AZ WATER CNFRNC

AZ WATER 20/20: A CLEAR VISION FOR ARIZONA’S WATER

EXHIBIT TO ARIZONA INDUSTRY PROFESSIONALS

93rd ANNUAL CONFERENCE & EXHIBITION
APRIL 14-16, PHOENIX CONVENTION CENTER

VISIT AZWATER.ORG FOR MORE INFORMATION
The AZ Water Association provides value to our members by offering an annual three-day conference designed to provide professional development, continuing education, and technology transfer to support our vision of “a vibrant Arizona through safe, reliable water.”

Your conference sponsorship will help AZ Water continue to develop quality education programs that serve our members, while keeping registration costs to a minimum. Sponsorships are used to help offset annual conference expenses such as the facility, exhibition, speakers, training materials, awards, luncheon programs, and other conference events.

Becoming a sponsor at the conference is the #1 way to differentiate your company from the competition! This year AZ Water is offering several different sponsorship opportunities, in addition to exhibiting, to help position your company as an industry thought leader and committed industry supporter.

Early sponsorship commitment by January 6, 2020 gives you the opportunity to select a sponsorship level that provides the most value to your company before sponsorship levels sell out and guarantees your company full sponsorship benefits. If this deadline is missed you will miss out on the pre-conference brochure that reaches 2,300 AZ Water members and industry stakeholders.

If commitment is received by March 13, 2020 your company will appear in the on-site conference program guide. If commitment is received after March 13, 2020 your company will still be listed on the AZ Water Conference website, and in the summer issue of the Kachina News magazine.

**Sponsorship questions:**

Gretchen Baumgardner at 480-229-7250 or sponsorship@azwater.org

Our 2019 Exhibition Hall included 256 exhibit booths staffed by more than 650 participants.

**Why get involved?**

1. Increased exposure & awareness for your company
2. Opportunity to strengthen your brand awareness with attendees
3. Reinforce your position as a premier leader in the water community
4. Gets your name out if you aren’t exhibiting
5. More traffic to your booth

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**2019 conference attendee profile**

- Municipalities (40%)
- Engineering Consultants (24%)
- Management (19%)
- Construction (6%)
- Academic (3%)
- Vendor (7%)
- Other (1%)
sponsorship levels

Copper $500
Company logo recognition in pre-conference brochure and on-site conference program guide (deadline applies).
Company name listed on the AZ Water Conference website with a link to company web site.
Company logo recognized in the AZ Water summer Kachina News magazine. The Kachina News reaches 2,300 AZ Water members and industry stakeholders.

Silver $1,500
Includes all Copper sponsor level benefits, logo recognition on AZ Water Conference website with link to company website, company logo recognition on signage at the conference, one full attendee conference registration (valued at $545), list of conference attendees, and choice of one of the following sponsorship options:

**Conference Mobile App “Banner Ad”:** Limited to 4 sponsors. Rotating banner will appear at the top of the app screen.
- Banner graphic provided by sponsor (640 x 150 pixels and 552 x 150 pixels)

**Conference Break (Tuesday, Wednesday, or Thursday):** Limited to 2 sponsors per break, morning or afternoon, for a total of 10 sponsors.
- Foam Core Sign (24” X 36”) displaying sponsor logo at break stations
Gold – $2,500

Includes all Copper sponsor level benefits, logo recognition on AZ Water Conference website with link to company website, company logo recognition on signage at conference, one full attendee conference registration (valued at $545), list of conference attendees, 1/4 page advertisement in the pre-conference brochure and on-site conference program guide (deadlines apply, valued at $800), and one of the following options:

**Conference Bar-B-Que:** Limited to 4 sponsors. 650 conference attendees expected. Held at Copper Blues/Stand Up Live at CityScape.
- Opportunity to provide pop-up banner to be displayed at venue entrance.
- Opportunity to address attendees on stage and help announce YP raffle prize winners.
- Sponsor name and/or logo displayed on event advertisements in the pre-conference and on-site conference programs.

**Conference Breakfast (Tuesday, Wednesday, or Thursday):** Limited to 6 sponsors. A continental breakfast will be provided to attendees in the ballroom.
- Opportunity to provide four slides for the slideshow projected during breakfast.
- Opportunity to provide vertical standing banner displayed near the buffet table.

**Manufacturer’s Reception:** Limited to 2 sponsors. Approximately 650 attendees expected to attend reception held in the exhibition hall prior to the BBQ.
- Sponsor logo will appear on drink tickets.
- Opportunity to provide pop-up banner near reception food.
- Opportunity to provide promotional item at bars.

