



American Water Works Association Pacific Northwest Section MSC Committee

PNWS-AWWA Fall Trustee Meeting

October 2017

Submitted by Kristin Young, Chair

PNWS Tacoma 2018 will be another great year for vendors and sponsors. We have ample space for vendors and seating with a few new features.

Vendor Hall

The 2018 vendor hall will host over 100 vendors and seating for approximately 300. The current vendor booth layout is attached for your review. Though the vendor hall is in the 5th floor, we are driving attendees to the vendor hall with the following times:

- Hosting the Water For People auction in the foyer outside the vendor hall
- Serving Thursday and Friday lunch in the vendor hall
- Drawing the trip prize winners on Friday in the vendor hall

Sponsorship Opportunities

The 2018 Sponsorship Opportunities are attached. While the opportunities are similar to 2017, I've highlighted changes below.

1. YP Scavenger hunt – The YP committee is hosting their traditional YP Scavenger Hunt with three levels of sponsorships – Venue host, Partner and Patron.
2. Smartphone App Banner Ad sponsorships are \$500 (increased from \$250 similar to 2017)
3. Technical Sessions sponsorships are reduced to \$250 from \$500. These have not generated much interest in the past two years so hoping to entice vendors with the reduced cost.
4. Rebranded and restructured the Wednesday evening opportunities. The Wednesday evening *Conference Kickoff* includes all competitions and great networking opportunity.

Winning a Trip or Prize

Attendees of the conference enjoy our tradition of the opportunity to win a trip to a beautiful location in the Pacific NW. We are currently reviewing how to use this tradition to get the most value for members and the association. We will be adding a 50/50 raffle component benefiting the PNWS Philanthropy Fund to the conference in 2018.

WFP & MSC

To boost booth attendance, the Water For People committee will be offering vendors the opportunity to showcase their silent auction donation at their booth. The auction committee will provide bid sheets and balloons which will be collected at the end of the vendor hours on Friday.



Sponsorship Opportunities Tacoma 2018

Platinum Sponsorship (3 available)

AWWA Member: \$4,500 • Non-Member: \$4,700

Conference Mobile App – Rotating banner advertisement on mobile app (while available). When tapped, banner will connect to full screen advertisement. Take advantage of advertising opportunities directly to attendee’s mobile phones before, during and even after the conference!

Web Presence - Full color company logo on PNWS web site for one year with hyperlink to your company web site.

Tradeshow Booth - One full size booth (size varies) on the tradeshow floor which includes sponsorship recognition at booth and two full conference registrations including all conference meals.

On-Site Recognition - Platinum sponsorship banners with company logo displayed at the Golf Tournament, Tapping Contest, Opening Ceremony, Conference Kickoff, Banquet and Water for People auction and reception. Company logo to be included on the conference attendee gift (provided by PNWS) and volunteer t-shirt (subject to LAC budget and ordering deadlines).

Water Matters Magazine - Pre-listing in the spring edition of Water Matters including full company logo. Option of providing full page story in the spring or summer edition of Water Matters. Sponsor to provide article copy and logo.

Corporate Donation - Your sponsorship includes a tax deductible donation of \$1,000 to PNWS Philanthropy which supports Water For People, The Water Equation and the PNWS Education and Training Fund.

Gold Sponsorship (6 available)

AWWA Member: \$3,000 • Non-Member: \$3,200

Conference Mobile App – Recognition in the conference smart phone app with company logo (sponsor supplied). Sponsorship includes first right of refusal to purchase a rotating banner advertisement on mobile app. **Don’t miss out - offer available for an additional \$500 until March 1, 2018 or until all banners are sold.**

Web Presence OR Tradeshow Booth - Full Color Company logo on PNWS web site for six months with hyperlink to your company web site.

OR

One full size booth (size varies) on the tradeshow floor. Includes sponsorship recognition at booth and two full conference registrations including all conference meals.

On-Site Recognition - Gold sponsorship banners with company logo displayed at the Golf Tournament, Tapping Contest, Opening Ceremony, Conference Kick Off, Banquet, and Water For People auction and reception. Company logo on volunteer t-shirt (subject to LAC budget and ordering deadlines).

