



Corpus Christi American Bank Convention Center - 1901 N. Shoreline Blvd.

JOIN US IN CORPUS CHRISTI, TEXAS, FEBRUARY 27 – MARCH 2, 2011

93rd T.W.U.A. Annual School - Exhibitor/Sponsor Registration

This packet is prepared for our exhibitors regarding our 2011 School in Corpus Christi. We are seeking your continued support for the Texas Water Utilities Association (T.W.U.A.) Annual School. TWUA is a non-profit, educational organization which began in 1918 and is headquartered in Austin, Texas. TWUA provides exceptional training opportunities and support services for water and wastewater professionals from across the state of Texas.

We cordially invite you to be involved in and support our 93rd Annual Operator Training School which is scheduled for February 27 – March 2, 2011, in Corpus Christi, Texas. Securing an exhibit space for the Annual School undoubtedly will be one of the most productive decisions you will make for 2010/2011. We hope you will want to take advantage of this opportunity to reserve your booth space(s) today for 2011 TWUA Annual School.

Every effort will be made to make 2011 Annual School the best ever - for T.W.U.A., for the students, and for you. As always, students will be required to visit the exhibits area, and to show proof of doing so, to receive full continuing education credit (to acquire or renew their license). All classes will be in the Convention Center, and access to the exhibits area by operators and attendees will be convenient. We anticipate good traffic through the exhibits to view your products and services.

We ask that you consider participating in one of the following ways: as an Exhibitor, as a Sponsor, or as an Exhibitor/Sponsor. The fee for each depends upon whether your firm chooses to become an Association Member of the Texas Water Utilities Association. Among the benefits of becoming an Association Member is a 10% reduction in the booth fees for the Annual School. Please note that your representative being an individual member of T.W.U.A. does not qualify you for the lower exhibit fees.

To become an Association Member and qualify for an additional 10 % discount in booth fees, simply add the appropriate dues amount in the space provided on the Registration Form, enclose your payment (including your payment for Association Member dues) and take your discount. This 10 % discount applies only to booth pricing. Also, please note there is an opportunity for you to make a tax-deductible donation to one or more of our programs and services.

We believe that your involvement not only shows your continued support for T.W.U.A. but also represents a wise advertising investment for your company. The approximately 600 operators expected to be in attendance will represent a broad spectrum, ranging from entry-level personnel to upper-level management. Several course offerings designed especially for supervisors and managers in the water utilities industry will again be included on the program.

The Omni Bayfront & Marina will be the TWUA Host Hotel in 2011. Please advise your representatives who will be attending our Annual School there will be special rates available at the Omni Hotel. The Omni is located at 900 North Shoreline Blvd. Corpus Christi, Texas 78401 Phone: 1-800-843-6664 (361) 887-1600

Based on history and room participation, TWUA only financially guaranteed 300 hotel rooms. When the block is full, rooms and rates will be the registrar's responsibility, so please register early and please use the TWUA hotels. Use our reservation code "TWUA" when making reservations at these facilities.

I am looking forward to the 2011 Annual School and your participation in this unique event. I've had the opportunity and pleasure of meeting many of you over the years and I must say I'm very excited about getting better acquainted with everyone in the future.

We are again making arrangements to again have TAWWA Pipe Tapping & Meter Madness or Safety teams to do demonstrations in the exhibit area at various times throughout the day.

Should you have any questions, please do not hesitate to contact Norma Clark or Central Office at the number listed at the bottom of the page.