**Awards Reception:** Limited to 2 sponsors. Approximately 500 attendees attend reception at the Hyatt on Thursday evening.
- Opportunity to provide pop-up banner to be displayed at venue entrance.
- Sponsor name and/or logo on event advertisements in the pre-conference brochure and onsite conference program
- Opportunity to provide four slides for the slideshow projected prior to the start of the awards ceremony
Platinum $5,000

Includes Copper sponsor benefits, logo recognition on AZ Water Conference website with link to company website, company logo recognition on signage at the conference, 2 full attendee conference registrations (valued at $1,090), list of conference attendees, 1/2 page advertisement in the pre-conference brochure and on-site conference program guide (valued at $1,500) and choice of one of the following options:

**Wi-Fi Access:** Limited to 1 sponsor. Wi-Fi will be available in lobbies and exhibit hall.
- Wi-Fi login page and access code will be designed to use your Company name, slogan or exhibit booth number.
- Social media post thanking Wi-Fi sponsor during the Conference
- 1/2 page advertisement in conference program guide with Wi-Fi access instructions
- Sponsor recognized when Wi-Fi is mentioned in print or by moderators
- Logo on 3 Wi-Fi signs in exhibit hall and lobby (locations determined by AZ Water).

**Mobile App “Splash Page”:** Limited to 1 sponsor. Full-screen ad displayed on the conference mobile app when the app is launched and each time it is refreshed, giving the sponsor excellent brand visibility. Also includes a banner ad which rotates at the bottom or top of the mobile app when in use by the attendees.
- Graphic should be provided in the following sizes:
  - 640 x 960 pixels, 1242 x 2208 pixels, 1536 x 2048 pixels, 2048 x 1536 pixels in the following formats PNG, JPEG and GIF

**Mobile Device Charging Lounge:** Limited to 1 sponsor. One charging station will be setup in the lounge area in the center of the exhibit hall.
- Overhead signage will display sponsor’s name and logo (8’W x 4’H).
- Sponsor name and/or logo on two sides of the station with custom graphic (3’W X 8’H).
- Sponsor brochures and/or signage placed on lounge tables (provided by sponsor).
- Social media post thanking sponsor during the conference.
Kachina $15,000

As the exclusive Kachina Sponsor, this level of sponsorship showcases your company’s investment in the association and the industry by showing your company’s support of the largest water conference in Arizona! The benefits of this level of sponsorship include:

- Full page advertisement in the pre-conference brochure which is mailed to over 2,300 water professionals (valued at $975, deadline applies).
- Full page advertisement in the on-site conference program guide distributed to over 2,000 conference attendees (valued at $975, deadline applies).
- Logo recognition on the Conference lanyards and bags co-branded with AZ Water.
- Logo recognition in all pre- and post-conference e-blasts.
- Logo recognition on AZ Water Conference website with link to company website and on-site conference signage.
- 6 full attendee conference registrations (valued at $3,270).
- Overhead signage will display sponsor’s name and logo in the exhibition hall (8’W x 4’H).
- Exhibit booth to be placed in a premium location in the exhibition hall (valued at $1,250).
- Opportunity to address attendees at the conference opening plenary session.
- Recognition in the summer Kachina News publication.
- Opportunity to register two foursomes for the 93rd Annual AZ Water Conference & Exhibition Golf Tournament being held at the Legacy Golf Resort on April 13, 2020 (valued at $2,500)

Key Details to Remember

Sponsorship questions: Gretchen Baumgardner at 480-229-7250 or sponsorship@azwater.org

Advertisement Commitment Deadlines:

- Pre-Conference Brochure: January 6, 2020
- On-Site Conference Program Guide: March 13, 2020
- Advertisements/logos should be sent to sponsorship@azwater.org

Conference program advertisements included with Kachina, Platinum & Gold level sponsorship must be submitted by the above deadlines with print-ready art in PDF format (save PDF/X-1a:2001 resolution setting) or InDesign format. All fonts must be provided, images at 300 dpi at final size. Acceptable format for logos includes PNG (preferred), GIF, or JPG.

AZ Water 93rd Annual Conference & Exhibition Golf Tournament

April 13, 2020 @ The Legacy Golf Resort, Phoenix, AZ

Visit http://www.azwater.org/events to register as a golf sponsor.
Proceeds benefit the AZ Water scholarship fund and AZ Water Operator Competitions Fund.
## Sponsorship Overview

