

# Exhibitor Information

<p><b>Exhibit Hall</b> MRWA Management and Technical Conference is an exposition of manufacturers, equipment suppliers, consulting engineers who want an effective method to exhibit their products and services to water and wastewater professionals. Over 300 water and wastewater operators will be in attendance.</p> <p>The MRWA Exhibit will be held in the Governor's Hall in Grand Traverse Resort.</p>	<p>The standard booth package includes:</p> <ul style="list-style-type: none"> <li>▪ 2' x 8' covered and skirted display table</li> <li>▪ Two chairs</li> <li>▪ One wastebasket</li> <li>▪ Booth number</li> <li>▪ One delegate list</li> <li>▪ Standard 120 Volt Electrical</li> </ul> <p>Exhibitors that register by February 16, 2010, will be listed in the conference program booklet, and on our web site!</p>	<p><b>Hotel Reservations</b> Conference delegates will be housed at Grand Traverse Resort. The MRWA housing block will be available to exhibitors. Please use the enclosed form when making reservations. Room rates are \$99 for single/double occupancy in the hotel and \$119 single/double occupancy in the tower. There is also a \$9.95 resort fee. A map will be included in your booth confirmation letter.</p>																		
<p><b>Booth Space Prices (Members) Before February 28, 2010:</b> Please see exhibit layout for booth locations:</p> <ul style="list-style-type: none"> <li>▪ A Booth - \$500</li> <li>▪ B Booths - \$450</li> </ul> <p><b>Booth Space Prices (Members) After February 28, 2010:</b></p> <ul style="list-style-type: none"> <li>▪ A Booth - \$550</li> <li>▪ B Booths - \$500</li> </ul>	<p><b>Registration</b> Complete the enclosed contract and mail it with full payment to: Michigan Rural Water Association PO Box 960 Harrison, MI 48625</p> <p>Checks should be made payable to Michigan Rural Water Association, or to MRWA. Registrations cancelled prior to February 28, 2010 will receive a 50% refund. No refunds will be given after February 28, 2010.</p>	<p><b>Exhibit Contractor</b> General Contractor for the 2010 MRWA Conference is Art Craft Display, Inc., c/o Dale Edly, 53140 Three Mile Road, NW, Grand Rapids, MI 49544; (800) 292-2033 or (616) 791-8154.</p> <p>All exhibit materials should be shipped to Art Craft Display, Inc. If exhibit materials are shipped to Grand Traverse Resort they may be re-consigned back to the display company. Incoming shipments must include: Name of person receiving and name and date of event. Ship to: Grand Traverse Resort and Spa, 100 Grand Traverse Village Blvd., Acme, MI 49610. Do not ship COD it will be refused.</p>																		
<p><b>Booth Space Prices (Non-Members) Before February 28, 2010.</b> Please see exhibit layout for booth locations:</p> <ul style="list-style-type: none"> <li>▪ A Booth - \$675</li> <li>▪ B Booths - \$625</li> </ul> <p><b>Booth Space Prices (Non-Members) After February 28, 2010</b></p> <ul style="list-style-type: none"> <li>▪ A Booth - \$725</li> <li>▪ B Booths - \$675</li> </ul>	<p><b>Electrical Service</b> The building will be adequately illuminated for general use. There is no charge for standard 120 volt electrical service. Any other outlets or utility requirements must be requested directly with Grand Traverse Resort. Forms are enclosed in exhibit packet.</p>	<p><b>Outgoing shipments:</b> Boxes must be labeled and sealed properly with method of payment clearly marked. Contact shipping at extension 6617 for box pick up.</p> <p><b>Space for Large Equipment</b></p> <p>The MRWA Exhibit can accommodate large equipment in multiple booths. Each booth is 10' deep x 10' wide. Multiples of this base size can be reserved.</p>																		
<p><b>Discount for Multiple Booths:</b></p> <ul style="list-style-type: none"> <li>▪ 2 Booths - \$100 Discount</li> <li>▪ 3 Booths - \$250 Discount</li> <li>▪ 4 or 5 booths - \$400 Discount</li> <li>▪ 6 booths or more - \$500 Discount</li> </ul> <p><b>Booth Package</b> Each standard booth is 10-foot deep and 10-foot wide, furnished with an 8 foot high draped back wall with 3-foot side rails.</p>	<p style="text-align: center;"><b>Trade Show Schedule</b></p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%;">MOVE - IN</td> <td style="width: 33%;">March 16, 2010</td> <td style="width: 33%;">4:00 p.m. – 7:00 p.m.</td> </tr> <tr> <td>MOVE – IN</td> <td>March 17, 2010</td> <td>8:00 a.m. – 1:00 p.m.</td> </tr> <tr> <td><b>Exhibit Open Meet &amp; Greet</b></td> <td><b>March 17, 2010</b></td> <td><b>2:30 p.m. – 5:30 p.m.</b></td> </tr> <tr> <td><b>Exhibit Open</b></td> <td><b>March 17, 2010</b></td> <td><b>4:00 p.m. – 6:00 p.m.</b></td> </tr> <tr> <td><b>Exhibit Open</b></td> <td><b>March 18, 2010</b></td> <td><b>8:00 a.m. – 2:30 p.m.</b></td> </tr> <tr> <td>MOVE - OUT</td> <td>March 18, 2010</td> <td>2:30 p.m. – 6:00 p.m.</td> </tr> </table> <p style="text-align: center;"><b>Questions Contact Tim Neumann: At (989) 539-4111 or <a href="mailto:mrwa@chartermi.net">mrwa@chartermi.net</a></b></p>		MOVE - IN	March 16, 2010	4:00 p.m. – 7:00 p.m.	MOVE – IN	March 17, 2010	8:00 a.m. – 1:00 p.m.	<b>Exhibit Open Meet &amp; Greet</b>	<b>March 17, 2010</b>	<b>2:30 p.m. – 5:30 p.m.</b>	<b>Exhibit Open</b>	<b>March 17, 2010</b>	<b>4:00 p.m. – 6:00 p.m.</b>	<b>Exhibit Open</b>	<b>March 18, 2010</b>	<b>8:00 a.m. – 2:30 p.m.</b>	MOVE - OUT	March 18, 2010	2:30 p.m. – 6:00 p.m.
MOVE - IN	March 16, 2010	4:00 p.m. – 7:00 p.m.																		
MOVE – IN	March 17, 2010	8:00 a.m. – 1:00 p.m.																		
<b>Exhibit Open Meet &amp; Greet</b>	<b>March 17, 2010</b>	<b>2:30 p.m. – 5:30 p.m.</b>																		
<b>Exhibit Open</b>	<b>March 17, 2010</b>	<b>4:00 p.m. – 6:00 p.m.</b>																		
<b>Exhibit Open</b>	<b>March 18, 2010</b>	<b>8:00 a.m. – 2:30 p.m.</b>																		
MOVE - OUT	March 18, 2010	2:30 p.m. – 6:00 p.m.																		