Sincerely,

Russell Hamilton

Russell Hamilton
Executive Director, TWUA

Norma Clark – (432) 528-1608
TWUA Central Office – (888) 367-8982

EXHIBITOR/SPONSOR INFORMATION

TEXAS WATER UTILITIES ASSOCIATION 93rd ANNUAL SCHOOL FEBRUARY 27 – MARCH 2, 2011

Standard Booth Rate

10' X 10'\$675.00

Large Booth Rate

10' X 20'\$900.00

Premium Booth Rate

20' X 20'\$1,200.00

GENERAL INFORMATION

Dates and Times of Exhibition:	The exhibition area officially opens at 7:30 a.m. Monday (February 28) and closes at 12:00 noon, Tuesday (March 1). An official name badge will be required to enter the exhibition area during these times.
Setup and Dismantling Dates and Times:	Setup is from 12 noon to 4:30 p.m. on Sunday, February 27. Exhibitors may set up Monday, Feb. 28 between 7:30 a.m. and 8:00 a.m., but all exhibits must be setup by 8:00 a.m. on Monday. Dismantling is from noon to 3:00 p.m. on Tues. March 1.
Location:	American Bank Convention Center, 1901 N. Shoreline Blvd. Corpus Christi, Texas.
Exhibits Tours:	An Exhibition Area Tour is scheduled for all Annual School technical sessions. Students desiring licensing credit must have proof of having visited the exhibition area to receive full credit.

-EXHIBITOR INFORMATION-

Please read these guidelines closely. Strict compliance is required by all exhibitors.

Identification Required: All persons entering the Exhibition Area must wear the T.W.U.A. Annual School Name Badge provided.

Eligible Exhibits: Exhibits may include materials, parts, components, accessories, services and systems related to the water and wastewater field.

Fee Includes:

Standard (10' x 10') Booth:	One 6" Skirted Table, two chairs, standard company signage, exhibit packet containing one Annual School Program, and two (2) personalized name badges. Two (2) additional name badges can be purchased at a cost of \$20/each. After four (4) name badges, additional badges can be purchased at a cost of \$100/each.
Large (10' x 20") Booth:	One 6" Skirted Table, two chairs, standard company signage, exhibit packet containing one Annual School Program, and three (3) personalized name badges. Three (3) additional name badges can be purchased at a cost of \$20/each. After six (6) name badges, additional badges can be purchased at a cost of \$100/each.
Premium (20' x 20') Booth:	One 6" Skirted Table, two chairs, standard company signage, exhibit packet containing one Annual School Program, and four (4) personalized name badges. Four (4) additional name badges can be purchased at a cost of \$20/each. After eight (8) name badges, additional badges can be purchased at a cost of \$100/each.

Carpet will be included for each booth; however, electricity is separate and available for an additional charge. Other amenities and services are available for an additional fee through Convention Decorating Service.

Representatives of non-exhibitor firms will be charged a fee of \$100.00 per person per day to enter the Exhibition Area.

Parking: One parking pass will be provided for each exhibiting company. Additional parking passes are available for purchase at the rate of \$13 each.

Door Prize Drawings: TWUA will be giving door prizes hourly to encourage student participation. If a door prize drawing is planned by the vendor, this should be conducted in the Exhibition Area at posted times.

Exhibits Tours: Students from the more than twenty academic courses being conducted will have scheduled tours of the Exhibition Area between 8:00 and 5:00 p.m. on Monday, and between 8:00 a.m. and 12:00 p.m. on Tuesday.

Limitations: No single piece of equipment over 1,000 pounds (excluding vehicles and mobile construction or maintenance equipment). Total of all equipment shall not exceed convention center stipulations. Please call if you have questions and we will verify with the convention center. No flammable liquids are permitted. Each exhibitor must make provisions for having the exhibit moved without scarring the floor.

Electrical Connections: Normal 110-volt lighting connections are available at each exhibit space for an additional charge. Heavy equipment electrical connections (220V) must be specifically requested and are available only at exhibit spaces located next to permanent walls.

Water Availability: Water is available only from a sink/lavatory. No hose connections are available. Special arrangements for water should be made with the Convention Center.

Space Assignment Policy: Booth assignments are made strictly by T.W.U.A., and no assignment of space will be confirmed until the registration fee has been received by Norma Clark, representing T.W.U.A. Central Office. The Association reserves the right to relocate assigned spaces prior to the opening of the Exhibition Area, but all efforts will be made to meet exhibitor's requests. The Association has exclusive control over the procedures and policies governing the Exhibition Area.

Cancellations: After TWUA has received a written cancellation notice, cancellation of exhibit space reservation will result in the following: **A full refund less a 25% process charge will be made for exhibit space cancelled on or before December 31, 2010. No refunds will be made for cancellations received after December 31, 2010.**

Liability: The Texas Water Utilities Association, and all organizations and individuals who are employed by or associated with the Annual School and Exhibition Area will not be responsible for damage or loss resulting from fire, theft, or any other cause whatsoever, including accidents or injuries to the exhibitor, or their employees, or the public, or any other persons, or individuals or property whatsoever.

