



# 96<sup>th</sup> ANNUAL

EXHIBITING 💧 SPONSORSHIP 💧 ADVERTISING



## Minnesota Water Well Association Convention & Trade Show

January 29, 2018  
St. Cloud Civic Center  
St. Cloud, Minnesota  
Early Registration Deadline:  
December 1, 2017

# From the MWWA Convention Committee:

## Dear Vendors of the Minnesota Water Well Association:

Thank you for taking the time to review the Exhibitor and Sponsor information for the 96th Annual MWWA Trade Show and Convention. We are pleased to be in St. Cloud in 2018 at the St. Cloud Civic Center and have a few new opportunities for you to participate and showcase your products to the groundwater professionals of Minnesota. Thank you for your continued support of these professionals during the course of the year, and we look forward to working with you and seeing you in St. Cloud in January.

## Special Features:

- Lunch is free for your booth representatives during the trade show. You may also attend the Monday sessions and dinner and the Tuesday breakfast and annual meeting at no charge, but we do ask that you obtain a TICKET!
- Cash bar in exhibit hall (3:00–4:30 p.m.)
- All exhibitors are encouraged to bring additional prizes (\$100 max.) for the Monday evening auction at the end of Casino Night
- Casino Night on Monday evening following the trade show
- Register by December 31, 2017 to be included in the convention program.
- Register by December 1, 2017 to take advantage of the best rates!

## Advertisements

### ADVERTISING OPPORTUNITIES

- \$300 – Full-page ad, 4.875" wide x 7.875" high
- \$225 – Half-page ad, 4.875" wide x 3.825" high
- \$125 – Quarter-page ad, 2.375" wide x 3.825" high
- \$75 – Business card-size ad, 3.5" wide x 2" high

*Advertisements will be placed in the convention on-site brochure. This brochure will be given to attendees at the convention! All company logos and advertisements are due at MWWA by December 18, 2017. Ads and logos must be BLACK & WHITE, high-resolution EPS or PDF files. They can be emailed to [mjones@ngwa.org](mailto:mjones@ngwa.org). Please contact Mark Jones at 800-332-2104 if you have any questions about the format of your files.*

### Sustaining Sponsor Level – \$150

Open to all MEMBERS of the MWWA! Recognition will be given in the *Well Advised* newsletter and on signage at the Convention.

**Casino Night Hospitality Sponsorship** – During Casino Night, MWWA will have one Hospitality Bar available that we will be offering shared sponsorship for. We estimate the total cost of this function to be approximately \$3,500. As such, we will be opening this sponsorship opportunity up to anyone who would like to participate. Contact staff to indicate that you would like to participate in being a sponsor. The cost will be split evenly between all participating vendors, so the more that participate, the less it will cost each vendor. Participating sponsors will have their names and company logos on a banner located near the bar thanking them for their sponsorship.

# Sponsorships



Become a sponsor by December 1 and take advantage of the special early bird rates. Event is marketed to more than 1,000 contractors. Use this opportunity to put your company's name in front of this audience.

## SPONSORSHIP OPPORTUNITIES

### **Drill Rig Level – \$2,000 (by Dec. 1), \$2,500 (after Dec. 1)**

- Free booth with premium location
- Free full-page ad in on-site program/directory
- Free half-page ad in *Well Advised* for one year
- Name and logo on all signage for the show
- Logo and link on MWWA website
- 30 drink tickets for attendees (Beer and Rail)

### **Water Truck Level – \$1,250 (by Dec. 1), \$1,500 (after Dec. 1)**

- 50% off booth fee plus premium location (\$225-\$360 value)
- Free half-page ad in the on-site program/directory
- Free quarter-page ad in *Well Advised* for one year
- Name and logo on all signage for the show
- Logo and link on MWWA website
- 25 drink tickets for attendees (Beer and Rail)

### **Pump Hoist Level – \$600 (by Dec. 1), \$1,000 (after Dec. 1)**

- 25% off booth fee (\$138-\$180 value)
- Free quarter-page ad in on-site program/directory
- Free business card ad in *Well Advised* for one year
- Name and logo on all signage for the show
- Logo and link on MWWA website
- 20 drink tickets for attendees (Beer and Rail)

### **Back Hoe Level – \$200 (by Dec. 1), \$300 (after Dec. 1)**

- Name and logo on all signage for the show
- Logo and link on MWWA website
- 15 drink tickets for attendees (Beer and Rail)

