EXHIBITOR PROSPECTUS

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 “a vibrant Arizona through safe, reliable water.”

As an exhibitor your participation at the conference will help AZ Water continue to develop quality education programs that serve our members, while keeping registration costs to a minimum.

In 2020 AZ Water will return to the Phoenix Convention Center and at the request of the attendees will expand the exhibit hall hours to 2.5 days. We are anticipating record attendance and even more opportunities for you to entertain your clients and colleagues than ever before.

In 2019, our Exhibition Hall included 256 exhibit booths from 196 exhibiting companies staffed by over 650 exhibitor participants.

**benefits of exhibiting**
- More exhibit hall hours than ever before — 3 days with 8.5 hours of dedicated exhibit time!
- First 10 ft. x 10 ft. booth space comes with 3 registered exhibitor personnel.
- Power drops for each booth will be available at reasonable costs.
- Opportunity to participate in Exhibit Mobile Sessions and present from your booth.
- All booths will be carpeted and include one 6-foot table and 2 chairs.
- Larger exhibit spaces will be available for Rolling Stock and Large Equipment displays.
- Opportunity to participate in Mobile App Scavenger Hunt to drive traffic to your booth.
- Opportunity to purchase Lead Retrieval app for use on your own smart phones.
- Many more options to choose from to customize and entertain at your booth in 2020!

**exhibit hall attractions**
- Attendee’s lunch time meal vouchers on Tuesday will be redeemable in the exhibit hall.
- Central lounge area and mobile device charging station.
- 600-person seating area in the Exhibit Hall that can be used for business meetings and internet café.
- Meter Mania and Operator Contests inside the Exhibit Hall to attract more attendance.
- Mobile app scavenger hunt contest in the exhibit hall.
- Student Poster Contest.
- Exhibition Happy Hour on Tuesday.
- Attendees will receive up to one hour per day towards continuing education credits from visiting the exhibition hall.

In 2019, our Exhibition Hall included 256 exhibit booths from 196 exhibiting companies staffed by over 650 exhibitor participants.

**Exhibitor questions**
Mike Ambroziak at 602.228.5040 or exhibitor@azwater.org
<table>
<thead>
<tr>
<th>DAY</th>
<th>TIME</th>
<th>WHAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, April 12</td>
<td>9:00am-3:00pm</td>
<td>Community Service Project</td>
</tr>
<tr>
<td>Monday, April 13</td>
<td>6:30am-1:30pm</td>
<td>Annual Conference Golf Tournament at the Legacy Golf Resort</td>
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<td></td>
<td>1:30pm-7:00pm</td>
<td>Staged Exhibitor Move-In</td>
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<td>Attendee &amp; Exhibitor Registration Open in the South Ballroom Lobby</td>
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<tr>
<td>Tuesday, April 14</td>
<td>6:30am-4:00pm</td>
<td>Registration Open in the South Ballroom Lobby</td>
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<td></td>
<td>7:00am-9:00am</td>
<td>Breakfast Served in the Ballroom</td>
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<td>8:00am-9:00am</td>
<td>Welcome Remarks and Keynote Address</td>
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<td>9:00am-10:30am</td>
<td>Concurrent Technical Sessions</td>
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<td></td>
<td>9:00am-6:00pm*</td>
<td>Manufacturer's Exhibition Hall Open</td>
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<td></td>
<td>10:30am-1:00pm*</td>
<td>Dedicated Exhibit Show</td>
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<td>11:30am-1:00pm*</td>
<td>Attendee Lunch Vouchers Redeemable in Exhibit Hall</td>
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<td>1:00pm-2:30pm</td>
<td>Concurrent Technical Sessions</td>
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<td>2:30pm-3:00pm*</td>
<td>Break in Exhibition Hall</td>
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<td>3:00pm-5:00pm</td>
<td>Concurrent Technical Sessions</td>
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<td>5:00pm-6:00pm</td>
<td>Exhibition Happy Hour</td>
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<td>6:00pm-10:00pm</td>
<td>Barbecue at Copper Blues/Stand Up Live/Top Ops Challenge Finale</td>
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<td>Wednesday, April 15</td>
<td>7:00am-4:00pm</td>
<td>Registration Open in the South Ballroom Lobby</td>
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<td>7:00am-9:00am</td>
<td>Breakfast Served in the Exhibition Hall</td>
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<td>7:00am-4:00pm*</td>
<td>Manufacturer's Exhibition Hall Open</td>
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<td>8:00am-9:30am</td>
<td>Concurrent Technical Sessions</td>
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<td>9:30am-10:00am*</td>
<td>Break in Exhibition Hall</td>
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<td>10:00am-11:30am</td>
<td>Concurrent Technical Sessions</td>
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<td>11:30am-1:00pm*</td>
<td>Operator Awards Luncheon &amp; AZ Water Membership Meeting in Ballroom</td>
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<td>1:00pm-2:30pm</td>
<td>Concurrent Technical Sessions</td>
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<td>2:30pm-3:30pm*</td>
<td>Break in Exhibition Hall - Meter Mania Finale/Student Poster Contest</td>
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<td>3:30pm-5:00pm</td>
<td>Concurrent Technical Sessions</td>
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<td>5:00pm-9:00pm</td>
<td>Hospitality Night (Dinner &amp; Networking on Your Own)</td>
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<td>5:30pm-7:00pm</td>
<td>Awards Reception at the Hyatt Regency Hotel</td>
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<td>Thursday, April 16</td>
<td>7:00am-12:00pm</td>
<td>Registration Open in the South Ballroom Lobby</td>
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<td>7:00am-9:00am</td>
<td>Breakfast Served in the Exhibition Hall</td>
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<td>7:00am-12:00pm*</td>
<td>Manufacturer's Exhibition Hall Open</td>
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<td>Concurrent Technical Sessions</td>
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<td>12:00pm-1:30pm</td>
<td>Keynote Luncheon, Gavel Passing</td>
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<td>12:00pm-5:00pm</td>
<td>Exhibitor Move-out</td>
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<td>1:30pm-2:00pm</td>
<td>Networking Break</td>
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<td>2:00pm-4:00pm</td>
<td>Concurrent Technical Sessions</td>
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</tbody>
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*dedicated exhibit hours
exhibit hall layout and exposition hours*

