



New England Water Works Association

A Section of the
American Water Works Association

2010 SPRING JOINT OPERATIONS CONFERENCE & EXHIBITION

The following schedule manages conflicts, provides limited lunch in the exhibition hall on Wednesday and Thursday and allows vendors time to either alternate staff or make business telephone calls.

Tuesday, March 30, 2010

7:00 AM - 10:00 AM	Any exhibitor bringing a vehicle into the hall. Please arrange this with Iseult Kavanagh.
9:00 AM - 12:00 PM	Set-up of Hall by Special Events Exposition
1:00 PM - 5:00 PM	Set-up of Hall by Exhibitors

*Any vehicles to be in the exhibit hall must arrive by 10:00 AM and arrangements made in advance. There are special directions regarding the amount of fuel. Vehicles must use the Commercial Street entrance.

Wednesday, March 31, 2010

7:00 AM	Exhibitors can enter Exhibit Hall
8:00 AM - 3:00 PM	Exhibition Hall Open and Registration
9:10 AM - 11:10 AM	2 Technical Sessions
9:30 AM - 11:30 AM	2 Technical Sessions
10:30 AM - 1:30 PM	Complimentary lunch in the Exhibition Hall
2:00 PM - 4:00 PM	Program Sessions
4:00 PM - 6:00 PM	Reception sponsored by all Exhibitors and Sponsors

Thursday, April 1, 2010

7:30 AM	Exhibitors can enter Exhibit Hall
8:00 AM - 1:30 PM	Exhibition Hall Open and Registration
9:10 AM - 11:10 AM	2 Technical Sessions
9:30 AM - 11:30 AM	2 Technical Sessions
10:30 AM - 1:00 PM	Complimentary lunch in the Exhibition Hall
1:30 PM - 3:30 PM	Program Sessions
1:30 PM - 4:00 PM	Exhibitors Move Out - No Exhibitor can break down before 1:30 PM

Exhibition Booth Description

The standard booth will be 10' X 9' with 3' high side drape. One 8' Skirted table, Two folding chairs, and one wastebasket with liner come with the booth. Double, triple and other multiple booths are available at a discounted cost. We will consider any arrangement of booth space that will enhance your display and the show. Each exhibitor will have ONE 7" x 44" sign with the company name that appears on the registration form. Any additional needs must be worked out with SER Exhibition Services at www.serexpo.com.

Registration is located in the pre-function area in front of the elevators.

Also, every exhibitor will be listed as a sponsor of the Wednesday reception.

Electrical outlets are available at an extra cost. Special arrangements must be made ahead of time with the DCU Center. The deadline date for the discounted rate is March 12, 2010. After this date, the rate goes up.

*****Please note: Electrical outlets must be 3-prong grounded or double insulated*****



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Conference Program Listing

Exhibitors/Sponsors registered by January 1, 2010 will be given the opportunity to be listed in our Conference Program Listing. The name of the company and up to 40 words can be included. Please type your description on the form, attach a separate sheet with your registration form or e-mail description to iseult@newwa.org. This deadline can not be extended because of the scheduled mailing of the material.

Sponsorship Opportunities

Companies will have the opportunity to sponsor the conference. This is an excellent way to gain exposure and support your association at the same time.

The sponsorship includes:

- Corporate logo posted at the registration booth and throughout the exhibit hall.
- Corporate name posted on conference web page.

Prizes

The Association will provide door prizes and would like to supplement them with items donated by exhibitors or sponsors. Items like small tools, dinner certificates, tickets to sporting events, etc. Your company name will be read when the prize is given. A poster listing prizes and donator names will be displayed at registration. Donations must be made by March 12th, 2010 to be included on this list. Please bring all donated prizes to the hall the day of set up for the show. Unlike past years, we will now be directing winners to collect their prize at your company's booth. Not only will this decongest the registration area but also guarantee your booth increased traffic!

The Exhibition Hall Only Schedule

Tuesday, March 30, 2010

7:00 AM	Exhibitors can enter the Hall (Vehicles See Below)
9:00 AM - 12:00 PM	Set-up of Hall by Special Events Exposition Services
1:00 PM - 5:00 PM	Exhibitor set-up

Any vehicles to be in the exhibit hall must arrive by 10:00 AM and arrangements made in advance. There are special directions regarding the amount of fuel. Vehicles must use the Commercial Street entrance

Wednesday, March 31, 2010

7:00 AM	Exhibitors can enter the Hall
8:00 AM - 3:00 PM	Exhibition Hall
10:30 AM - 1:30 PM	Complimentary lunch in the Exhibition Hall

Thursday, April 1, 2010

7:30 AM	Exhibitors can enter the Hall
8:00 AM - 1:30 PM	Exhibition Hall
10:30 AM - 1:00 PM	Complimentary lunch in the Exhibition Hall
1:30 PM - 4:30 PM	Exhibitors Move Out - No Exhibitor can break down before 1:30 PM

SER Exposition Services will mail information after NEWWA assigns your company a booth to you regarding freight, shipping and other exhibitor information. If you are moving your own equipment in, you may use the loading bays. However, if you back up to the loading dock you will be charged for the union labor. Please use the Commercial Street entrances for unloading.

