



Michigan Rural Water Association  
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Plans are underway for Michigan Rural Water Association's 20<sup>th</sup> Annual Conference and Expo, scheduled for March 17 through 19, 2010 at Grand Traverse Resort in Traverse City, Michigan. We are expecting another great conference but we need you to make it happen, so please come and participate and help us celebrate our 20<sup>th</sup> Anniversary.

As exhibitors, you already know that exhibiting to a targeted audience saves on the expense of scattershot advertising and cold calls – according to industry research, it costs twice as much to close on a field sale than on a trade show lead – and that developing rapport with prospective customers is often the first step in ensuring a long-term business relationship.

**Highlights include:**

There will be 300 plus attendees that include water operators, wastewater operators, DPW Superintendents and water and wastewater managers.

On Wednesday there will be a meet and greet held in the exhibit hall to bring in the attendees to meet and network with the exhibitors.

Hands-on training sessions will be taking place in the exhibit hall Wednesday afternoon and Thursday morning so take advantage of these opportunities to network with the attendees.

The Thursday lunch is held in the exhibit hall to give the attendees the opportunity to talk to exhibitors

Sponsorships are available were you will receive benefits before, during and after the conference. Just select the sponsorship that best suits your needs and your company image and we will help you increase your visibility with the decision makers in attendance and to the communities we promote to in advance.

MRWA is also holding the successful MRWA raffle so please participate by donating a prize. The prize will be located at your booth and attendees will buy raffle tickets and will have to deposit their tickets in the booths were the prizes are located.

As you can see, this is a conference you won't want to miss and you can renew friendships, advance your knowledge and celebrate protecting our state's drinking water and environment.

This year you can also register online by going to our website [www.mrwa.net](http://www.mrwa.net) or by filling out the forms in this packet. If you have any questions, please contact our office at 989-539-4111. Don't forget to take advantage of the early bird registration pricing.

See you in Traverse City,

A handwritten signature in black ink that reads "Tim Neumann".

Tim Neumann  
Executive Director