

Exhibitor Prospectus



October 29 – November 1, 2014
Omni Fort Worth and Fort Worth
Convention Center ■ Fort Worth, TX

2014 Annual Convention and Exposition

Benefits of Exhibiting

Contact new prospects and generate leads.

Promote company image and maximize market exposure.

Discuss the needs of your clients first-hand and demonstrate the solutions offered by your company.

Research competition and develop ways to differentiate your company.

Gain insight into market trends to aid in your strategic planning.

Test new products or services at the customer level.

Develop your database to strengthen your overall sales and marketing programs.

Build relationships with an audience of qualified buyers.

Membership

550+ companies representing over
3,000 professionals

Who is AWT?

The Association of Water Technologies (AWT) is a trade group of 550 companies dedicated to the highest standards of performance in the water treatment industry. Our members work with industrial and commercial facilities to provide heat transfer services for industrial processes and comfort heating/cooling. They work to control scale, corrosion, and microbiological fouling.

AWT's 2014 Exposition is designed to allow key players from water treatment companies to meet leading industry suppliers like you. You won't want to miss the chance to make hundreds of sales calls—all on the trade show floor.



Who Should Exhibit?

Exhibitors at AWT's Exposition are suppliers and distributors of products and services that are vital to the continued growth and success of water treatment companies.

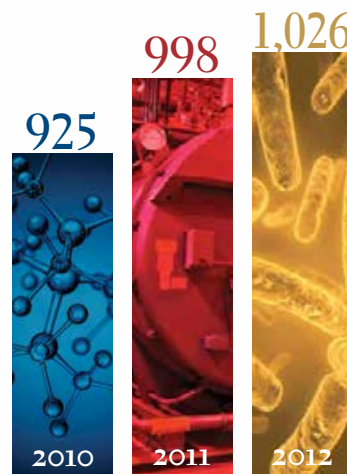
The AWT Annual Convention and Exposition attracts buyers in the water treatment industry who are looking for realistic, cost-effective solutions to their particular needs and challenges. This is an opportunity to meet with a wide-ranging group of companies in terms of size, geographic location, and products and services used. Network with more than 1,000 water treatment professionals who want to make the most of their investment. Attendees of the AWT Annual Convention and Exposition embrace this as a place to conduct business and network.

2012 Attendee Stats

77 Non-member attendees **381** First-time attendees
368 Different companies represented **27** Companies sent staff to their first AWT Convention

2012 Exhibitor Stats

23 First-time exhibiting companies
88 Companies exhibiting three or more times in the last five years
109 Exhibiting companies purchased 135 booths
103% Of exhibit floor sold



Past Convention Attendance

Sponsorships

Strengthen your branding and business relationships with sponsorships that work! Differentiate your company from the competition and generate more qualified leads by sponsoring highly visible items and events that are seen by all attendees. Through sponsorships, you reach key customers and prospects in a professional B2B setting.

All 2014 Convention sponsors will enjoy the following benefits:

- Enhanced visibility to about 1,000 Convention attendees, including potential customers that represent over \$500 million in water treatment sales per year!
- Recognition in the official registration brochure (if contract and payment are received by Friday, April 25).
- Recognition in the *The Analyst* magazine and monthly e-newsletter, the *AWTGram*.
- Recognition in the Convention Notebook.
- Recognition on site at the Convention with your company name or logo on signage, in PowerPoint recognition slides shown in meeting rooms between sessions, at the registration area, and at the Annual Reception and Awards Dinner.

Opportunities are limited and are available on a first-come, first-served basis. Sponsorships are available and open to any company. We have a wide range of offerings available to fit your budget and marketing needs. For more information, contact Angela Pike at apike@awt.org.

Sign up today!

Exhibitor Information

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Important 2014 Dates to Remember

Priority Points Advance Deadline	Friday, February 14
Initial Booth Assignment Notification	Monday, March 31
Exhibitor Service Kit Emailed	Friday, May 30

Exposition Hours

Exhibitor Move-In	Tuesday, October 28	11:00 am – 5:00 pm
	Wednesday, October 29	8:00 am – 2:00 pm
Exposition Hours	Wednesday, October 29	4:00 pm – 7:00 pm
	Thursday, October 30	11:00 am – 2:00 pm
		2:00 pm – 4:00 pm (by appointment only)
		4:00 pm – 7:00 pm
	Friday, October 31	10:00 am – 2:00 pm
Exhibitors' Meeting	Friday, October 31	9:00 am – 9:45 am
Exhibit Hall Teardown	Friday, October 31	2:00 pm – 7:00 pm

