



Nevada Water Environment Association

Exhibitor Information

NWEA 2009 Annual Conference

Conference Dates: April 14th-April 16th 2009
Exhibit Location: South Point Hotel Casino & Spa
9777 Las Vegas Blvd South
Las Vegas, Nevada 89183



Booth Size & Standard Equipment Included with Booth:

Each booth is 10' x 10' with a 3' side rail drape.

Rental will include:

- Sign with your company name and booth number
- Wastebasket
- (1) 6' table with two chairs

Exhibit Hours:

Tuesday, April 14th: 3:00pm-6:00pm
Reception 6:00pm-8:00pm

Wednesday, April 15th 3:00pm-6:00pm

Set-Up

Monday, April 13th 1:00pm-4:00pm
Tuesday, April 14th 8:00am-1:00pm

Breakdown

Wednesday, April 15th: 6:00 pm-10:00pm

* All vehicles must be set up on Monday, April 13th

Housing:

NWEA has reserved a room block for attendees at the South Point Hotel Casino and Spa at the negotiated rate of \$80/night + tax (Enter group code 20080006112). To take advantage of these rates you will need to contact South Point Hotel Casino and Spa at (866) 796-7111 or at www.southpointcasino.com and reference NWEA.

Exhibitor Registration:

Exhibitors will receive two free registrations to the Technical Program with the purchase of each booth. Please identify the name of person who should receive this registration. If additional exhibit staff want to attend the technical program, they will need to register.

Security:

Security services will be provided, however, please be advised that NWEA assumes no responsibility for personal property, nor can assume responsibility for the effectiveness or performance of the security personnel.

Additional Equipment and Services Information:

Additional services will be available through the decorator such as additional furnishing, drayage, signage, labor, etc. Following the receipt and processing of your application, you will receive a letter of confirmation from the NWEA office which will direct you to the decorator's website. The kit will be online after March 15, 2009.

Getting Your Questions Answered:

Thomas Rura
Exhibit Co-Chair
Ph: (702) 633-1374
Email: rurat@cityofnorthlasvegas.com

Jake Jacobson
Exhibit Co-Chair
Ph: (702) 668-8393
Email: jjacobson@cleanwaterteam.com



Nevada Water Environment Association

Exhibitor Rules & Regulations (cont.) NWEA 2009 Annual Conference

ROLLING STOCK: Special booth spaces may be available on a limited basis depending on the space available at the venue. Examples of rolling stock are sewer maintenance equipment such as van mounted CCTV equipment, hydraulic sewer cleaners, and mechanical rodders. The exhibitor is responsible for ordering sufficient size exhibit space for the equipment to be exhibited.

The exhibitor is responsible for notifying NWEA if special orientation of the equipment is required at the time the booth space is ordered. Example: a CCTV van that has the access doors on the passenger side and requires the back door to face the aisle. Unless specific arrangements are made with NWEA for outside booth space, (if available) no equipment shall be parked outside at the conference or hotel site.

In order to allow the opportunity for the maximum number of exhibitors to display their products and services, the rolling stock shall be parked either inline in a 10 foot deep booth space or diagonally in a 20 foot deep space to most efficiently use this space. The exhibitor is responsible for measuring equipment and for ensuring that equipment will fit within entirely within the space reserved by the exhibitor.

Depending on the venue and booth location, special early setup or late teardown may be required to place or remove rolling stock on the exhibit floor.

SALES: Order taking is permitted, provided that all transactions are conducted in a manner consistent with the professional nature of the Exposition. The onsite sale and delivery of goods is not permitted.

STANDARDS OF DECORUM: Demonstration and/or entertainment whether using models, professional demonstrators, or company personnel, must be carried out within the boundaries of decorum of the overall character of the Exposition in content and costuming.

UNIONS: Many services in connection with displays are under local union jurisdiction. Exhibitors must agree to comply with all applicable union requirements and must accept responsibility for making their own arrangements in this regard. Exhibitors will be notified when unions are involved.

