





# AWT 2014 Annual Convention and Exposition Sponsorships

Strengthen your branding and business relationships with sponsorships that work!

Separate 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 Annual Convention and Exposition sponsors will enjoy the following benefits:

- Enhanced visibility to over 1,100 attendees, including potential customers representing more than \$500 million in water treatment sales per year!
- Recognition in the The Analyst magazine and monthly e-newsletter, the AWTGram.
- Recognition in the convention notebook.
- Recognition onsite with your company name and/or logo on signage, in PowerPoint recognition slides shown
  in meeting rooms between sessions, and prime location in hotel lobby.

#### Sign up today!

Opportunities are limited and are available on a first-come, first-served basis.











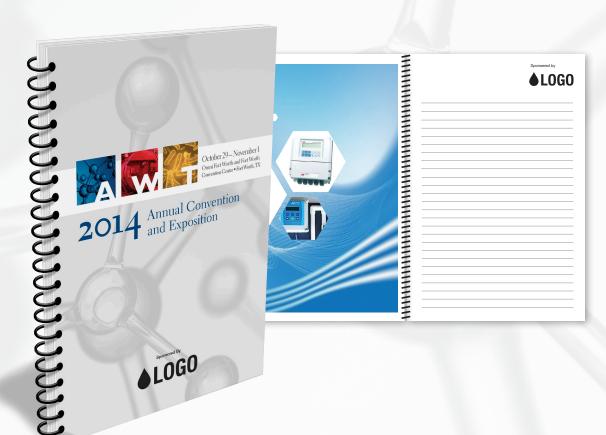




#### **Convention Notebook**

This handy, spiral-bound notebook will be distributed to all attendees and includes the convention schedule, exhibitor listings, and your logo displayed on the front page and the notes pages. The Convention Notebook will be attendees' go-to reference when they need to check those important notes from the show. One full-page color ad for your company is included.

\$10,000









### **Badgeholders**

Badgeholders are distributed to attendees and are required to be worn at all times, so this is an effective marketing tool for displaying a logo that everyone will see. Gain additional exposure at the AWT Training Seminars, as these badgeholders will be used subsequently at the meetings in March and April 2015.

\$5,000









#### **Executive Portrait Lounge**

Everyone needs a professional photograph for a website, business card, or other company marketing materials. These complimentary photos can be emailed or printed onsite to take with you. The photographer will be available in the exhibit hall on Wednesday, Thursday, and Friday during specified hours. Sponsorship of the Executive Portrait Lounge will include signage and placement of your marketing brochures in the lounge.

\$5,000





#### Hotel Key Cards

Be visible to all AWT guests. Your logo and custom artwork will be imprinted on the Omni Fort Worth hotel room key cards distributed to all attendees staying at the hotel.

\$5,000

October 29 - November 1, 2014
Omni Fort Worth and Fort Worth
Convention Center • Fort Worth, TX

2014 Annual Convention
and Exposition
Sponsored by
LOGO









#### **Banners**

Get instant recognition for your company with a banner! These vinyl banners are custom made to include your artwork and will be placed inside the main entrance to the convention center right outside our exhibit hall.

Three sponsorships available at

\$3,500 each



## **Individually Wrapped Cookies**

Shortbread cookies, imprinted with your company logo, will be individually wrapped in clear cellophane and put out for a mid-morning snack on Thursday, the first full day of the convention.



## **AWT 2014 Annual Convention** and Exposition Attendee List

A great way for people to stay connected, this PDF will contain a full list of pre-registered attendees and exhibitors, with complete mailing addresses and phone numbers. The list will be sent out electronically before and after the convention, and your logo will be included on each page.

\$2,500



#### ATTENDEE LIST

#### Tetsuya Aihara Pan Asian Trading Co., Ltd. 2-7-10 Nishiku, Kitsaiwai Yokohama.

Japan P: +81 45 410 1470

Jed Albao ProMinent Fluid Controls, Inc. 32036 Yosemite Street Winchester, CA 92596 P: (951) 532-5308 F: (412) 787-0704

Neal Alexander, CWT Solen, Inc. 449 Talowah Road Purvis, MS 39475 P: (800) 793-7274 F: (601) 833-0298

Farrah Allidina Pace Chemicals Ltd. 8321 Willard Street Burnaby, BC V3N 2X3 Canada P: (800) 799-6211 F: (604) 521-5927 www.pacechem.com

Albert Alvarado USABlueBook P.O. Box 9004 Gurnee, IL 60031 P: (800) 548-1234 F: (847) 775-6908

Lubrizol Advanced Ma 9911 Brecksville Road Cleveland, OH 44141 P: (216) 447-5475 F: (216) 447-5238

#### **Your Logo** Here

William R. Anderson Uniphos, Inc. P.O. Box 3514 Mission Viejo, CA 60301 P: (949) 367-0797 F: (708) 445-1394 Www.wife.com

Chem-Aqua, Inc. 2727 Chemsearch Boulevard Irving, TX 75062-6454 P: (972) 438-0252 F: (972) 438-0801 www.chemagua.com

Buckman 1256 North McLean Boulevard Memphis, TN 38108-0305 P: (901) 272-8300 F: (901) 726-5970 www.buckman.com

#### Jim Aplington QCA Water Treatment Services LLC 5151 Auburn Ct Bettendorf, IA 52722 P: (563) 210-8765 F: (866) 853-8765

Jim Apple AkzoNobel Surface Chemistry 525 West Van Buren Chicago, IL 60607 P: (800) 251-1080 F: (423) 698-8723 www.akzonobel.com









## Technology Recharging Table

A convenient spot for attendees to sit and work, or just relax, while their electronic devices recharge. This coffee-style table, with built-in electrical outlets, will have your company logo prominently displayed.