General Booth Information

Booth Sizes	Member Booth Fee	Non-Member Booth Fee
10' x 10'*	\$1,700	\$2,550
10' x 20'**	\$2,525	\$3,815
10' x 30'***	\$3,350	\$5,080
20' x 20' Island****	\$4,900	\$7,925

*(1) Complimentary full conference registration and (1) complimentary booth staff

** (1) Complimentary full conference registration and (2) complimentary booth staff

*** (1) Complimentary full conference registration and (3) complimentary booth staff

**** (2) Complimentary full conference registrations and (4) complimentary booth staff

Additional exhibitor staff is \$150/person.

Included in the booth space rate:

- 8' back wall • 3' side wall • An identification sign



AWT uses a hardwall system for all booths as part of the standard package.

Additional signs and furniture may be ordered from the official decorator, NexxtShow. Signs may not block view or tower above booth. All signs that are rigged above 10' require AWT staff approval. Each exhibit should be installed so as not to obstruct the view of or interfere with the exhibits of others. Exhibitors shall not erect or maintain a back wall higher than 10' or side walls over 3' in height. All solid opaque structures will be confined to within 3' of the back line of the exhibitor's space.

Exhibitor Support Services

Email help@nexxtshow.com Phone (877) 836-3131

Commercial Corner

Want to highlight a new product or talk more in depth about what your company offers? These 20-minute presentations are an excellent opportunity to convene an audience to promote your products and services. Each Commercial Corner receives exclusive meeting space and one time slot during the AWT Annual Convention, scheduled during uncontested time.



These mini presentations can be more commercial in nature, meaning that a paper is not required and the material is not included with the Convention material. Commercial Corners are open to both exhibiting and non-exhibiting companies. Space is limited to the first eight (8) companies.

