

Exhibitor Guide

Move-in Only: Tuesday, March 30, 2027

Event Dates: Wednesday, March 31 - Thursday, April 1, 2027

Exhibit Schedule	
Tuesday, March 30, 2027	
7AM - 10AM	Exhibitor vehicles* enter hall (arrange time with ktodesco@newwa.org)
10AM - 1PM	Hall closed for exposition service set up
1PM - 5PM	Hall open for all exhibitor set up
* Vehicles in the exhibit hall must arrive before 10:00AM and use Commercial Street entrance.	
Wednesday, March 31, 2027	
7AM - 8AM	Exhibitor set up/move-in
8AM - 3:30PM	Show is open!
9AM - 11:30AM	Technical sessions
11AM - 1PM	Complimentary lunch in exhibition hall
2PM - 4PM	Technical sessions
3:30PM - 5:30PM	Reception sponsored by exhibitors and conference sponsors in the exhibit hall
Thursday, April 1, 2027	
7:30AM - 8AM	Exhibitors enter exhibit hall
8AM - 1:30PM	Show is open!
9AM - 11:30AM	Technical sessions
11AM - 1PM	Complimentary lunch in exhibition hall
1:30PM - 3:30PM	Technical sessions and exhibit breakdown

Booth Description

A standard booth is 10' X 9' with a 3'-high side drape. The exhibit hall, including each booth, is carpeted. One 8' skirted table, two folding chairs, and one wastebasket with liner come with the booth. Each exhibitor will have one 7" x 44" sign with the company name that appears on the registration form. Any additional booth equipment needs must be ordered through Capital Convention Contractors.

Electricity and other services are available at an extra cost. Arrangements must be made directly with the DCU Center. An order form will be sent to you before the show, or visit www.dcucenter.com.

Photograph and Information Release: Photographs will be taken at this event. By registering for this event you agree to allow NEWWA to use your photo in any NEWWA-related publication or social media site.

ADA: If you have a disability and need accommodations to participate in one of NEWWA's events, please contact NEWWA at 508-893-7979 before the start of the event so proper arrangements can be made.

Affiliations

Capital Convention Contractors is the official exposition service provider for this show. Capital will send information to you 30-60 days before the show 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. Find them at www.dcucenter.com.

NEWWA is NOT associated with FairGuide, XpoSolutions Transportation, or any other third-party vendor. Please perform due diligence before entering into a contract with any third-party vendor.

Communications

All conference communications and registration lists as well as hotel information will come directly from NEWWA. **We do not sell attendee and/or exhibitor contact information for this conference nor do we contract with a third party vendor for hotel rooms.**

Security

The exhibition hall will have security during all hours the building is open. These hours are Tuesday, 7:00 AM to 5:00 PM; Wednesday, 7:00 AM – 7:00 PM; and Thursday, 7:00 AM – 5:00 PM.

Parking

The preferred parking garage for the DCU Center is the Worcester Municipal Parking Garage located at 30 Major Taylor Blvd off of exit 16 from I-290. Other area lots include: Worcester Common Garage - 3 Eaton Place; Mercantile Center Garage - Commercial St. & Foster St.; Waldo Street Garage - 27-33 Waldo St.; and Dowditch & Dewey Garage - 30 Exchange St. REMINDER - PARKING IS AT YOUR OWN RISK. BE SURE TO READ ALL SIGNAGE.

Payment and Refund Policy

Confirmation will be sent upon receiving your application and payment. **If you do not receive a confirmation within one week of submission contact NEWWA at (508) 893-7979.** Refunds are based on the planning, advertising and administrative work included in each registration. Any cancellation results in a forfeiture of the \$150 deposit. The refund policy is as follows:

100% refund before December 21, 2026 (less deposit)

75% refund before January 6, 2027

50% refund before February 17, 2027

No refund after February 17, 2027

Exhibit Decorum

Please take your exhibiting neighbor's booth into consideration when planning signage and equipment to be showcased. Companies may not have booth equipment extend outside of their booth perimeter.

NEWWA appreciates all exhibitor attempts to publicize and market this event. Please take into account the professional nature of this event when developing marketing campaigns before and during the conference.

Catering

If you would like to provide food or beverage at your booth, arrangements can be made through the DCU Center. Contact Tom MacMaster at (508) 929-0132 or tmacmaster@dcucenter.com.