# See Enclosed Information for Sponsorship Opportunities

## Event Sponsors Receive Priority on Booth Location

### 2010 MRWA Exhibitor Registration

March 17 & 18, 2010 Grand Traverse Resort, Traverse City, MI

Michigan Rural Water Association  
 PO Box 960, Harrison, MI 48625  
 Phone (989) 539-4111 Fax (989) 539 4055

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

Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

Please provide a description of products/services to be exhibited so we can ensure a complimentary mix of booth assignments: \_\_\_\_\_



## Booth Registration

**1. Choose your booth:** Indicate your first three choices for your booth location. If all of your choices are unavailable, you will be contacted to choose from available booth spaces. Booth spaces will be confirmed by e-mail.

One Booth	Additional Booths ( Use if ordering more than one booth)
1 <sup>st</sup> Choice	_____
2 <sup>nd</sup> Choice	_____
3 <sup>rd</sup> Choice	_____

**2. Please List Booth Representatives:** (If more space is needed please list on separate page)

\_\_\_\_\_

**3. Calculate amount due:** indicate total number and types of booths, then calculate amount due.

The exhibit layout has three pricing levels for booths based on location of the booths.

**MRWA Member Pricing:**

Before February 28, 2010: Booth A - \$500, Booth B - \$450  
 After February 28, 2010: Booth A - \$550, Booth B - \$500

**Non-Member Pricing**

Before February 28, 2010: Booth A - \$675, Booth B - \$625  
 After February 28, 2010: Booth A - \$725, Booth B - \$675

**Discounts for multiple booths for Members and Non-Members: 2 booths - \$100, 3 booths \$250 and 4 or 5 booths \$400, 6 or more booths \$500.**

Type of Booth	Number of Booths	Price of Booth	Discount	Cost
Wednesday Lunch Tickets	_____	_____ @ \$30 each	_____	\$ _____
Thursday Lunch Tickets	_____	_____ @ \$30 each	_____	\$ _____
Banquet Tickets	_____	_____ @ \$55 each	_____	\$ _____
Standard 120 Volt AC Outlets	_____ Yes _____ No			
<b>TOTAL COST</b>				<b>\$ _____</b>

*We agree to comply with all rules of the exhibit as indicated on the brochure and understand that all parts of the brochure and the contract sheet are considered part of the contract and are incorporated herein by this reference.*

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

<b>IMPORTANT</b>	<p>No booth assignments will be made until the full booth fee is received at the MRWA office. Return this contract with Payment to:</p> <p style="text-align: center;">MRWA PO Box 960 Harrison, MI 48625 Fax (989) 539-4055</p>	<p>Exhibit Cancellations before February 28, 2010 50% of fee refundable: <b>No refunds after February 28, 2010.</b></p> <p><b>Don't forget Exhibitors that register before February 1, 2010 can receive a 10% discount on any conference program ad.</b></p> <p><b>Please Inquire with Tim Neumann if you are interested in exhibiting large equipment</b></p>
------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