### **Trade Show Bar Sponsorship – \$500**

- Sponsorship signage at bar on show floor
- 15 drink tickets
- Opportunity to place promotional materials at these location tables (responsibility of sponsoring company to produce and provide these materials)
- Recognition in onsite/directory piece
- Recognition in *Well Advised*

### **Banquet Sponsorship – \$750 (3 available)**

- Sponsorship signage at banquet
- Recognition in onsite/directory piece
- Recognition in *Well Advised*

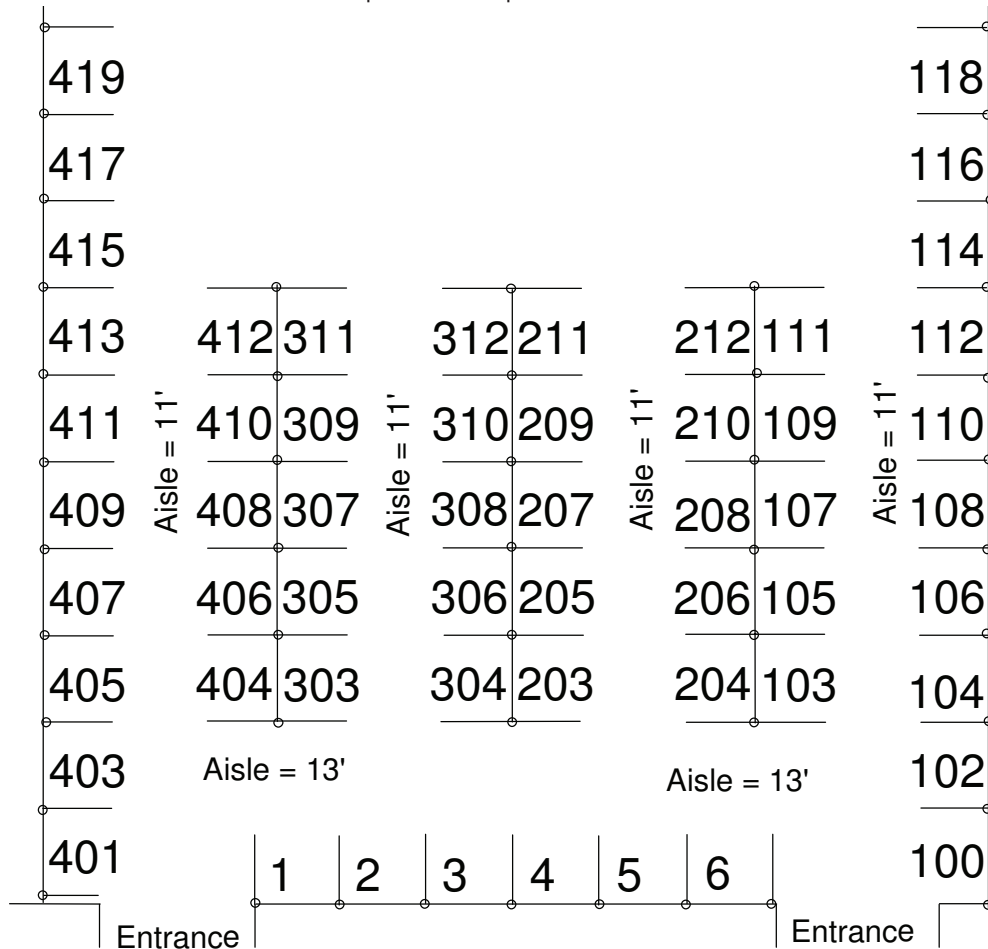
*All companies participating in any level of sponsorship will be publicly thanked in the registration brochure (those committed to exhibit by the time it goes to print), at the convention, as well as in the follow-up newsletter that is sent out after the convention.*

# Exhibit Hall Layout



St. Cloud River's Edge Convention Center  
Terry Haws Exhibit Hall B  
January 28-30, 2018

Exhibit Hall 8'd x 10w' Booth Layout  
56 Booth Spaces 8' deep x 10'wide



## BOOTH REGISTRATION INCLUDES:

- 10' x 7' exhibit booth with blue and silver draping
- Skirted table and two chairs
- 2 free booth representatives
- Additional booth representatives are \$55/person
- All booth representatives may attend all Monday sessions and Casino Night for free!
- Tickets for the Monday night dinner in the Casino Hall available for free!
- Your company listed on the MWWA's website ([www.mwwa.org](http://www.mwwa.org))!
- Tuesday lunch and annual meeting

## EXHIBIT BOOTH/EQUIPMENT SPACE FEES

### MEMBERS

1st booth = \$600  
Additional booths = \$425 each  
Equipment space fee = No charge

### NONMEMBERS

1st booth = \$770  
Additional booths = \$475 each  
Equipment space fee = \$2 per square foot

## SPECIAL OFFER! DISCOUNTED BOOTH FEE!

Register your booth by December 1, 2017 and receive the Early Bird Booth Rate AND you will be listed in the convention registration brochure as a "Featured Exhibitor"!