Please note: In order to conform to current union rules and regulations, it will be necessary for all exhibitors to utilize qualified personnel for display work and material handling at all times during the show. The pacing or setting out of merchandise that is to be displayed does not require union labor and may be done by the exhibitor. In addition, the installation, or dismantle of an exhibit, which does not require the use of tools, or more than one person, and can be accomplished within thirty minutes or less, may be performed by the exhibitor. Union regulations do not allow exhibitors the use of hand trucks, dollies, or push carts while on the show floor without teamster assistance. Exhibitors may hand carry items on and off the show floor.

UNOCCUPIED SPACE: NWEA reserves the right, should any rented exhibitor space remain unoccupied on the opening day, to rent paid space to another exhibitor, or use paid space for such purpose as it may see fit without liability on its part.

These regulations become a part of the contract between the exhibitor and the Nevada Water Environment Association. NWEA respectfully asks the full cooperation of the exhibitors in their observance. All points not covered are subject to decision of NWEA.

Please check to be sure you have completed all sections and signed before returning to NWEA office. Exhibitor Rules and Regulation sheets need to be initialed and also returned to NWEA.

These forms must be submitted with payments to:

“NWEA 2009” 430 Stoker Avenue, Suite 207
Reno, Nevada 89503



Nevada Water Environment Association

Exhibitor Rules & Regulations (cont.) NWEA 2009 Annual Conference

GIVEAWAYS, CONTESTS, DRAWINGS: Drawings, lotteries, and/or contests that have prizes of substantial value (e.g. cars, boats, etc.) are expressly prohibited. All giveaways, contests, drawings, etc. must comply with local legal requirements. All food must be secured through the Local Arrangements Chair. Activities must be confined to the space for which the exhibitor has contracted, including distribution of printed materials and placement of signs.

INTERPRETATION AND AMENDMENT: The Board of Directors has full power to interpret or amend these rules. The Board promises full cooperation for a successful show and will be pleased to work with exhibitors toward this end.

MUSIC: No exhibitor will play music of any kind. Any fines that NWEA incurs as a result of an exhibitor playing music will be paid by the exhibitor.

NOISE STANDARDS: The following noise standards are intended to protect exhibitors and visitors from nuisances and hazards related to excessive sound levels by establishing maximum tolerances:

Sound level readings will be made in decibels. Sound levels will be measured at the adjoining booth's border, nearest the source of the noise. Measurements may also be taken at the aisle edge nearest the sound source. The base sound levels for large exhibit halls (50 or more booths) will be 70 decibels. Base sound levels may be adjusted according to exhibit hall characteristics and anticipated hall activity. Any such determination shall be made by the Exhibit Chair.

Sound levels generated by individual exhibitors above the base sound levels will be considered excessive as follows:

1-4 decibels above the base sound level for five or more continuous minutes during any quarter-hour period.

5-9 decibels above the base sound level for more than thirty continuous seconds during any minute, or more than 20 times in any hour.

10 decibels above the base sound level at any time. Outdoor displays are subject to local noise ordinances. Public address systems are not permitted in individual booths.

NONLIABILITY : The exhibitor agrees to make no claim for any reason whatsoever against NWEA and other contractors for loss, theft, damage, or destruction of goods; nor for any injury to himself/herself or employees; nor for any damage of any nature or character, including any damage to his/her business by reason of failure to provide space for the exhibit, or the removal of the exhibit; nor for failure to hold the conference as scheduled; nor for any action of any nature of the Nevada Water Environment Association, or its members, officers, committees, agents, or employees. The exhibitor further agrees to indemnify and defend the Nevada Water Environment Association against any claim arising out of the display of a product or service at the event in question.

PENALTIES: In response to any complaint, Exhibit Chair will review guidelines and issue a warning if the complaint is found justified. If violation of these rules persists, exhibitors responsible will be subject to the following: loss of electrical power; and/ or subject to eviction from the exhibition. Exhibitors may also be barred from exhibiting at future conferences.