Exhibiting Company	\$750
Non-Exhibiting Company	\$1,200



Hotel Information

Omni Fort Worth Hotel
1300 Houston Street
Fort Worth, TX 76102

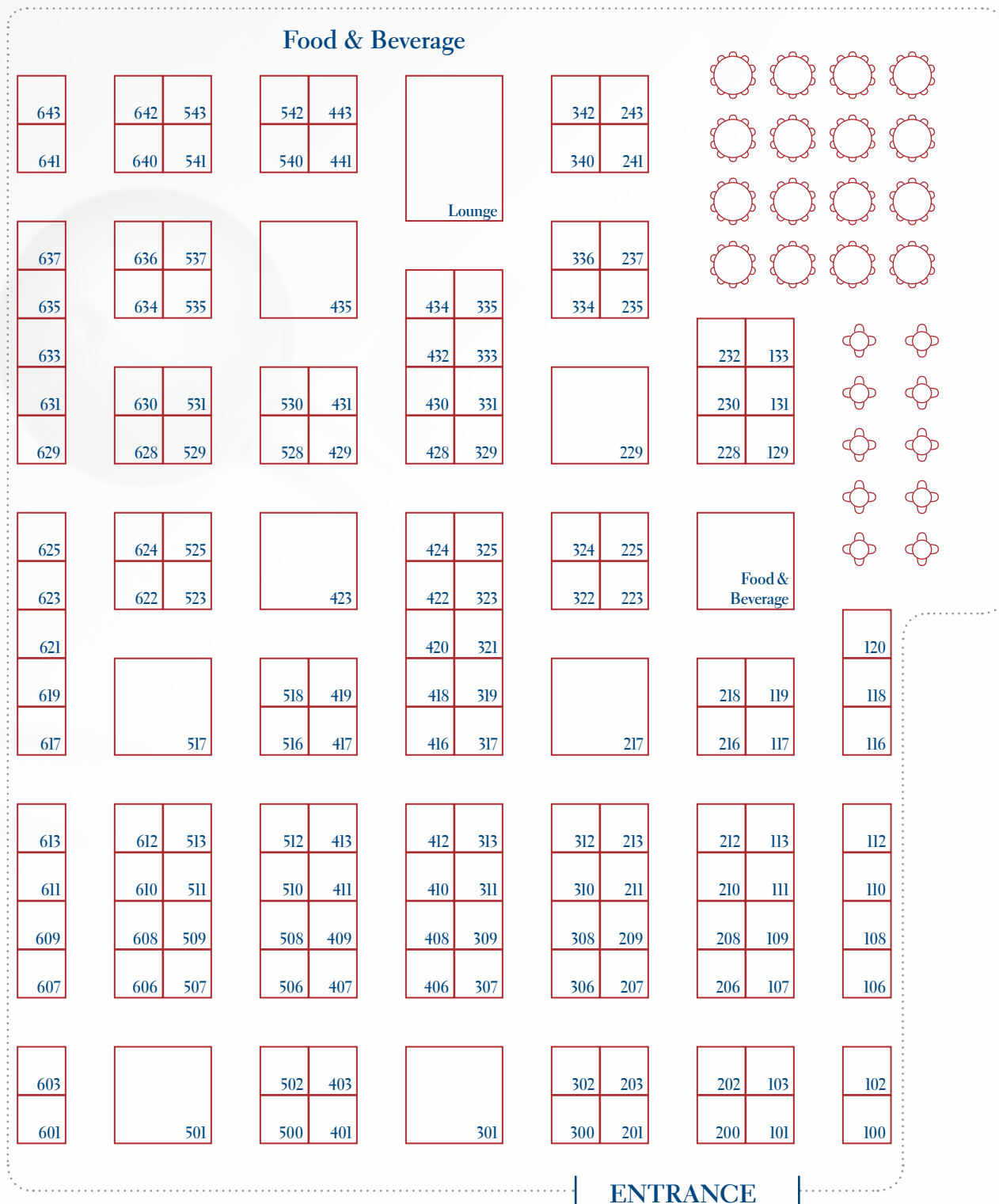
Phone: (817) 535-6664

Room Rate: \$189 single/double. Please mention "AWT" to obtain the discounted rate.

Reservations Deadline:
Friday, October 3, 2014

Exhibitor Floorplan

October 29– November 1, 2014
Omni Fort Worth and Fort Worth
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Questions and Information

Exhibit Questions

Barbara Bienkowski

bbienkowski@awt.org

(240) 404-6481

Membership/Sponsorship Questions

Angela Pike – Senior Member Services Manager

apike@awt.org

(240) 404-6477

End caps are not available.

For example: 401/500 is not an acceptable booth selection.

Terms and Conditions

October 29–November 1, 2014

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Space Assignment

Preference for space assignment will be awarded to previous exhibitors based on priority points. Priority points are determined based on several factors, including participating in previous expositions, sponsoring an event at the Convention, advertising and/or having an article in *The Analyst*, and/or presenting a paper at the Convention. More weight is given to being active within the past five years.

All exhibit space is assigned using priority points and then on a first-come, first-served basis. Please list six (6) booth choices. In the event that all your choices have been previously assigned, we will call you prior to space assignment. Applications received without full payment will not be processed. Payment for space must be received in U.S. dollars.

Priority points only apply to exhibitors who return their contract and full payment by Friday, February 14, 2014. If two companies have the same number of points in the priority listing, booth space will be assigned according to the date the contract is received. Companies not having priority points will be assigned booth space according to the date their contract and full payment are received. After February 14, space will be assigned upon receipt of the contract and full payment.

Exhibitors wishing to avoid assignment of space adjacent to a particular competitor should indicate so on their application; careful consideration will be given to such requests. AWT reserves the right to change assigned space allocations.

Subletting Space

No exhibitor shall assign, sublet, or apportion all or any part of the space assigned, or have representatives, products, or materials from companies other than its own in said exhibit without the written consent of AWT.

Installation and Dismantling of Exhibits

The exhibit hall will be open on Tuesday, October 28, from 11:00 am – 5:00 pm for exhibitor move-in, and on Wednesday, October 29, from 8:00 am – 2:00 pm for final preparations, such as lighting, powering of equipment, etc.

At 2:00 pm, on Wednesday, October 29, an inspection will be made. Exhibits that are obviously not being set up and have no representative present will

be assigned to the labor contractor for uncrating and erecting to facilitate crate removal and initial cleaning prior to the exhibit hall opening. Charges will be billed to the exhibitor. Permission for late set-up on Wednesday, October 29 will be handled on a per request basis with 30 days written notice given to AWT staff. No exhibit may be erected during open Exposition hours.

Dismantling of exhibits and packing of equipment may not begin until after 2:00 pm, Friday, October 31. Exhibitors who dismantle their booths prior to the announced closing risk losing their priority points and future exhibit invitations. All exhibits must be packed and ready for removal from the exhibit area no later than 7:00 pm, Friday, October 31.