Registration form AND payment must be received by December 1, 2017 in order to qualify for the Early Bird Rate.

# Booth Display Rules

## 1. TRADE SHOW SCHEDULE

Exhibit booth set-up:	Sunday, January 28, 2018	1:00–6:00 p.m.
Additional booth set-up:	Monday, January 29, 2018	7:00 am–12:00 p.m.
Trade show:	Monday, January 29, 2018	12:00–4:30 p.m.
Tear-down:	Monday, January 29, 2018	4:30 p.m.

## 2. SPACE

No portion of the booth area may be sublet or assigned to any other firm or person(s).

## 3. BOOTH ASSIGNMENTS

Booth and/or equipment space assignments are made on a first come, first served basis. MWWA reserves the right to alter trade show layout and vendor location. Indicate your first, second, and third booth choice. No private room displays. (See floor plan for booth and equipment space layout.)

## 4. FIRE/SAFETY CODES

Each booth operator and vehicle equipment owner must comply with all federal, state, local, and Northwest Marriott fire and safety codes. This includes disconnecting the battery and having gas tanks nearly empty.

## 5. INSURANCE

It is agreed that in no case shall MWWA or its officers or directors or staff be responsible for any loss, theft, and damage by fire, or injury to any person or article.

## 6. LIABILITY

Each booth operator will be responsible for the space leased during the convention and will keep it free from hazards to persons on the premises. MWWA and the St. Cloud Civic Center will not be responsible for any injury that may occur to booth operators, their associates, or employees.

## 7. ELECTRICAL, INTERNET, and SHIPPING FREIGHT

After signing up to exhibit, companies will be able to place orders for additional services online or via forms that will be provided. If you have questions, please contact Dave Schulenberg at 800-332-2104.

## 8. FOOD and BEVERAGES

The sale and serving of food, beverage, and concessions of any kind is not permitted in the St. Cloud Civic Center except with prior written permission from the St. Cloud Civic Center.

## 9. HOSPITALITY AREAS

Monday night, vendors will be able to have the opportunity to be a participating host of the hospitality area (one bar and food tables) of Casino Night. The vendor hospitality area will remain open during and through Casino Night. The vendor hospitality area must end by midnight (hotel policy). If you are interested in being a participating host of the hospitality area during Casino Night, please contact the MWWA office at 800-332-2104.

## 10. CANCELLATION POLICY

Cancellation policy applies to all items purchased on the exhibitor application form. With written cancellation notice received by 5:00 p.m. on December 18, 2017, cancellations will receive a refund, less a \$100 administrative charge. Cancellations after December 18, 2017 are nonrefundable. Notices of cancellation must be faxed to the MWWA office at 614-898-7786. No-shows will not receive refunds.

## 11. PAYMENT POLICY

To be considered preregistered, MWWA must receive your payment with this form.

# Preliminary Schedule (subject to change)

## SUNDAY–JANUARY 28

1:00–6:00 pm	Registration
2:00–5:00 pm	Board Meeting
5:00 pm–11 pm	MWWA Hospitality!

## MONDAY–JANUARY 29

7:00–7:00 am	Registration and Coffee
8:00–9:00 am	Screen Design
8:00–9:00 am	Water Systems Calculator
9:00–10:00 am	Hours of Service and ELD's
9:00–10:00 am	Safety/Confined Spac
10:00–12 noon	MDH
10:00 am–1:00 pm	Ladies Program ????????????????????????????????
12:00–4:30 pm	Trade Show Floor Open
5:30–7:00 pm	Dinner, Awards, Slideshow and More! (With BAR!)
7:00–11:00 pm	Casino Night