Tuesday, April 14th
9:00 am–6:00 pm

Wednesday, April 15th
7:00 am–5:00 pm

Thursday, April 16th
7:00 am–12:00 pm

Bistro G
Concession Stand

Bistro F
Concession Stand

Tier 1
Tier 2
Tier 3

Mobile Device Charging Lounge

Student Poster Contest

Top Ops Trivia

Restrooms

Ops Challenge Demo

Hydrant Hysteria

Meter Mania

Restrooms

Bistro G Concession Stand
Standard 10 x 10 Exhibit Booth Spaces

Exhibit Booth Cost Includes:
Three (3) complimentary Exhibit Representative Badges for the first booth and two (2) complimentary badges for each additional booth space purchased, entrance to Conference Sessions, Breaks, Tuesday lunch voucher.

Each booth will receive; carpet, 6-foot skirted table, two chairs, and wastebasket. The size of each booth is 10 ft wide by 10 ft deep. We are using pipe and drape to define exhibit/booth sizes and aisles.

As shown in the Exhibit Hall layout, there will be three tiers of booths priced according to its location to the main isle. Tier 1 will be priced at $1,250 per booth, tier 2 at $1,000 per booth, and tier 3 will be $800 per booth.

The Exhibit Hall will be set up in Halls F & G at the Phoenix Convention Center, South Bldg, located at 100 N. 3rd Street, Phoenix, AZ 85004.

In March you will receive an Exhibitor’s Confirmation Package via email. Included in this kit will be your booth number and instructions for handling needs, such as electrical, extra furnishings, freight and overhead signage.

These items ARE NOT included with your booth and must be arranged directly with the exhibiting contractor CSI. The Exhibitor Service Kit will also include Staged Move-In & Move-Out Instructions. These instructions should ensure a less chaotic experience for all.

### Exhibit booth fees

| Tier 1 - Single 10 x 10 Booth | $1,250 |
| Tier 2 - Single 10 x 10 Booth | $1,000 |
| Tier 3 - Single 10 x 10 Booth | $800 |
| Extra Exhibit Representative Badge | $100 |
| Wednesday Operator Awards Luncheon | $25 |
| Conference BBQ Tickets | $40 |
| Mobile App Scavenger Hunt | $100 |

### Move-in Schedule*
Monday, April 13 from 1:30pm – 7:00pm
*Hours are subject to change.

### Move-Out Schedule*
Thursday, April 16 from 12:00pm – 5:00pm
*Hours are subject to change.

### Heavy Equipment Displays:
If you plan to bring any equipment that must be driven in or trailered into the exhibit hall, please contact Mike Ambroziak at exhibitor@azwater.org.
Cvent LeadCapture works with Cvent’s OnSite Solutions platform to scan attendee leads onsite using your own device. Access the App Store on iOS devices or the Play Store on Android devices to download the app. To receive an access code, you must purchase a license from Cvent.

Order details are available online and in our Exhibitor Service Kit.

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.
airport and public transportation

Are you traveling from out of state to attend our conference? It couldn’t be easier with public transportation in Phoenix! There are 1,200 daily flights available at Phoenix Sky Harbor International Airport and there is no need to rent a car with the PHX Sky Train®. The PHX Sky Train® is an automated train that transports travelers between the airport terminals and the Valley Metro Rail at 44th and Washington streets. The PHX Sky train arrives and departs every 3-5 minutes and is free to the public. Once you connect to Valley Metro Rail, it is a direct ride to the Phoenix Convention Center and to the Hyatt Regency Phoenix, our conference hotel.

downtown parking

If you choose to drive or rent a car, parking fees will apply at all downtown parking garages. Parking fees are generally $12 per day.

hotel reservations

Hyatt Regency Phoenix – 122 N. 2nd St., Phoenix, AZ

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
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.
conference sponsorship recognition levels

Check out our expanded conference sponsorship options for 2020!
More details available in the 2020 Sponsorship Prospectus.

- **Kachina - $15,000**
  Executive sponsorship for one company which includes top advertising benefits with full page advertisements, co-branded conference lanyards and bags, an exhibit booth, 2 foursomes for the annual golf tournament, and 6 full conference registrations.

- **Platinum - $5,000**
  Choose from the following options: Mobile App “Splash Page”, Mobile Device Charging Lounge, or Wi-Fi Access

- **Gold - $2,500**
  Choose from the following options: Conference BBQ, Breakfast, Manufacturer’s Reception, or Awards Reception

- **Silver - $1,500**
  Choose from the following options: Mobile App Banner Ad, Breaks

- **Copper - $500**

**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=

**Sponsorship questions**

Contact Gretchen Baumgardener –(480) 229-7250 or sponsorship@azwater.org

**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 operator competitions.