Exhibit Hall Security

The Exhibition Hall will have security during all hours the building is open. These hours are Tuesday, Noon to 6:00 PM, Wednesday, 7:00 AM – 7:00 PM, Thursday, 7:00 AM – 5:00 PM

125 Hopping Brook Road
Holliston, MA 01746-1471
T 508.893.7979
F 508.893.9898
www.newwa.org



**New England
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Where to get Further Information

Exhibition Committee Chair

Martin Taylor (Marty)
43 Harding Road
Roslindale, MA 02131

Telephone: (617) 325-5105

Spring Operations Conference & Exhibition Staff

Exhibits contact: Iseult Kavanagh, Marketing & Member Coordinator, ikavanagh@newwa.org
Registrations Contact: Jeanne Gilpin, Registrar, jgilpin@newwa.org

New England Water Works Association
125 Hopping Brook Road
Holliston, MA 01746-1471
Telephone: (508) 893-7979
Fax: (508) 893-9898

Exposition Service Provider

Cindy Phillips
Special Events Exposition Service
35B New Street
Worcester, MA 01605
Telephone: (508) 757-3397
Fax: (508) 757-9136
www.serexpo.com



Catering

All food arrangements for the exhibit hall must be made through the DCU.
Contact: Lisa Racine at (508) 929-0134, lracine@dcucenter.com

Convention Center Address

DCU Center (Formerly Worcester Centrum)
50 Foster Street
Worcester, MA 01608-1398
Phone: (508) 755-6800
Fax: (508) 929-0111
Website: www.dcucenter.com



Parking

The preferred parking garage of the DCU Center is the Worcester Municipal Parking Garage located at 30 Worcester Center Boulevard on the corner of Worcester Center Boulevard and East Central Street off of exit 16 from I-290.

*****Important note: Parking will not be validated in 2010. These funds have been allocated by the Association to an effort to communicate the importance of the Water Supply profession to the public. Exhibitors are encouraged to park at their hotels or they will need to pay for parking. If you are not staying at a hotel, you will need to park at one of the area lots.*****

Payment and Refund Policy

Payment should be submitted with your exhibitor/sponsor registration form. Confirmation will be sent upon receiving your application and payment for booth space. If you do not receive a confirmation within a week of submitting the application and payment please contact Iseult Kavanagh at (508) 893-7979 ext. 224. Refunds are based on the planning, advertising and administrative work included in each individual registration. The refund policy is as follows:

100% refund before January 1, 2010

75% refund before January 22, 2010

50% refund before March 5, 2010

No refund after March 5, 2010

HOTEL INFORMATION

Hilton Garden Inn

- Closest to the Convention Center

A block of rooms have been reserved until February 27, 2010. Please note that the number of rooms being held may be sold out prior to the date.

The hotel encourages you to make reservations early to ensure group rate and availability. The room rate is subject to 12.45% room tax. Please mention NEWWA when making reservations.

\$134.00 per room, per night, single or double occupancy. All reservations must be made through the Hilton Garden Inn. Phone: (508) 753-5700.

Crowne Plaza Worcester Hotel

- 2 blocks from the Convention Center, 10 Lincoln Square, Worcester, MA 01608

A block of rooms have been reserved until March 8, 2010. Please note that the number of rooms being held may be sold out prior to the date.

The hotel encourages you to make reservations early to ensure group rate and availability. The room rate is subject to 12.45% room tax. Please mention New England Water Works Association when making reservations.

\$119.00 per room, per night, single or double occupancy. All reservations must be made through the Crowne Plaza Hotel. Phone: (508) 791-1600 or (800) 628-4240.

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Hampton Inn

-2 and 1/2 blocks from the Convention Center, 110 Summer Street, Worcester, MA 01608

A block of rooms have been reserved until March 01, 2010. Please note that the number of rooms being held may be sold out prior to the date.

The hotel encourages you to make reservations early to ensure group rate and availability. The room rate is subject to 12.45% room tax. Please mention NEWWA when making reservations.

\$119.00 per room, per night, single or double occupancy. Fee includes free parking and breakfast. All reservations must be made through the Hampton Inn. Phone: (508) 757-0400.



Spring Joint Operations Conference & Exhibition

March 31 - April 1, 2010

DCU Center, Worcester, Mass

Application for Exhibit Space and Sponsorship

****IF YOU FILLED OUT THE EARLY SIGN UP SHEET YOU STILL NEED TO FILL THIS FORM OUT AND FAX, MAIL OR E-MAIL IT TO NEWWA, ATTN: ISEULT KAVANAGH, ISEULT@NEWWA.ORG****

Please complete the exhibit form COMPLETELY and return to NEWWA with payment. Please type or print clearly
Company (s) Name (s):

(The company name will be used to make up the sign for the booth/sponsorship)

Contact Rep for mailings (ALL MATERIALS WILL BE SENT TO THIS ADDRESS TO THE ATTENTION OF THIS PERSON):

Address: _____

Phone # _____

Fax # _____

E-Mail: _____

A.) Sponsorship Registration is \$500 (please check) _____ (includes one free registration)

B.) Booth Registration - One booth registration includes two full attendee registrations

Requesting booth number(s): _____

	<u>By February 12, 2010</u>	<u>After February 12, 2010</u>
1 Booth	_____ \$1050	_____ \$1190
2 Booths	_____ \$1650	_____ \$1850
3 Booths	_____ \$2100	_____ \$2250
4 Booths	_____ \$2600	_____ \$2800
5 Booths	_____ \$3000	_____ \$3300
6 Booths	_____ \$3400	_____ \$3700

1. Corner Booth Option

Due to increased visibility, any one corner booth costs an additional \$170. Please factor this into your payment.