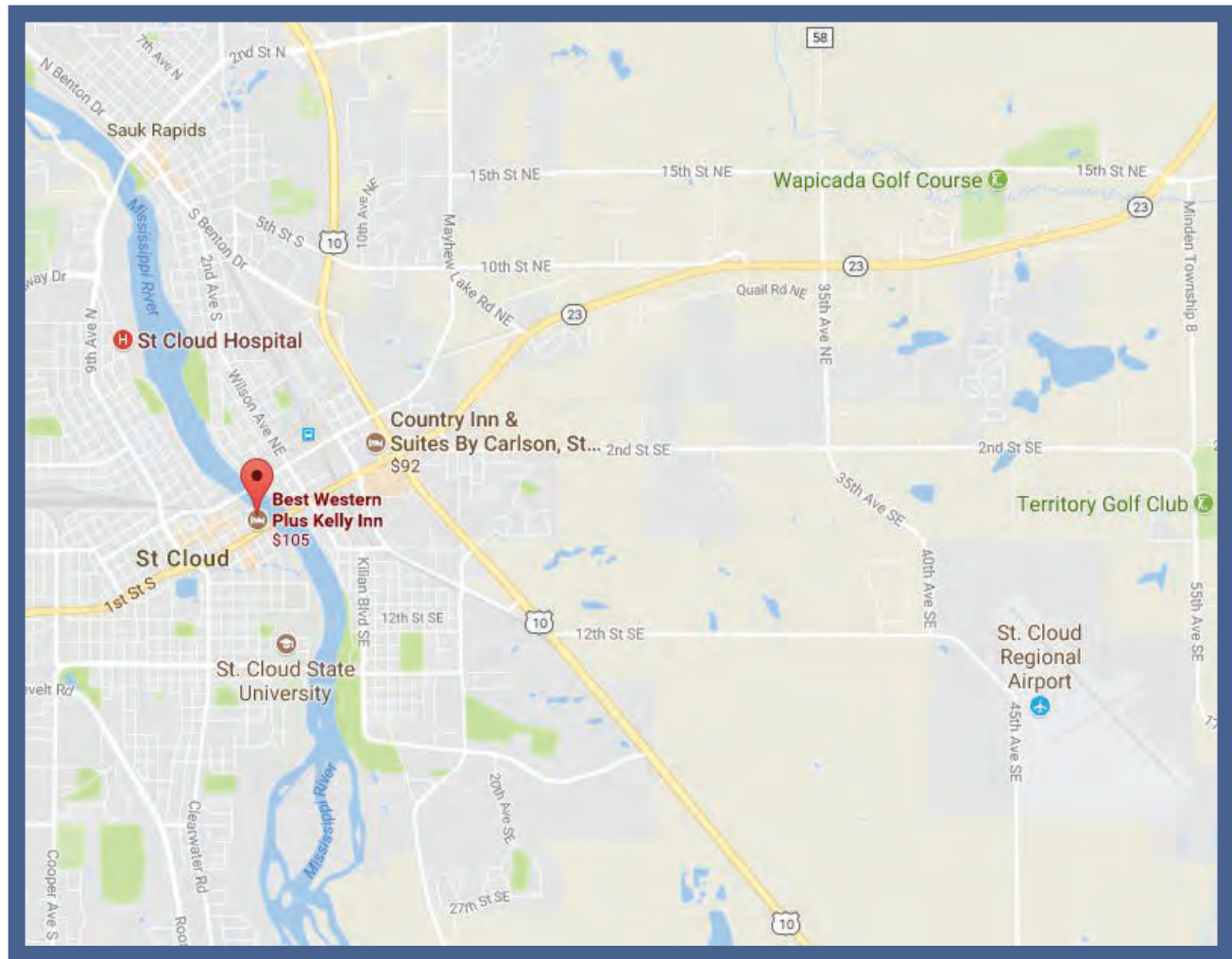
## TUESDAY–JANUARY 30

6:00–7:00 am	Registration and Coffee
7:00–8:30 am	Annual Meeting with Breakfast Buffet
8:30–10:30 am	McElhiney
10:30–11:30 am	DNR Update
11:30–12:30 pm	Business Class (Jeff W)
12:45–1:45 pm	Past Presidents Meeting
2:00–4:00 pm	MWWA Board Meeting
4:00–6:00 pm	Plumbing Class (Pt. 1) Water Conditioning

## WEDNESDAY–JANUARY 31

8:00 am–12 noon	Plumbing Class (Pt. 2) Code Updates
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# Reserve Your Hotel Room



## Best Western Kelly Inn

100 4th Ave. S.  
St. Cloud, MN 56301  
320-253-0606  
[www.bestwesternstcloud.com/](http://www.bestwesternstcloud.com/)

The following room rate is available:  
\$96.00 USD per night

Additional information is available on the Association home page. Go to [www.mwwa.org](http://www.mwwa.org) to get your link to the Best Western Kelly Inn reservation page for our show.

