



AMERICAN  
WATER RESOURCES  
ASSOCIATION

# AWRA 2023 SUMMER CONFERENCE

Connecting Land &  
Water

Sponsor

Exhibit

Advertise

[www.awra.org](http://www.awra.org)



July 17-19 | Denver, CO

This conference **brings together stakeholders across multiple disciplines and types of organizations and professions** to address the design, integration, and implementation of the programs necessary to better connect land and water planning and policy.

Hyatt Regency Denver Tech Center  
7800 E Tufts Ave  
Denver, CO 80237

#AWRA2023

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

# TOP 5

## Reasons to experience the AWRA Conference advantage!

- 1 **Access to Top Water Resourcians**  
The best and brightest come to this conference to see what's next in land and water policy.
- 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 includes the attendee list.
- 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

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

Secure your sponsorship by JUNE 5!

QUESTIONS?  
Contact  
Dresden Farrand  
[dresden@awra.org](mailto:dresden@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 the afternoon break on Monday or Tuesday.
- Recognition and signage at your chosen event.
- One banner ad on the AWRA Conference App with link to the sponsor's website.
- Logo in conference app, on 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 the afternoon break on Monday or Tuesday.
- Recognition and signage at your chosen event.
- One promoted notification with image in the AWRA Conference App.
- Logo in conference app, on 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 on the AWRA Conference App.

## SILVER SPONSOR: \$3,000+

- Sponsorship of the special night event or student career night (if available).
- Recognition and signage at your chosen event.
- Logo in conference app, on 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 or afternoon networking break.
- Logo in conference app, on 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 the breaks (10:00-10:30 AM / 3:00-3:30 PM) or during lunch (12:00-1:15 PM). Food and prizes offered during engagement breaks are often more successful and get attendees energized about attending. You will want an engaging topic, an interactive format (not just talking at people), a call to action, or a presenter that is engaging and who people will want to hear. Please email [events@awra.org](mailto: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.
- Final conference attendee list.
- 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, July 17 from 8:00 AM – 3:30 PM
- Monday, July 17 from 5:00 PM – 6:30 PM (Opening Reception)
- Tuesday, July 18 from 8:30 AM – 3:30 PM

## A LA CARTE OPTIONS OR ADD-ONS

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



## WATER RESOURCES IMPACT ADS

- Advertising deadline: May 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 .JPG 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 June 9, 2023.

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 \$2,500  Conference Swag \$2,500

## 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 June 9, 2022. No refunds are given after June 9, 2022. Cancellation requests must be made in writing.

# EXHIBITOR FORM

**Complete and return this form with your payment by June 9, 2023.**

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 Partner Member - \$1,500  Nonmember - \$1,800  Add'l Exhibitor - \$300

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

## PAYMENT INFORMATION

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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 2023 Summer Conference | July 17-19, 2023 | Denver, CO

**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 (July 17-19, 2023) 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 June 9, 2023. No refunds are given after June 9, 2023.

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 2023 Summer Conference | July 17-19, 2023 | Denver, CO

## Exhibit Dates & Hours:

- Monday, July 17 from 8:00 AM – 3:30 PM
- Monday, July 17 from 5:00 PM – 6:30 PM (Opening Reception)
- Tuesday, July 18 from 8:30 AM – 3:30 PM

**Set-Up:** Sunday, July 16 from 2:00 PM – 5:00 PM

**Breakdown:** Tuesday, July 18 from 3:30 PM – 5:00 PM