Exhibitor's Service E-Kit

A complete Exhibitor's Service E-Kit, containing all the necessary order forms for drayage, electrical, furniture rental, carpeting, cleaning, etc., will be available online. Information will be emailed to each exhibitor by Nexxt-Show, the general contractor/decorator, by Friday, May 30. Orders should be submitted by Monday, September 29 to receive discounted rates.

Exhibitor Giveaways

Exhibitors are allowed to distribute giveaways at their booth(s). Exhibitors must confine their activities to the space for which they have contracted; this includes the distribution of printed materials.

Hospitality Events

Exhibitors agree not to host hospitality suites during the Annual Convention. Exhibitors also agree not to have any entertainment or other functions for large, organized groups during the course of the Convention. This non-competition provision also applies to private demonstrations, facilities tours, etc. Exhibitors agree that these activities detract from the overall merit of the show. The types of activities listed above are prohibited unless approved in writing by AWT.

Liability and Insurance

AWT and its officers, directors, volunteers, employees, agents, and sponsors are not responsible or liable for damage to the exhibitor's property, owned or rented, his personnel or invitees, or that of his employees or agents, from personal injury, fire, theft, or any other cause.

Exhibitors are advised to secure insurance coverage for personnel, products, and exhibits at their own expense. Such coverage can usually be provided by requesting a rider to the company's existing policy, if coverage is not already in force.

Exhibitors shall be bound by the terms of the contract held by AWT with the Fort Worth Convention Center. Exhibitors agree to indemnify, hold harmless, and defend AWT and its officers, directors, volunteers, employees, agents, and sponsors, and the Fort Worth Convention Center and its respective members, officers, directors, agents, and employees from and against any and all liabilities, damages, actions, costs, losses, claims, and expenses, including reasonable attorney's fees, on account of personal injury, death, or damage to or loss of property or profits arising out of or resulting, in whole or in part, from any act of omission, negligence, fault, or violation of law or ordinance of the exhibitor or its employees, agents, subcontractor, or invitees or any other person entering the facility with the implied or express permission of the exhibitor. Such indemnification by the exhibitor shall apply unless such damage or injury results from the sole negligence, gross negligence, or willful misconduct of the exhibitor, its employees, or its subcontractors.

Children/young adults under the age of 16 are not permitted on the exhibit floor during installation and dismantling hours.

Sound

Public address systems are not permitted. The noise level from any demonstrations or sound system should be kept to a minimum and should not interfere with others. Electrical or mechanical apparatus must be muffled so that noise does not interfere with other exhibitors. AWT reserves the right to determine at what point sound constitutes interference with others.

Agreement

By signing the space application incorporating these terms by references, the exhibitor agrees to abide by these rules and regulations and the decisions of AWT. This contract will become binding for both the exhibitor and AWT upon its acceptance by AWT staff.

These terms and conditions have been developed to offer each exhibitor equality regardless of size. Each exhibiting company should be given equal opportunity, within reason, to present

its products to the target audience in the most effective manner.

Payment and Refunds

No booth assignments will be made until full payment and a complete application form have been received.

Cancellations must be submitted in writing to:

AWT Headquarters
9707 Key West Avenue, Suite 100
Rockville, MD 20850
Fax: (301) 990-9771
Email: bbienkowski@awt.org

Cancellations received by Friday, August 22, 2014, will receive a 50% refund. No refunds will be made after Friday, August 22, 2014. Please note: If the exhibitor reduces the space reserved, the cancellation clause will apply to that portion of the space cancelled.

Exhibit Hall Conduct

Exhibitors agree to abide by all pertinent laws, ordinances, rules, regulations, and codes of duly authorized local, state, and federal governing bodies concerning fire, safety, and health, together with the rules and regulations of the operations and/or owners of the exhibition facility.

Exhibit space must be fully operational and staffed during published exhibit hours.

Exhibitors will use the assigned exhibit space solely for the purposes of exhibit displays and meetings. Exhibitors will not permit the space to be used for any unlawful purpose or in any manner as to injure persons or property in or near the exhibit space hereby assigned. Management reserves the right to restrict exhibits that, because of noise, method of operation, or any other reason, become objectionable or otherwise detract from, or are out of keeping with, the character of the Exposition as a whole. The materials and conduct of all exhibitors are subject to the approval of management, which reserves the right to require modification to any exhibit that is deemed inappropriate for the Exposition.