Upon availability you may request a corner booth.

Check here to request a corner booth (additional \$170).

For vehicles or larger booths contact NEWWA for cost.

Check Enclosed: _____ Total Enclosed: _____ Purchase Order #: _____ Invoice me _____

Credit Card [] VISA [] MC [] AMEX# _____ Exp _____

Signature _____

If additional booths are needed contact Iseult Kavanagh at (508) 893-7979 or iseult@newwa.org.

Booth Information:

Booth location will be assigned on a first-come, first-served basis. If a booth you request on this sheet is not available you will be contacted.

Booth space confirmation will be sent once payment by credit card or check is received. If you desire to be separated from a specific company(s), please list their names or products on the next page. Booth separation is not guaranteed. A reminder: if you have large equipment, you need to make special arrangements.

Complimentary Full Registration

Please list here the two individuals who will be working/manning the booth and are included with the First Booth space or the one individual with Sponsorship. If address is different than company address above, please list on separate sheet and attach.

PLEASE FILL OUT COMPLETELY

(Name)

(Title)

(Company)

(Name)

(Title)

(Company)

If you purchased a second booth, please list the individuals who will utilize the two complimentary full registrations.

(Name)

(Title)

(Company)

(Name)

(Title)

(Company)

If you purchased more than two booths, submit additional names and title on a second sheet.

Return to: NEWWA, 125 Hopping Brook Road, Holliston, MA 01746-1471 or Fax to: (508) 893-9898, Attn: Iseult Kavanagh

Spring Joint Operations Conference & Exhibition

March 31 - April 1, 2010

DCU Center, Worcester, Mass

ADDITIONAL EXHIBITOR and SPONSOR DISCOUNT REGISTRATION FORM

To register individuals in addition to those using the complimentary registration, please complete the registration form below and return it with payment to NEWWA.

If you are registering more than two people you can photocopy this form or download it at www.newwa.org.
PLEASE FILL OUT COMPLETELY

Name: _____ Phone: _____

Title: _____ Fax: _____

Company: _____

Company Address: _____

City, State, Zip: _____

****For a one day registration: [] Wednesday [] Thursday or [] Both Days****

Name: _____ Phone: _____

Title: _____ Fax: _____

Company: _____

Company Address: _____

City, State, Zip: _____

****For a one day registration: [] Wednesday [] Thursday or [] Both Days****

****All Full Registrations include the Technical Sessions as well as the Exhibit Hall****

	<u>Cost/Fees</u>
Wednesday and Thursday Full Registration (Exhibitors & Sponsors Only)**	\$95.00 _____
Wednesday Exhibit Hall Only Registration	No Fee _____
Wednesday Full Registration (Exhibitors & Sponsors Only)**	\$ 60.00 _____
Thursday Full Registration (Exhibitors & Sponsors Only)**	\$ 60.00 _____
Thursday Exhibit Hall Only Registration	No Fee _____

Total Amount Enclosed: \$ _____

Check Enclosed: _____ Purchase Order #: _____

Credit Card [] VISA [] MC [] AMEX# _____ Exp _____

Signature _____

Return to: NEWWA, 125 Hopping Brook Road, Holliston, MA 01746-1471 or Fax to: (508) 893-9898, Attn: Iseult Kavanagh

Company Description/Product Separation

Please send in by January 1, 2010

Exhibitors registered by January 1, 2010 will be given the opportunity to be listed in the conference program. The company name and contact information along with a company description of no more than 40 words can be included. Please type or print the information below as you would like it to appear in the program. Please note that the January 1, 2010 deadline cannot be extended due to the scheduled mailing of the program. Please write below and fax/mail to NEWWA or e-mail description to: iseult@newwa.org.

Company Name: _____

Address: _____ City, State, Zip: _____

Phone: _____ Fax: _____ Contact Email or Website: _____

Company Description (no more than 40 words):

Door Prizes

Yes! We would like to donate a door prize.

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Company Name: _____

(As you would like it to be listed on the prize donated poster.) Please note that winners will be directed to your company's booth to collect their prize via Intercom

Prize donated: _____

Please bring the prize with you to the Conference or ship to the address below:

New England Water Works Association
Attn: Iseult Kavanagh
125 Hopping Brook Road
Holliston, MA 01746-1471

Donations must be made by March 12th, 2010 to be included on the Donated Prizes poster.