<table>
<thead>
<tr>
<th>Sponsorship Opportunity</th>
<th>Copper $500</th>
<th>Silver $1,500</th>
<th>Gold $2,500</th>
<th>Platinum $5,000</th>
<th>Kachina $15,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo recognition in pre-conference brochure reaching all 2,300 AZ Water members and industry stakeholders (deadline applies)</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Logo recognition in conference program guide reaching all registered attendees (deadline applies)</td>
<td>X</td>
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<tr>
<td>Logo recognition in the AZ Water summer Kachina News magazine reaching 2,300 AZ Water members and industry stakeholders.</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Company name listed on the AZ Water website with link to company website</td>
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<tr>
<td>Logo recognition on AZ Water website with link to company website</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Logo recognition on signage at the conference</td>
<td>X</td>
<td>X</td>
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<tr>
<td>1/4 page advertisement in pre-conference brochure and on-site conference program guide valued at $800 (deadline applies, print-ready art required)</td>
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<tr>
<td>1/2 page advertisement in pre-conference brochure and on-site conference program guide valued at $1,500 (deadline applies, print-ready art required)</td>
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<tr>
<td>Full page advertisement in pre-conference brochure and on-site conference program guide valued at $1,950 (deadline applies, print-ready art required)</td>
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<tr>
<td>One full attendee conference registration valued at $545</td>
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<tr>
<td>Two full attendee conference registrations valued at $1,090</td>
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<tr>
<td>Six full attendee conference registrations valued at $3,270</td>
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<td>X</td>
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<tr>
<td>List of conference attendees</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Mobile App “Banner Ad” (limited to 4 sponsors)</td>
<td>X</td>
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<td>Conference Break (limited to 2 sponsors per break)</td>
<td>X</td>
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<td>Manufacturer’s Reception (limited to 2 sponsors)</td>
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<tr>
<td>Conference Wi-Fi Access (limited to 1 sponsor)</td>
<td>X</td>
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<td>Logo recognition on conference lanyards and bags co-branded with AZ Water</td>
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<tr>
<td>Exhibit booth premium location (valued at $1,250)</td>
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<tr>
<td>Two foursomes in the annual conference golf tournament (valued at $2,500)</td>
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<td>Opportunity to address attendees at conference opening plenary session</td>
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</table>
AZ Water OPS Competitions Sponsorships

Meter Mania, Hydrant Hysteria, Top Ops and the OPS Challenge have become highly anticipated attractions in our exhibit hall throughout the conference. The competitions bolster morale and camaraderie between operators from different utilities, resulting in an industry-wide pride unmatched by other industries. These competitions need sponsors by active AZ Water supporters to help cover the travel costs and cost of supplies needed to compete at the national level by the winning state level teams or individuals. In-kind sponsorships will be considered.

**Silver - $4,000**

The Silver level includes all the benefits of a Silver Conference sponsorship:

- Sponsor logos will appear on the AZ Water Ops Competition advertisement in the program guide
- Sponsor logo printed on t-shirts worn throughout conference by participants in the various competitions

**Copper - $2,000**

The Copper level includes all the benefits of a Copper Conference Sponsorship

- Sponsor logos will appear on the AZ Water Ops Competition advertisement in the program guide
- Sponsor logo printed on t-shirts worn throughout conference by participants in the various competitions

For OPS Competition Sponsorships, contact Towanda Heape at 623-764-4439 or towanda.heape@peoriaaz.gov for more information. Register your sponsorship by visiting us at https://www.azwater.org/store/ListProducts.aspx?catid=668252&ftr=
Hyatt Regency Phoenix – 122 N. 2nd St., Phoenix, AZ

Hotel reservations must be made by March 25, 2020. The hotel will continue to accept reservations at the group rate after the cut-off date, but only if rooms are still available.

AZ Water Group Rate: $195
To receive this rate go to: https://www.hyatt.com/en-US/group-booking/PHXRP/G-AZW2 or call 1-888-421-1442 and mention the AZ Water Conference.

Hotel Features:
- 693 guestrooms, with mountain or downtown views
- E-Concierge
- Area day tours
- Onsite dining
- 24 hour StayFit™ gym
- Fast Board™
- Enterprise Car rental
- Valet and self-parking
- Outdoor pool/Hot tub
- Spacious sun deck
- Garden Terrace Courtyard

1. Access the App Store on iOS devices or the Play Store on Android devices.
2. Search for AZ Water Association. Once you’ve found the app, tap either Download or Install.
3. After installing, a new icon will appear on the homescreen.
Getting around downtown Phoenix is as easy as lacing up your shoes. Step outside and you’re just a short walk from a variety of dining, sports and nightlife options. Don’t feel like walking? Jump on the metro light rail, grab a pedicab or arrange for a sedan from your hotel concierge, hail a cab or use your ride-share app. You’ll find getting around downtown is hassle free and convenient.

The award-winning Phoenix Convention Center is located in the heart of Downtown Phoenix and just 4 miles from Sky Harbor International Airport. The center is within walking distance of major convention hotels, shopping, entertainment, sports, theatre venues and has its own dedicated stop on the Metro Light Rail line.