Setup and Dismantling: All exhibits must be set up and ready for display by 8:00 a.m. on Monday, February 28. Dismantling begins at 12:00 noon on Tuesday, March 1, 2011. The floor must be cleared by 3:00 p.m. The Association will not be responsible for any shipping, setup, or dismantling costs.

Drayage: Due to the growth of our show, Convention Decorating Service is handling all shipments to and from the convention center. There will be an additional fee for this service. Please consult the decorator's packet and/or their representatives for further details.

93rd ANNUAL SCHOOL SPECIAL ADVERTISING OPPORTUNITY

SPONSORSHIP INFORMATION:

All firms or individuals paying sponsor fees within the time provided will be recognized in two listings, as follows:

1. In the Annual School Program – Many become a collector's item to be viewed again and again.
2. In the Texas Water Utilities Journal currently mailed to over 9,000 Texas water utilities personnel.

All Sponsor registrations must be postmarked on or before December 15, 2010, to secure both listings, or by January 15, 2011, for acknowledgment in the **JOURNAL**.

All sponsorship revenues will be utilized for direct improvement of T.W.U.A. member services.

To have your business identified as a sponsor of TWUA at the Annual School, simply complete the registration form and return it together with your payment of the sponsorship level of your choice. We accept all major credit cards (*Visa, MasterCard, or American Express*). All sponsorships are due no later than January 15, 2011. TWUA appreciates your continuing support. Following are the levels of Sponsorship:

Platinum Level \$1000.00

- Your company name featured in the TWUA Journal
- A listing in our Technical Program given to all students. Program listings may include up to three lines of forty characters plus spaces each. This may be the firm name plus a brief description of the products or services offered and an address and telephone number - or whatever you wish the listing to include
- One full page color display ad in our TWUA Journal
- Your company name featured on the Annual School Tower with your company (logo)

Gold Level \$500.00

- Your company name featured in the TWUA Journal
- A listing in our Technical Program given to all students. Program listings may include up to three lines of forty characters plus spaces each. This may be the firm name plus a brief description of the products or services offered and an address and telephone number - or whatever you wish the listing to include.
- One half page black and white display ad in our TWUA Journal

Silver Level \$250.00

- Your company name featured in the TWUA Journal
- Your company name listed in our Technical Program given to all students
- One black and white business card ad for 2 months in our TWUA Journal



2011 T.W.U.A. 93rd ANNUAL SCHOOL EXHIBITOR/SPONSOR REGISTRATION FORM

Firm Name: _____

Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____ Fax: () _____

Email Address of Contact Person: _____

Member Representative (if other than above): _____

Primary Product or Service: _____

Any Competitor that you do not want to be close to _____

EXHIBITORS:

Identification Badge #1: Name: _____ Title: _____

Identification Badge #2: Name: _____ Title: _____

List exhibit space preference (by space number).

1st Choice: _____, 2nd Choice _____, 3rd Choice: _____

Registration Fees

\$675.00 (Standard) \$900.00 (Large) \$1,200.00 (Premium)

Sponsor Fee: Silver Level (\$250.00), Gold Level (\$500), Platinum Level (\$1000) _____

Extra Representative/Guest Name Badges: (Attach a list), See price info on page 3 _____

Extra Parking Passes (\$13.00 each) _____

Association Member Dues (\$250.00) _____

Less Organizational Member Discount (If Appropriate) 10% of Booth Fee Only _____

Total Remittance: _____ \$ _____

Charge my Visa () or MasterCard (), AmEx () Account # _____

Expiration Date: _____ Security Code (3 digits): _____ Card Zip Code: _____

Card Holder Signature: _____

***Make Checks Payable to: TWUA- Send this form and Payment to: TWUA, c/o Norma Clark P.O. Box 12604, Odessa, Texas 79768
Mrs. Clark's Contact Information: (432) 528-1608 Fax: (432) 332-1965
TWUA CENTRAL OFFICE: (888) 367-8982**