PHOTOGRAPHS: Only the exhibitor may grant permission to have his/her exhibit and/or product photographed or videotaped. Any exhibitor taking photographs or videotape of another exhibit or product, without permission, must relinquish the film upon request.

RELOCATION OF EXHIBITS: NWEA reserves the right to alter location of exhibits if deemed advisable and in the best interest of the conference.



Nevada Water Environment Association

Exhibitor Rules & Regulations

NWEA 2009 Annual Conference
South Point Hotel, April 14-16, 2009

AGE REQUIREMENTS FOR ADMITTANCE TO EXHIBIT: In the interests of safety, no one under the age of 18 is permitted in the Exposition during setup, during the Exposition, or during teardown, unless accompanied by an adult.

AISLE SPACE: All aisle space is under control of NWEA and must not be used in any way for exhibit space.

BOOTH ASSIGNMENT: No exhibitor will assign, sublet, or share the space assigned without the knowledge and consent of the NWEA Exhibit Chair.

CANCELLATION OF SHOW: Should the conference and exhibition be canceled, postponed, or abandoned due to fire, strikes, weather, or other uncontrollable circumstances before the opening date, this contract will not be binding and exhibitors will receive refunds.

CONTRACT: The booth regulations and guidelines shall become a part of the contract between the exhibitor and NWEA. All points not covered are subject to decision of NWEA. Applications will not be accepted unless accompanied by a signed copy of the booth regulations and guidelines.

DAMAGE LIABILITY: Exhibitors are liable for any damage caused to building floor, walls, columns, or to standard equipment or other decorator property.

DECORATION STANDARDS: No combustible decorations, such as crepe paper, tissue paper, cardboard, or corrugated paper, shall be used at any time. All packing containers, excelsior, and wrapping paper should be removed from the floor and must not be stored under tables. In order to conform to local fire ordinances, as well as the National Board of Fire Underwriters, all decorative materials, including fabrics, must be fire resistant and meet with standards established by the Fire Marshal's Office.

EARLY TEARDOWN: Removal or "teardown" of display prior to close of show is prohibited.

ELIGIBLE EXHIBITS: Management reserves the right to determine the eligibility of any company or product for inclusion in the conference, and reserves the right to reject, evict, or prohibit any exhibit, in whole or in part, or any exhibitor, or his/her representatives, with or without giving cause.

ENDORSEMENT: The Nevada Water Environment Association does not in any way imply endorsement of any product or service of any exhibitor by entering into the exhibitor contract.

EQUIPMENT DEMONSTRATION: Equipment being demonstrated must be set at least two feet from the aisle line of the exhibit. Space must be left within the exhibit area to absorb the booth personnel and spectators. Should spectators interfere with the normal traffic flow in the aisle, overflow into neighboring exhibits, or divert aisle traffic, the demonstration must be limited or eliminated.

If moving equipment or displays with moving parts are being used, they must be presented and function in a safe manner, with appropriate safeguards to assure the safety of all present in the exposition halls.

Exhibitors are prohibited from operating any type of display on the grounds of the exposition facility, other than in the space assigned by NWEA.

NWEA reserves the right to restrict demonstrations, literature, or entertainment which NWEA deems objectionable or disruptive to the overall character of the Exposition. The Standards of Decorum clause of this policy applies to all activities.

FIRE SAFETY AND HEALTH: The exhibitor agrees to accept full responsibility for compliance with local, city, and state fire, safety, and health ordinances regarding the installation and operation of equipment. All exhibit materials and equipment must be reasonably located within the booth and protected by safety guards and devices where necessary to prevent personal accidents to spectators.



Nevada Water Environment Association

Exhibitor Application & Contract (cont.)

8. Factual description of products or services to be exhibited (25 words less). Please print legibly:

9. Please read the attached NWEA Exhibit Rules and Regulations. These regulations become a part of the contract between the exhibitor and NWEA. NWEA respectfully asks for full cooperation of the exhibitors in their observance of these rules. All points not covered are subject to the decision of NWEA. Applications will not be accepted without an authorized company representative's signature.