Exhibitor Exposure

Activities like complimentary lunch and door prizes were developed to increase traffic in the exhibit hall. Exhibitors are encouraged to submit a 40-word maximum company description for the conference onsite guide and donate door prizes to advertise their booth.

Companies purchasing more than one booth will only receive **one** advertiser listing in all marketing materials. Additional listings may be purchased for \$25.00. Please contact ktodesco@newwa.org for an additional listing.

Show Your Support With **SPONSORSHIP! \$250 - \$2,000**

- **SESSION SPONSORSHIP - \$250**
Limited to only one sponsor per session room - 20 total sessions; company logo on entrance slide; recognition in conference program.
- **RECYCLE SPONSORSHIP - \$750**
Limited to only **one** sponsor; approximately 22 recycle bins throughout the exhibit hall and as the sole sponsor, your company logo would be posted on each.
- **DIVERSITY & ALLYSHIP BREAKFAST SPONSORSHIP - \$1,000**
Limited to the first **four** sponsors; logo signage on breakfast buffet during the Diversity & Allyship technical session; recognition in the on-site guide; and an opportunity to address the attendees.
- **NEWWA & NEWEA YOUNG PROFESSIONALS BREAKFAST SPONSORSHIP - \$1,000**
Limited to the first **four** sponsors; logo signage on breakfast buffet during the Young Professionals breakfast; recognition in the on-site guide; and an opportunity to address the 150+ attendees.
- **ON-SITE GUIDE- \$1,500**
Limited to only **one** sponsor; 2,500 printed copies; includes 1/2 page full color ad (\$1,800 value); highlighted on-site guide listing; and logo and link on conference webpage.
- **EVENT SPONSORSHIP - \$1,850***
**Annual sponsorship is required for event sponsorship, starts at \$500/year*
Limited to the first **twelve** sponsors; company name on badge lanyards; highlighted program and on-site guide listing; logo and link on conference webpage; and logo on entranceway.
- **LUNCH BUFFET - \$2,000**
Limited to the first **three** sponsors; logo signage on all food stations throughout the exhibit hall both days; logo and link on conference webpage; and recognition in the on-site guide.



To participate, check off the sponsor box on the exhibit registration form

NEWWA Contact

Ms. Katelyn Todesco, Events & Marketing Manager
New England Water Works Association, Inc.
125 Hopping Brook Road
Holliston, MA 01746-1471

Telephone: (508) 893-7979 ext. 232

Fax: (508) 893-9898

E-mail: ktodesco@newwa.org

Convention Center

DCU Center
50 Foster Street
Worcester, MA 01608-1398

Telephone: (508) 755-6800

Hotel Information

The below rates are subject to state sales and occupancy taxes, which currently is a combined total of 14.45% per room per night, subject to change. We encourage you to make reservations early to ensure group rate and availability. *Each year these hotels sell out months in advance of the event.*

Hilton Garden Inn - Headquarter Hotel 35 Major Taylor Blvd Worcester, MA 01608	\$189.00 per room, per night, single or double occupancy. Overnight self parking is \$15.95. Make reservations through the Hilton Garden Inn at (508) 753-5700 by March 8, 2027, and mention New England Water Works Association. Group code is NEWAT.
Homewood Suites by Hilton 0.5 miles from the Convention Center 1 Washington Square Worcester, MA 01604	\$209.00 per night in urban studio or king studio. Rate includes hot breakfast. Free parking. Make reservations at (508) 755-1234 by February 26, 2027, and mention New England Water Works Association.
Courtyard Marriott 0.8 miles from the Convention Center 72 Grove Street Worcester, MA 01605	\$149.00 per night with one king bed or two queen beds. Overnight self-parking is \$15 per night, subject to change. Make reservations at (508) 363-0300 by February 28, 2027, and mention New England Water Works Association.
Hampton Inn & Suites 0.9 miles from the Convention Center 65 Prescott Road Worcester, MA 01605	\$164.00 per night with one king bed or two queen beds. Overnight self-parking is \$15 per night, subject to change. Make reservations at (508)-886-9005 by February 28, 2027, and mention New England Water Works Association.
AC Marriott 0.3 miles from the Convention Center 125 Front Street Worcester, MA 01608	\$219.00 per night with one king or two queen beds. Overnight parking is \$20 per night, subject to change. Make reservations at (774) 420-7555 by February 28, 2027, and mention New England Water Works Association.
Beechwood Hotel 2.6 miles from the Convention Center 363 Plantation Street Worcester, MA 01605	\$259.00 per night with one king bed or two queen beds. Free parking. Make reservations through the front desk at (508) 754-5789 by February 15, 2027, and mention New England Water Works Association.