# MWWA Membership

## Not a member?

Join MWWA today and receive your booth at the discounted member rate!

Membership fees are per company:

\$295 Manufacturer and/or Supplier

\$295 Allied Services

For more information, please contact our Executive Director, Dave Schulenberg, at 800-332-2104.

## Hospitality Areas – First Come, First Served!

### Auctions and Entertainment – Monday Night

Prior to the start of Casino Night, we will host our ninth annual auction. We will auction off the following items, which are open to both vendors and contractors: Johnson Screen Lamp and the Dave Williams Drill Rig. All proceeds go to the Dave Williams Foundation for Scholarships and Educational Activities. If you have an item you would like to offer for public auction, please contact the MWWA office.

We will also have donated items on the prize table during Casino Night. A highlight of the night is using casino winnings to bid on gifts. We are looking for items with a suggested retail value of \$100 or less. All donors will be announced when their donation is up for bid. This is separate from the silent auctions in the vendor booths.

Send your booth representatives to an exciting night of Black Jack, Texas Hold'em, Three-Way Action Poker, and Let it Ride Poker!

#### CASINO TIMELINE IS AS FOLLOWS:

7:00–10:30 p.m.	Casino Tables Open
10:15 p.m.	Last "No Limit" Hand Cash-In
10:30 p.m.	Prize Drawings

Be sure to check the box under "Additional Booth Options" on the exhibitor application to say that you plan to attend!







# Casino Night Hospitality Area

## Sign Up form

This year during Casino Night, MWWA will have one Hospitality Bar available that we will be offering shared sponsorship for. In looking at past Casino Night events, we have estimated the total cost of this function to be approximately \$3,500. As such, we will be opening this sponsorship opportunity up to anyone who would like to participate. Simply contact Dave Schulenberg at the MWWA office to indicate that you would like to participate in being a sponsor for the Casino Night Bar. The cost will be split evenly between all participating vendors, so the more that participate, the less it will cost each vendor. The Association will handle all of the details for getting the bar set up and ordering the food, and no drink tickets will be needed to be handed out. Participating sponsors will have their names and company logos on a banner located near the bar thanking them for their sponsorship.



If you are interested in participating, please fill out the form below and return to the MWWA office. You will be invoiced for your sponsorship amount after the convention.

YES, I am interested in participating in being a Casino Night Bar/Food Sponsor

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Contact Information: \_\_\_\_\_

**Fax:** Fax sponsorship form to 614 898.7786

**Email:** Email sponsorship form to [mwwa@ngwa.org](mailto:mwwa@ngwa.org)

**Phone:** Call to reserve your sponsorship, 800 332.2104

**Mail:** Mail sponsorship form to:

MWWA  
601 Dempsey Rd.  
Westerville, OH 43081



# MWWA 20 MINUTE TED TALKS

## Sign Up form

This year the MWWA will be offering 20-Minute Vendor “TED” talks in part of the trade show floor every 30 minutes that will allow for vendors to showcase a product that they may want to share with attendees.

Please complete this form and send it in with your registration if you would like to participate in one or more of these “TED” talks.

Please be aware that the MWWA Convention Committee will have the final decision on the assignment of all speakers and presentations, and will make every and all efforts to accommodate all requests.

- Presentations will NOT have any audio/visual available
- Presentations will be made on the show floor, but in an area toward the main entrance
- Each presentation will have a max audience of no more than approx. 24
- Presentations will last no more than 20 minutes
- Presentations will be scheduled every 30 minutes during the trade show
- 1 6’ or 8’ draped table will be available.

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Contact Information: \_\_\_\_\_

Topic of Talk: \_\_\_\_\_

Signature: \_\_\_\_\_



# Exhibitor/Sponsor Application

Company name: \_\_\_\_\_  
 Contact: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

**BOOTH PREFERENCE:**

1st: \_\_\_\_\_  
 2nd: \_\_\_\_\_  
 3rd: \_\_\_\_\_

Check all that apply:

**EXHIBITS  
BOOTHS**

	Early Bird		After December 1	
	Member	Nonmember	Member	Nonmember
Single	\$550	\$700	\$600	\$770
Double	\$870	\$1,045	\$925	\$1,145
Additional	\$375	\$425	\$425	\$475

**BOOTH REPRESENTATIVES** (Please print names clearly.)

- FREE! 1. \_\_\_\_\_
- FREE! 2. \_\_\_\_\_
- \$55 3. \_\_\_\_\_
- \$55 4. \_\_\_\_\_

**BULK EQUIPMENT SPACE**

Yes! We would like bulk equipment space.