## *2010 Exhibit Rules*

- ◆ MRWA reserves the right to reject any exhibit and any exhibit deemed offensive and not in keeping with the character and purpose of the Exhibit. MRWA reserves the right to restrain any exhibits that, because of noise, operation method or other reason, become objectionable.
- ◆ No exhibitor shall assign or sublet any part of the space allotted to them except on written permission of the Conference Committee Chairman of MRWA, nor shall they exhibit, or permit to be exhibited in their space any merchandise or advertising matter not a part of the line in their regular course of business.
- ◆ Solicitation of business shall be confined to firms exhibiting at the MRWA Annual Management & Technical Conference. No signs or advertising materials are permitted outside of the confines of an exhibitor's booth area. The operation of private public address systems is prohibited.
- ◆ Unless prior written permission is received from MRWA, the maximum height for all partitions and dividers must not exceed 3 feet. These height limitations do not apply to displayed merchandise.
- ◆ MRWA reserves the right to restrain any exhibit materials or construction that obstructs the view of adjacent booths.
- ◆ No holes may be drilled, cored or punched in the building.
- ◆ Decorations, signs, banner, etc. may not be taped, nailed, tacked, stapled or otherwise fastened to ceilings, walls, doors, painted surfaces etc. Poster Putty is allowed on glass, or plaster wall surfaces (not on brick or stone). For heavy signage you may contact our in-house decorator: Art Craft
- ◆ Adhesive-backed (stick-on) decals, or similar items may not be distributed or used in the facility.
- ◆ Exhibitors and their representatives are asked to wear official ID Badges while they are in the exhibit hall.
- ◆ The exhibit area will be locked and subject to Grand Traverse security during the hours that it is closed. Exhibitors are responsible for their own booth security during exhibit hours.
- ◆ Exhibitors may not use the lobby entrance to the hotel for moving in exhibit materials. All exhibitors, equipment and materials must enter using the appropriate loading dock or the entrance behind the Governor's Hall. Exhibitors shall be solely responsible for delivery, handling, setup, and removal of their own displays and materials. Grand Traverse Resort does not supply labor or carts for setup.
- ◆ Parking in the loading area is prohibited. Violators' vehicles will be towed at owner's expense. Vendors must unload or load and promptly mover their vehicles, not leaving their vehicle in the loading zone while they set-up, or pack-up their display. Any vendor violating this rule will seriously hinder the efficiency of a move-in or out.
- ◆ All trucks, trailers and exhibit vehicles are required to park at the water tower parking lot, or as designated.
- ◆ No freight will be accepted at the facility prior to the first contracted move-in day of the event. Contact your decorator or cartage company to arrange for shipping and storage.
- ◆ No lighter-than-air (helium, etc.) balloons are permitted in the building.
- ◆ The painting of signs, displays of other objects is prohibited. Use of spray cans of paint or adhesive is strictly prohibited inside of the facility.
- ◆ The use of Armour-All or other similar type protectants (and silicone based like materials) is strictly prohibited inside the facility..
- ◆ Exhibitors displaying vehicles will be responsible for their own floor protection including drop cloths under engines and boards under tires. Vehicle fuel levels must be ¼ tank or 5 gallons, whichever is less. Vented gas caps need to be taped (sealed). Batteries are to be disconnected with the cable ends taped and wire-tied down to prevent them from contacting terminal posts.
- ◆ Only approved tape may be used on floors, check with your decorator. Removal of unapproved tape and residue will be billed to the exhibitor.
- ◆ No oils, burning fluids, camphene, kerosene, propane, naptha, gasoline, or any flammable chemical will be allowed in the building without prior consent of Grand Traverse Resort.
- ◆ No flammable materials will be permitted to be used for decorations unless treated with flame proofing and approved by the fire department. Nor shall Lessee, without written consent of the Director, place or operate any machinery on the premises, or use any flammable chemical for either mechanical or other purposes.
- ◆ The Exhibit will open at 2:30 p.m. on March 17, 2010. All setups must be completed by 1:00 p.m. that day. If an exhibit is not set up by 1:00 p.m. MRWA reserves the right to assign that exhibitor's space to another company.
- ◆ A representative must attend to their exhibit booth at all times while the Exhibit is open.
- ◆ All exhibits must remain intact until 2:30 p.m. on Thurs. March 18<sup>th</sup>. MRWA reserves the right to penalize any exhibitor not complying with this move-out schedule. Exhibitors who use Art Craft Display to move out after scheduled hours, or who tear down work constructed by Art Craft Display will be subject to fees for overtime work.
- ◆ The exhibitor must pay any damages to the building caused by exhibitors, or their employees.
- ◆ The exhibitor assumes the entire responsibility and liability for losses, damages and claims arriving out of injury, damage or theft to the exhibitor's displays, equipment and other property brought upon the premises of Grand Traverse Resort and shall indemnify and hold harmless the facility, agents, servants and employees and MRWA from any and all such losses, damages and claims.
- ◆ Exhibitors, by contracting for display space, agree to all rules and regulations of Grand Traverse management.
- ◆ Should premises for the show become, in MRWA's sole judgment, unfit for occupancy, or should the Conference and Exhibit be materially interfered with by any act beyond the control of MRWA, the contract for exhibit space will be terminated. MRWA will not incur any liability for

damages to an exhibitor as a result of such termination.