Find a complete listing of Worcester hotels at www.discovercentralma.org.



Exhibitor Information

Exhibiting Company Name: _____

Contact Representative (not published): _____

Address: _____ City, State & Zip: _____

Phone #: _____ Fax #: _____ E-mail: _____

Booth Registration

Preferred booth number/area: _____ ☐ Vehicle entering hall

Companies from which we desire booth separation: _____

# of Booths	By 1/22/27	After 1/22/27
1*	☐ \$1,680	☐ \$1,780
2 *	☐ \$1,400 each	☐ \$1,500 each
3 or more*	☐ \$1,280 each	☐ \$1,380 each
*includes mandatory carpet surcharge. See notes on page 1.		

☐ **Corner Booth Preferred**
(Add \$195 per corner booth)

NEWWA Annual Sponsor
☐ \$50 Discount

Standard booth is 10' wide x 9' deep. Cost includes carpet, (1) 8ft skirted table, 2 chairs, wastepaper basket, pipe and drape. Electrical hook up is an additional fee, reference DCU service order form for details. Note - there will be a fee to change table size - coordinate directly through Capital Convention Contractors.

SPONSORSHIP: ☐ Session (\$250) ☐ Recycle (\$750) ☐ Young Professionals Breakfast (\$1,000)
☐ Diversity & Allyship Breakfast (\$1,000) ☐ On-Site Guide (\$1,500) ☐ Event Sponsor* (\$1,850) ☐ Lunch Buffet (\$2,000)

Payment Information

☐ VISA ☐ MC ☐ AMEX ☐ DISC ☐ Check # of Booths: _____ Amount Paid: _____

Credit card #: _____ Exp: _____ CSV: _____

Name on card: _____ Signature: _____

Marketing

Companies purchasing more than one booth will only receive **one** advertiser listing in all marketing materials. Additional listings may be purchased for \$25.00. Please contact ktodesco@newwa.org for an additional listing.

Confirmation

A confirmation e-mail will be sent within 1 week of receipt of this form with payment. Contact NEWWA if you do not receive confirmation. Early rates are not guaranteed without written confirmation.

Agreement

Purchasing a booth adheres you to the rules and regulations as set forth by the DCU Center. For more detailed information, visit <https://conventioncenter.dcucenter.com/planners/event-planning-services/>.



NEWWA
New England
Water Works
ASSOCIATION

Exhibitor Company Listing
March 31 - April 1, 2027 • DCU Center
Worcester, Massachusetts

Submission Deadline:
**2/22/2027 for inclusion in printed onsite
exhibitor guide**

Contact Information and Description *(Exactly as it should appear in the program)*

Company Name: _____

Address: _____

City, State, Zip: _____

Phone: _____ Website: _____

Description (40 words max.): **NEWWA reserves the right to edit descriptions exceeding 40 words**

*Companies purchasing more than one booth will only receive **one** advertiser listing in all marketing materials. Additional listings may be purchased for \$25.00. Please contact ktodesco@newwa.org for an additional listing.*

Prize Donation

NEWWA welcomes door prizes from exhibitors. Items like small tools, gift cards, and tickets to sporting events are recommended. A poster listing prizes, donator names, and booth numbers will be displayed at registration. NEWWA administers the raffle and prizes will be announced over the exhibit hall audio system.

Submission Deadline: March 5, 2027

Donated prizes are appreciated and advertised at the exhibit entrance. Donations must be committed to by March 5, 2027, in order to be included on the prize poster. Company representative must bring prize(s) with them and be prepared to award it on Wednesday or Thursday afternoon. Please bring prize to registration desk by Wednesday, March 31, at 8:00AM, to confirm it is present. Winners will then be directed to your booth to receive the prize.

Door Prize: _____ Value: _____

Return to: NEWWA
125 Hopping Brook Road
Holliston, MA 01746-1471

Fax: (508) 893-9898
E-mail: ktodesco@newwa.org