Water Matters Magazine - Pre-listing in the spring edition of Water Matters including full color company logo. Also includes the option of providing ½ page story for the spring or summer edition of Water Matters. Sponsor to provide article copy and logo.

Corporate Donation - Your sponsorship includes a tax deductible donation of \$500 to PNWS Philanthropy which supports Water For People, The Water Equation and the PNWS Education and Training Fund.

Silver Sponsorship (8 available)

AWWA Member: \$2,000 • Non-Member: \$2,200

Conference Smart Phone App - Recognition in the conference smart phone app with company logo.

Web Presence OR Tradeshow Booth - Full Color Company logo on PNWS web site for six months with hyperlink to your company web site.

OR

One full size booth (size varies) on the tradeshow floor. Includes sponsorship recognition and two vendor registrations which include Conference Kick Off on Wednesday; all meals on Thursday; and Friday breakfast and lunch.

On-Site Recognition - Sponsorship banner at team events including Tapping Contest, Top Ops and Meter Madness. \$150 of sponsorship used to support teams traveling to ACE 2018.

Water Matters Magazine - Pre-listing in the spring edition of Water Matters. Includes full color company logo. Sponsor to provide logo.

Booth Only Sponsorship (100 available)

AWWA Member: \$900 • Non-Member: \$1,100

Conference SmartPhone App - Recognition in the conference smart phone app with company name.

Tradeshow Booth - One full size booth (size varies). Included two vendor registrations which include Conference Kick Off on Wednesday evening; all meals on Thursday; and Friday breakfast and lunch.

A la Carte Options

Young Professionals (YP) Scavenger Hunt

Venue Host - \$500.00 (2 available) - Host one of the two receptions during the YP Scavenger hunt including appetizers and drinks. Sponsorship includes a large- sized logo on all scavenger hunt material and on YP website, and a large point value clue on Scavenger hunt list.

Partner - \$400.00 - Sponsorship includes a medium- sized logo on all scavenger hunt material and on YP website, and a medium point value clue on scavenger hunt list.

Patron - \$200.00 - Sponsorship includes a small-sized logo on all scavenger hunt material and on YP website, and a low point value clue on scavenger hunt list.

Conference Mobile App - \$500 (5 available)

This app is a huge hit! Take advantage of advertising opportunities directly to attendee's mobile phones before, during and even after the conference! Sponsorship includes a rotating banner advertisement on mobile app. When tapped, banner will connect to full screen advertisement. Your company will benefit from continuous advertising throughout conference directly to attendee's mobile phones. The earlier you sign up the more visibility you receive as the Smart Phone is active February – October 2018. Yes that's right you can send messages to conference attendees even after the conference! Remind them of your new product, new office location opening or new company hires – the possibilities are endless!

Conference Kick Off Sponsors

Sponsor the Wednesday evening Conference Kick Off! Attendees and vendors will flock to this event to catch up with industry friends and watch teams vie to represent the PNWS section in Las Vegas at ACE18.

Signature Sponsor - \$750 (3 available) Sponsorship includes verbal and visual recognition during Conference Kick Off and Top Ops including a banner with your company's logo. Sponsors also receive recognition in the Smart Phone app. \$150 of sponsorship supports team's travel to ACE 2018.

Competition Sponsor - \$500 (6 available)

Visual and Verbal Recognition at Conference Kick Off and Tops Ops. \$150 of sponsorship supports team's travel to ACE 2018.

Golf Tournament

Signature Sponsor - \$550 (2 available). Sponsor receives signage in all golf carts and visual and verbal recognition at the tournament.

Hole Sponsor - \$300. Includes visual recognition at your sponsored hole and the opportunity to distribute drink tickets or other gifts to golfers.