All exhibitor representatives should conduct themselves professionally. Exhibitors must treat all attendees equally and with respect. The AWT Convention and Exposition is a friendly show. Exhibitors should avoid remarks or actions toward other companies that are defamatory, abusive, profane, threatening, offensive, or illegal.

Application & Contract for Exhibit Space

October 29–November 1, 2014 ■ Omni Fort Worth and Fort Worth Convention Center ■ Fort Worth, TX



Priority Points Deadline:

Must be received by Friday, February 14, 2014.

① Administrative Contact Information

Administrative Contact Name

Administrative Contact Telephone

Administrative Contact Email

② Promotional Contact Information

The following information will be used in all Convention promotional material.

Exhibiting Company Name

Promotional Contact Name

Address

City State Zip

Country

Telephone Fax

Email

Website

Exhibit Description and Company Logo

Describe in 50 words or less, exactly as you want it to appear in the official promotions, the products or services to be exhibited.

Please also send your company logo in high resolution JPG, EPS, TIF or PDF to Barbara Bienkowski at bbienkowski@awt.org. Logos are placed on the Convention website.

Company Category: Please check the category that best describes your company:

☐ Chemical ☐ Equipment ☐ Other

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③ Booth Fees

We understand that space will be rented according to the following fee structure (please check one):

Booth Size	Member	Non-Member
10'x10'	<input type="checkbox"/> \$1,700	<input type="checkbox"/> \$2,550
<i>Includes: (1) complimentary full convention registration and (1) complimentary booth staff</i>		
10'x20'	<input type="checkbox"/> \$2,525	<input type="checkbox"/> \$3,815
<i>Includes: (1) complimentary full convention registration and (2) complimentary booth staff</i>		
10'x30'	<input type="checkbox"/> \$3,350	<input type="checkbox"/> \$5,080
<i>Includes: (1) complimentary full convention registration and (3) complimentary booth staff</i>		
20'x20' Island	<input type="checkbox"/> \$4,900	<input type="checkbox"/> \$7,925
<i>Includes: (2) complimentary full convention registrations and (4) complimentary booth staff</i>		

Booth Selection: Select space as shown on the floor plan. End caps are not available.

1st choice 4th choice

2nd choice 5th choice

3rd choice 6th choice

Booth Separation: Companies from which we desire booth separation (identify by company name, NOT by products displayed). Booth separation is not guaranteed. Should booth separation supersede location requested? ☐ YES ☐ NO

1)

2)

3)

④ Booth Staff

Complimentary Full Registration

Each registration includes one complimentary ticket to the Annual Reception and Awards Dinner.

1) Name Email

2) Name (for 20'x20' only) Email

Complimentary Booth Staff

(1) Exhibitor Badge for each 10'x10' space purchased.

1) Name (for 10'x10' only) Email

2) Name (for 10'x20' only) Email

3) Name (for 10'x30' only) Email

4) Name (for 20'x20' only) Email

Additional Booth Staff @ \$150/person.

Attach additional sheets, if necessary.

1) Name Email

2) Name Email

⑤ Total Fees

Booth Fee.....\$

Additional Booth Staff

@ \$150/person.....\$

Commercial Corner Presentation

@ \$750 (Exhibiting Company).....\$

@ \$1,200 (Non-Exhibiting Company).....\$

TOTAL DUE.....\$

⑥ Authorization

I am an authorized representative of the company, with the full power and authority to sign and deliver this application. The company listed on this application agrees to comply with all policies, rules, and regulations contained in the 2014 Exhibitor Prospectus, and all policies, rules, and regulations adopted after the publication of the Prospectus, which we accept as part of the agreement.

Authorized Signature Required Date

⑦ Payment Information

In order to secure an exhibit booth, full payment must be received with this application.

☐ Check Enclosed

☐ Visa ☐ MasterCard ☐ American Express

Name on Card

Card #

Security Code

Expiration Date

Signature

Date

Return signed application and payment to:

AWT, Attention: Barbara Bienkowski
9707 Key West Avenue, Suite 100
Rockville, MD 20850

Telephone.....(240) 404-6478

Fax.....(301) 990-9771

⑧ Questions

Please email or telephone Barbara Bienkowski with any questions at bbienkowski@awt.org, (240) 404-6478.