



THE VWWA WINTER CONFERENCE

February 17- 18, 2021 | vawaterwellassociation.org/winterconference

LIVE + VIRTUAL



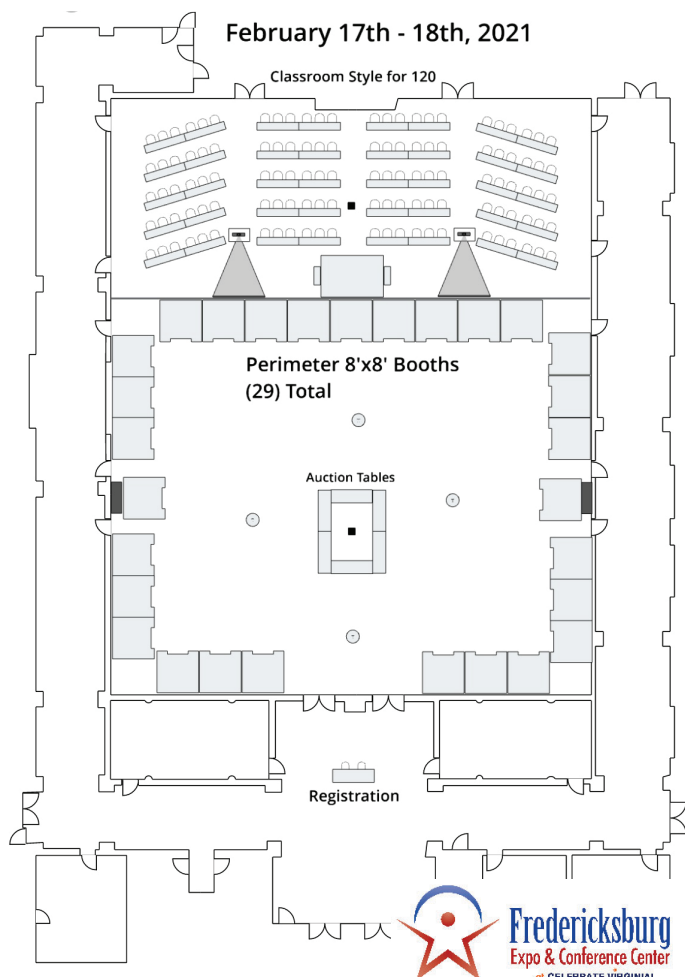
SUPPORTING

Water Professionals

EXHIBITOR PROSPECTUS

EXHIBITION HALL

Early bird rates expire January 11, 2021 - rates will increase by 15% thereafter. Electricity is additional at \$75 fee per booth.



With the New Year, there are changes to the overall conference schedule as well as the exhibit hall. Based on the results of a survey sent out this past summer, we are expecting about half of the exhibitors to participate onsite. Therefore, we have condensed and moved the exhibits into a space that will allow us to be in a more economical position and still provide the quality show and networking opportunities that we all enjoy.

The new exhibit area is the current banquet space for the facility and is fully carpeted. At this time, we are planning on having pipe and drape to separate the booths that will line the perimeter of the space with an open center for activities, raffles, etc. For those that can not participate in-person, there are commercials available in our educational programming which will allow you to create 30 second advertisements that all attendees will be able to view. This is a great option for any participating exhibitor or a company that is looking to still be 'seen' without participating onsite. Each registering Exhibitor will receive one complimentary ad space.

Each booth will come with a table, two chairs and a wastebasket. Electricity is still add-on to the registration fee. No heavy equipment or trailers will be in this space. All heavy equipment and trailers will be located outside in a dedicated area of the parking lot.

The newly condensed conference schedule does provide dedicated hall hours on Wednesday, February 17th from 2 PM until 5 PM and again Thursday, February 18th from 8 AM until 11 AM. Setup and teardown hours are before and after the dedicated exhibit hours.

We hope you can join us and support our organization as we move through this new season together.

	NONMEMBER	MEMBER
8' X 8' BOOTH	\$700	\$600
ADD-ON BOOTH	\$600	\$500
20' X 40' OUTDOOR EQUIPMENT SPACE	\$1,400	\$1,000

Commercial Advertising Schedule

In addition to the traditional tiered sponsorship levels, as indicated below. We are introducing for the first time, a 30 second commercial opportunity.

This additional advertising option will be open to any company that wishes to be in front of all of the educational attendees. The commercials will be embedded in the virtual learning platform and displayed during the break for the in-person and virtual participants. We anticipate a strong turn out for the virtual option for those that do not routinely participate in our events.

Commercials will be purchased in 30 second intervals and by how many times you want it to run. There are a total of 168 ad spaces between all of the courses over the two days.

If you choose to run the ad multiple times, we will organize the ads for the best rotation.

Advertising by video can be simple and just needs a little planning ahead of time to prepare the setting and what you would like to say. Then simply take out your phone and create a 30 second video and text or email the video to (804) 387-8395 or info@vawaterwellassociation.org. Videos will need to be in by February 3rd. A static advertisement is also an option. A full resolution graphic or high quality pdf can be submitted. Please note, a horizontal orientation will be best for both the video and any graphic.