- Member - No charge
- Nonmember - @ \$2 per square foot.  
 Gross weight of vehicle \_\_\_\_\_ lbs.  
 Length \_\_\_\_\_ x Width \_\_\_\_\_ = \_\_\_\_\_ Total square feet

**ADDITIONAL EXHIBITOR OPTION**

If you are planning to attend, please indicate the number of tickets you will need (no charge), as well as any prize you might be able to donate.

- \_\_\_\_\_ Casino Night & Dinner
- YES! We will donate items for the Monday evening prize table!  
 I will donate the following item(s):  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
- Yes, we will participate in the Gift Bag at registration

**SPONSORSHIPS**

Our company would like to sponsor the following:

	Early Bird	After Dec 1
<input type="radio"/> Drill Rig Sponsor	\$2,000	\$2,500
<input type="radio"/> Water Truck Sponsor	\$1,250	\$1,500
<input type="radio"/> Pump Hoist Sponsor	\$600	\$1,000
<input type="radio"/> Back Hoe Sponsor	\$200	\$300
<input type="radio"/> Sustaining Sponsor	\$150	\$150
<input type="radio"/> Trade Show Bar Sponsorship	\$500	\$500
<input type="radio"/> Banquet Sponsorship	\$750 (3 available)	\$750
<input type="radio"/> Casino Night Hospitality Sponsorship (shared sponsors)	\$3,500	
<input type="radio"/> Drink Tickets-Trade Show Floor	\$70 per pack of 10, No. of packs _____ x \$70 = \$_____ Total	

**ADVERTISEMENTS (DECEMBER 18 DEADLINE)**

Our company would like to buy the following b&w ads for the convention program.

- \$300 Full-page ad (4.875" wide x 7.875" high)
- \$225 Half-page ad (4.875" wide x 3.825" high)
- \$125 Quarter-page ad (2.375" wide x 3.825" high)
- \$75 Business card-size ad (3.5" wide x 2" high)

**SCHOLARSHIP FOUNDATION**

I would like to donate to the Dave Williams Foundation.  
 Amount I wish to donate: \$ \_\_\_\_\_

**LEGAL FUND**

I would like to donate to the MWWA Legal Fund.  
 Amount I wish to donate: \$ \_\_\_\_\_

**PAYMENT INFORMATION**

To be considered preregistered, MWWA must receive your payment with this form. Any registrations received prior to December 1, 2017 receive the early bird rate.

Grand total: \$ \_\_\_\_\_

- Check enclosed (made payable to MWWA)
- Visa
- MasterCard

Credit Card Number \_\_\_\_\_

Card Exp. Date \_\_\_\_\_ 3-Digit Security Code \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Cardholder Phone Number \_\_\_\_\_

Cardholder Address \_\_\_\_\_

I approve the above amount to be charged to the credit card indicated.

Cardholder Signature \_\_\_\_\_

Date \_\_\_\_\_

**AGREEMENT**

Signer agrees to the rules governing all aspects of exhibit and equipment space, as printed in this packet, including all Booth Display Rules on page 4.

Printed Name \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

(For office use only.)

initials		fin.
date		
CK/CC		
amt. paid		
bal. due		

**PLEASE RETURN FORM WITH PAYMENT TO:**

Minnesota Water Well Association  
 601 Dempsey Rd.  
 Westerville, OH 43081  
 800-332-2104 Phone  
 614-898-7786 Fax



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601 Dempsey Road  
Westerville, OH 43081  
800 332.2104 Phone  
614 898.7786 Fax  
www.mwwa.org

## Thank you to our MWWA Convention Committee:

Dave Bokelman  
David Henrich  
Dave Traut  
Dennis Koepp  
Jessica Kraft-Thron  
Jeff Thron  
Richard Thron  
Katie Renner  
Ray Renner  
Roger Renner  
Dave Schulenberg – Executive Director

## Special Discount Offers!

### DECEMBER 1, 2017 IS THE MAGIC DATE!

**Exhibit Booths:** Register your booth by December 1, 2017 to receive the Early Bird Rate!

**Sponsorships:** A special discount is being offered this year to companies signing up as a sponsor prior to November 30. You can save up to \$1,000, depending on your level of sponsorship! Details are on page 2.

*Registration form AND payment must be received by December 1, 2017 in order to qualify for these discounts.*