I accept the terms and conditions of the Exhibit Rules and Regulations accompanying this contract.

Authorized Company Representative's Signature & Title Date

Printed Name

10. WEF Membership:

- I am a member of WEF Membership #: _____
- I am a member of NWEA. Membership #: _____
- I am not a member of NWEA or WEF. **Add \$100.00 for each booth if you are not a member.**

To become a member and receive a reduced rate, go to www.wef.org and join now!

11. Payment Calculations: (see page 2)

Type of booth

Number of 10' x 10' booths _____	\$ _____
Number of Rolling Stock/Vehicles booths _____	\$ _____
Add \$100.00 for each booth if you are not a member.	\$ _____
Total Due:	\$ _____

**Please note: Full amount must accompany the application.
For no reason may we hold booths without full payment.**

Please Note:

12. Payment Method:

_____ I am enclosing a check made payable to NWEA 2009 Annual Conference
PENALTY ON RETURNED CHECKS: \$25.00

Please check to be sure you have completed all sections and signed before returning to NWEA office.

These forms must be submitted with payments to:
 "NWEA 2009" 430 Stoker Avenue, Suite 207
 Reno, Nevada 89503



Nevada Water Environment Association

Exhibitor Application & Contract

NWEA 2009 Annual Conference
South Point Hotel, April 14-April 16, 2009

1. Booth locations will be assigned on a **first-come first-serve basis**.
2. Booth Rental Prices:

	Booth Space	Rolling Stock/Vehicles Only *
Booth Size	10x10	15x40
Square Feet	100	600
Early Reg — until 3/15/09	\$498.00	\$898.00 Per Vehicle
Regular Reg 3/16/09— 4/3/09	\$648.00	\$998.00 Per Vehicle
Late Reg 4/4/09— 4/10/09	\$750.00	\$1,100.00 Per Vehicle

- **Prices listed above are for members. Non-members add \$100.00 to the above prices**
 - Spaces are available on a first come first serve basis until all spaces are sold
 - Once the floor is sold out, registrations that are accompanied with a check or guaranteed with a credit card will be put on a priority waiting list in the order they are received.
- * All vehicles must be set-up on Monday, April 13th 1:00pm-4:00pm

3. Company/Organization: _____

Name of the person who has verified the equipment will fit in the booth space reserved:

Mailing Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____ Email: _____

4. Name of the Contact Person (of different than above): _____

Phone: _____ Email: _____

5. Company Representatives for Name Badges (max is 2 per booth). Additional representatives will need to purchase exhibit only badges for \$100.00 each prior to March 15, 2009. **Please print or type the name(s).**

1.	
2.	
3.	
4.	

6. Identification Sign made for your booth should read: _____

7. Conference Program listing for the company should read: _____



Nevada Water Environment Association

Tips for Working a Tradeshow NWEA 2009 Annual Conference

- Be sure the booth staff are familiar with the products or services you will be offering at the tradeshow.
- Be sure booth staff understand any show promotions.
- Plan a rotation schedule with half-hour breaks for every three hours worked. Be sure staff understands they must adhere to the schedule.
- Knowing who is on duty is important. Prepare a pre-show strategy and review with all booth staff before the show opens.
- LET PEOPLE KNOW YOU WILL BE THERE.
- Advertise. In addition to NWEA's publication and mailings, labels can be purchased if you want to do a pre-show mailing of your own.
- Acquaint the booth personnel with the booth before the show starts.
- Explain how you will qualify your customers, how tradeshow leads will be handled and that during their scheduled breaks you would like them to check the competition's marketing approach.
- Motivate your booth personnel by incentive awards. Give them a goal to work for, be imaginative and make winning fun.
- NWEA attendee surveys indicate a liking for such giveaways as pens, notepads, magnets etc. This helps people remember the name of your company.
- Bring lots of business cards and literature about your product.
- Write it down. Be sure the booth is supplied with proper sales order forms for follow-up later.