Any questions, please do not hesitate to ask.

*Example AD Schedule - 15 MIN Course Break
(There are 8 breaks where ads will run between courses.)*

8:00 AM - 9:00 AM		COURSE 1
9:00:00 AM	Static Image - Welcome to WC21	
9:00:30 AM	AD 1	
9:01:00 AM	AD 2	
9:01:30 AM	AD 3	
9:02:00 AM	VWVA STATIC	
9:02:30 AM	AD 4	
9:03:00 AM	AD 5	
9:03:30 AM	AD 6	
9:04:00 AM	VWVA STATIC	
9:04:30 AM	AD 7	
9:05:00 AM	AD 8	
9:05:30 AM	AD 9	
9:06:00 AM	VWVA STATIC	
9:06:30 AM	AD 10	
9:07:00 AM	AD 11	
9:07:30 AM	AD 12	
9:08:00 AM	VWVA STATIC	
9:08:30 AM	AD 13	
9:09:00 AM	AD 14	
9:09:30 AM	AD 15	
9:10:00 AM	VWVA STATIC	
9:10:30 AM	AD 16	
9:11:00 AM	AD 17	
9:11:30 AM	AD 18	
9:12:00 AM	VWVA STATIC	
9:12:30 AM	AD 19	
9:13:00 AM	AD 20	
9:13:30 AM	AD 21	
9:14:00 AM	Countdown & Policy to Class Beginning	
9:14:30 AM		
9:15:00 AM	Class Starts	
9:15 AM - 10:15 AM		COURSE 2

1 AD - \$200

Multiple commercial runs or longer timed commercials are options at the new product value.

There are 168 total ad spaces available.

30 Second Videos (.mov)
Static Image (.pdf, .jpeg)
Horizontal orientation is best.

Each registering Exhibitor will receive one complimentary ad space.

SPONSORSHIP LEVELS | BRONZE \$200 . SILVER \$500 . GOLD \$1,000 . PLATINUM \$2,500 . DIAMOND >\$2,500



COVID-19 Per the Governor's recommendations at the time of the event, social distancing and personal protection will be active. Please be courteous and respectful of everyone's effort in doing what is appropriate for them.

TERMS AND CONDITIONS

1. DEFINITIONS:

a. "PRODUCER" shall mean Virginia Water Well Association.

b. A Building Manager shall mean the facility manager or a designated representative during their absence.

c. A "Premises" shall mean FREDERICKSBURG EXPO AND CONFERENCE CENTER (FECC).

2. ELIGIBILITY OF EXHIBITS: The Producer reserves the right to determine the eligibility of any company or product to exhibit in the show.

3. SUBLETTING OF EXHIBITS: No Exhibitor shall assign, sublet or apportion the whole or any part of his/her exhibit space.

4. RELOCATION OF EXHIBITS: The Producer reserves the right to alter locations as shown on official floor plan as deemed advisable or necessary.

5. BOUNDARIES: No part of any exhibit may extend beyond Exhibitors assigned space boundaries. Aisle space is controlled by the Producer.

6. EXHIBITS:

a. Exhibitors move in and set-up on 2/17/21, from 8:00 AM to 2:00 PM. All exhibits shall be completed and in operating order by 2:00 PM on 2/17/21.

b. No walls exceeding eight feet at back wall or three feet at sides may be constructed unless prior written permission is given by the Producer.

c. The Producer reserves the right to finish and decorate any unfinished partitions, backs of signs that are, in the Producers opinion, exposed to the public view. Exhibitor agrees to reimburse the Producer the actual cost of said finishing and/or decorating.

d. Dismantling of any display prior to the closing hour of the show is prohibited.

e. Exhibitors must comply with all state and local laws, rules, regulations and ordinances.

f. The Producer shall have sole control over all admission policies. No smoking will be permitted in the exhibit hall.

7. LIMITATION OF LIABILITY: The Exhibitor agrees to make no claim against the Producer, show Sponsor or the city or state wherein show is held for loss, theft, damage of goods, nor for any injury to him or his employees, suffered while show is being set up, taken down or in progress. Exhibitor agrees to indemnify and hold harmless the show Producer, show Sponsor and the city and state wherein the show is held, of all claims arising out of acts, omissions or negligence of Exhibitor, his employees or his agents.

8. INSURANCE: Exhibitors who desire insurance for their exhibits must purchase same at their own expense. (See section 16)

9. PERSONAL PROPERTY: The Exhibitor hereby waives all right under the Constitution and the laws of the Commonwealth of Virginia or any other state to claim personal property exempt as against any liability, debt or obligation arising under this agreement.

10. FOOD & BEVERAGES: No food or beverages shall be brought onto the premises except through the building concessionaire, who has been assigned those rights through a contract with the Producer.

11. FREE SAMPLES: No free samples of food, beverage or any product may be given away or otherwise distributed by Exhibitor or his agents without prior written approval of the Producer. (small candies, etc. excluded.)

