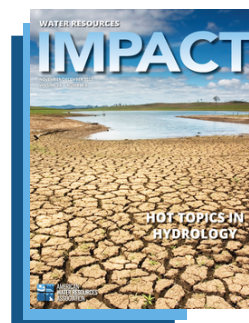
## AWRA WATER RESOURCES IMPACT ADS

- Advertising deadline: June 1, 2024
- 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 when creating ads for AWRA's 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

Return this completed form to [info@awra.org](mailto:info@awra.org) or call 540-687-8390, with payment details, by September 23, 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

**Other Sponsorships:**    \_\_\_\_\_ Special Student Event    \_\_\_\_\_ Student Poster Awards

\_\_\_\_\_ Student Oral Presentation Awards    \_\_\_\_\_ Technical Trip(s)    \_\_\_\_\_ 60th Anniversary Celebration

\_\_\_\_\_ 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, 1440 W. Taylor Street, #447, Chicago, IL 60607. 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 September 2, 2024. No refunds are given after September 2, 2024. Cancellation requests must be made in writing.

# EXHIBITOR FORM

Return this completed form to [info@awra.org](mailto:info@awra.org) or call 540-687-8390, with payment details, by September 23, 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

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

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

Email

2nd Exhibitor Representative Name (First/Last) - Add \$350

Email

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

NOTE: Booth assignments will not be made until payment is received. Multiple booths each require the exhibit fee. See last page for booth locations.

Exhibit support services needed: \_\_\_\_\_ Electrical outlet \_\_\_\_\_ Hardwire Ethernet Line  
Order these support services directly from the hotel via [this link](#) or scan this QR code.



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\_\_\_\_\_ 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, UCOWR, NIWR 60th Anniversary Joint Water Resources Conference  
September 30 - October 2, 2024 | St. Louis, MO**

**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 (September 30-October 2, 2024) with the purchase of the exhibit space. One additional representative may attend at an additional cost of \$350, 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 September 2, 2024. No refunds are given after September 2, 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, UCOWR, NIWR 60th Anniversary Joint Water Resources Conference**  
**September 30 - October 2, 2024 | St. Louis, MO**

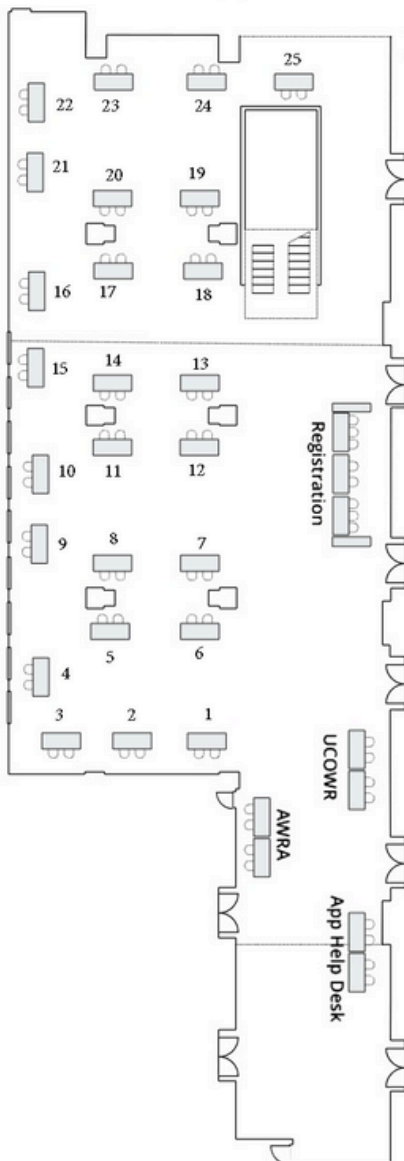
**Exhibit Dates & Hours:**

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- Tuesday, October 1 from 8:30 AM – 3:30 PM
- Wednesday, October 2 from 8:00 AM – 1:30 PM

**Set-Up:** Sunday, September 29 from 2:00 PM – 5:00 PM

**Breakdown:** Wednesday, October 2 at 1:30 PM

*Note: Number of tables, placement, and availability subject to change.*



**To order exhibit support services such as an electrical outlet or a hardwire ethernet line, please ORDER DIRECTLY FROM THE HOTEL via [this link](#) or scan this QR code.**