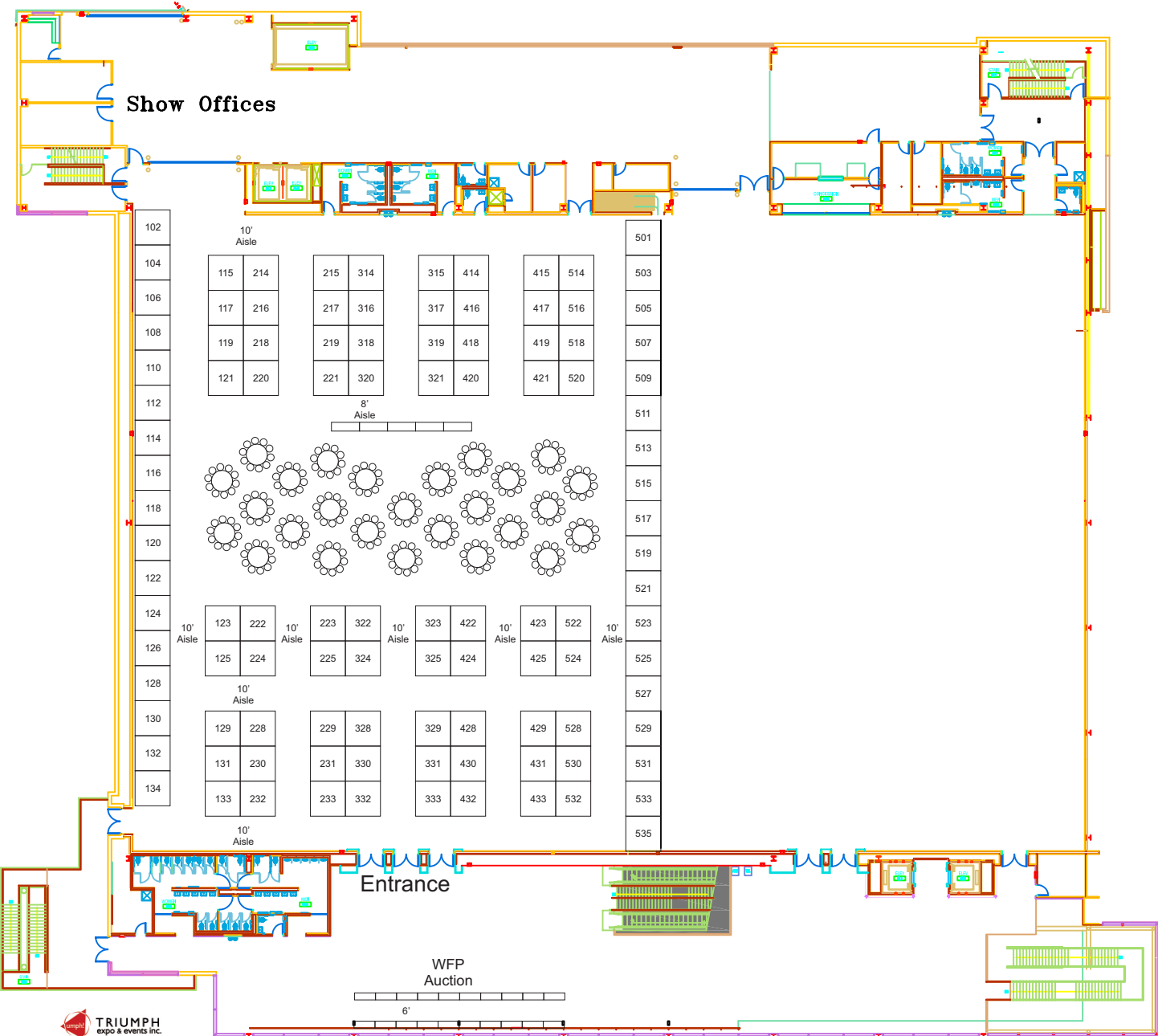
Technical Classroom Sponsorship - \$250 (6 available)

Sponsor a technical program track! Sponsorship includes signage in sponsored session classroom (sponsor to provide), a 30 second verbal advertisement given by the moderator (sponsor to provide) and the option to provide printed materials as handouts for attendees. Choice of topics will be first come, first serve and sponsorship will include Thursday sessions and Friday sessions.

PNWS-AWWA Annual Conference

April 24-27, 2018

Tacoma Convention Center



(107) 10'x10' Booths