12. FAILURE TO EXHIBIT: If the Exhibitor, being entitled to possession through this agreement, shall fail to take possession of or to use the premises, no rent refund shall be made and the full rent called for by this agreement shall be payable by the Exhibitor to the Producer as liquidated damages, and not by way of penalty. Late setup is strictly prohibited and may result in

forfeiture of the right to exhibit.

13. REMOVAL OF EFFECTS: The decorator shall have the right to remove all effects remaining on the premises after 5 pm on 2/19/20 at Exhibitors' expense and to store same at the sole expense of the Exhibitor, and without any liability therefore on the part of the FECC or the Producer or their agents.

14. DAMAGE:

a. Exhibitor, his agents, guests or patrons shall not injure, mar or in any manner deface the premises or equipment therein, and shall not cause or permit anything to be done whereby the premises or equipment therein shall be in any manner injured, marred, unduly soiled, defaced, lost, stolen or otherwise removed from the premises and will not drive or permit to be driven nails, hooks, tacks or screws into any part of the premises and will not make nor allow to be made any alterations of any kind therein. Should any of the aforementioned prohibited acts occur, Exhibitor agrees to promptly make restitution therefore to the Hotel by cash or certified check.

b. Exhibitor agrees that if any portion of his show space shall be damaged by the act, default or negligence of himself, or of his agents, employees, patrons or guests, Exhibitor will pay to the Hotel/Facility upon demand such sum as shall be necessary to restore the premises and/or equipment to their previous condition. Exhibitor hereby assumes full responsibility for the acts and conduct of all persons within his exhibit area.

15. MAINTAINING THE PEACE: The Producer or her representatives shall have the right to eject any disruptive or objectionable persons from the premises. Upon exercise of this authority, Exhibitor hereby waives any and all right or claim for damages against the Producer, the Hotel/Premises or their agents.

16. HOLD HARMLESS: The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitor's displays, equipment and other property brought upon the premises of the Convention Center (Hotel) and shall indemnify and hold harmless the Hotel, agents, servants and employees from any and all such losses, damages and claims.

17. SELLING POLICY: Exhibitors shall not solicit business or distribute samples, catalogs, etc, in a manner that may be considered a noisemaker or show stopper.

18. TERMINATION OF THE SHOW: If the Producer determines that the premises wherein the show is being held have become unfit for occupancy or if they become materially interfered with by reason of strike, embargo, injunction, act of war, act of God, or any other act or event not the fault of the Producer, this agreement may be terminated by the Producer in the event of such termination. The Producer may, after deducting all cost and expenses, including a reserve for claims, refund to the Exhibitor as for complete settlement and discharge of said Exhibitors claims and demands, his pro-rate share of all monies paid by all exhibitors.

19. PAYMENT AND CANCELLATIONS: All exhibit spaces must be paid for in full prior to the opening of the show. No cancellations will be honored after January 11, 2021.

20. PRODUCER POWER: Exhibitor agrees that VWWA will have full power in a matter of interpretation, amendment and enforcement of all exhibitors rules and regulations. In all instances, VWWA's rulings will be final. All rights and privileges granted to exhibitor under this agreement and any subsequent amendments are subject to and subordinate to the master lease between the Virginia Water Well Association (VWWA) and the facility/Premises.



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WWW.VAWATERWELLASSOCIATION.ORG
INFO@VAWATERWELLASSOCIATION.ORG
OFFICE: (804) 387-8395 FAX: (804) 302-7978

#WC21 #VWWA



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LODGING OPTIONS

1040 HOSPITALITY LANE HOMWOOD SUITES - \$114.00	1060 HOSPITALITY LANE HILTON GARDEN INN - \$114.00	1080 HOSPITALITY LANE HAMPTON INN & SUITES - \$109.00
540-786-9700	540-548-5822	540-786-5530
THREE CONFERENCE HOTELS WITHIN WALKING DISTANCE - RESERVATIONS MADE DIRECT.		

Are you ready to kick off 2021? We are excited and looking forward to go back to Frederickburg for the VWWA Winter Conference! We hope to see you there!

There are some changes to the overall conference as we strive for a safe and successful event together and online. There are options to exhibit in-person at the conference and if you are unable to physically be present, then there are options to still get in front of the attendees with our new commercial advertisement spaces in the educational platform.

If you are able to join us in-person we have room for you! Take a look at the details inside.

Greetings,

Early Bird Rates Expire January 11!

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THE VWWA WINTER CONFERENCE



CONFERENCE SCHEDULE

THURSDAY, FEBRUARY 18	
8:00 AM - 11:00 AM	EXHIBIT HALL OPEN
11:00 AM - 4:00 PM	EXHIBITOR TEARDOWN
11:00 AM - 5:00 PM	EDUCATION SESSIONS
with CASH BAR	
WEDNESDAY, FEBRUARY 17	
8:00 AM - 2:00 PM	EXHIBITOR SETUP
8:00 AM - 2:00 PM	EDUCATION SESSIONS
2:00 PM - 5:00 PM	EXHIBITION HALL OPEN