\$2,500



#### **Water Stations**

Keep everyone refreshed and hydrated with water stations in the session rooms and exhibit hall.

Four sponsorships available, one per day, Wednesday-Saturday, at

\$2,000 each







### Static Clings on Escalators

Have your company logo seen, coming and going. These 2' x 3' clings will be placed along the panels of the escalator, noticeable as people go to and from the session rooms. The panels are customized with your artwork; multiple clings make for maximum impact.

\$1,500 for each outside panel—four panels available

for each inside panel, on left or right side of escalator—eight panels available











#### Window Clings

Leave a lasting impression with meeting participants by securing prime real estate at the Convention Center outside the general session ballroom where breaks and breakfast will be served. Place your corporate logo, product branding or advertisement on the building windows which are 6' x 4'3".

\$2,500 for each window—six available

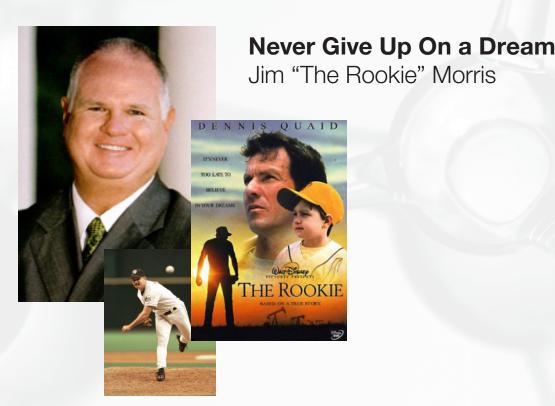




#### **Keynote Speaker**

As a Keynote Speaker sponsor, your company representative will have the privilege of being on stage, in front of a packed audience, to introduce AWT's Keynote Speaker. Your logo will be displayed at this opening morning session.

\$5,000









## Women of Water (WOW) Reception

The Women of Water (WOW) reception has grown into an annual event. Open to everyone, the WOW Reception offers the perfect opportunity to network, hear an invited speaker, and mingle over appetizers and drinks. The sponsorship will be recognized with signage at the reception.

\$4,000



#### Recharging Row in General Session Room

Specific areas in the session room will be designated as "Recharging Rows." These rows will have convenient access to electrical power strips to recharge phones and tablets during the sessions. Your sponsorship will be recognized with signage in the session room.

Three sponsorships available, one per day, at

\$3,500 each

#### **AWT Exposition Hall:**

## Wednesday Night Opening Reception and/or Thursday Night Reception

These 3-hour receptions are a great way to get additional visibility during exhibit hall hours and drive more attendance to your booth. Signage with your logo will be displayed at one of several foodserving stations or bars located in the hall.

Four sponsorships available per night at

\$2,500 each

#### Lunch

#### Thursday and/or Friday

Lunch in the exhibit hall brings in a crowd; Food and beverage stations will be set up throughout the show floor. Signage with your company logo will be located at a serving area.

Two sponsorships available per day at

\$2,500 each

#### Continental Breakfast

#### Thursday and Saturday (Friday Sold Out)

Furnish attendees with coffee and breakfast foods before they head out to their scheduled sessions and events. Nourish the body, nourish the brain. Signage with your logo will be placed in the breafast area.

Three sponsorships available per day at

\$1,000 each









# Annual Reception and Awards Dinner at AT&T Stadium

#### **Diamond Vision**

Have your logo appear on one of the country's largest JumboTrons for the duration of the Awards Dinner. The logo will continuously rotate on the screen.

Two sponsorships available at

\$8,000 each

#### **Bar Service**

Sponsorship recognition will include your logo on signage at the bars and on the drink tickets that are distributed to attendees (two tickets per person).

\$7,500

#### **Stadium Tours**

An amazing opportunity for any sports fan to go behind the scenes and see the locker rooms and media room and to stand on the football field. Everyone will remember this experience! Sponsor logo on signage where attendees meet for the tours.

\$7,000

#### Annual Reception and Awards Dinner

The Annual Reception and Awards Dinner has been a premiere event of the AWT Convention since its inception, and this year is no exception. You can't be in Texas and not think of the Dallas Cowboys! Take advantage of this highly visible opportunity to promote your company. Sponsorship recognition includes signage at the food serving stations.

\$5,000



#### Ticker Tape/Message Board

Your company tag line or special message will be seen around the entire stadium on the concourse level message board crawler.

Five sponsorships available at \$5,000 each

#### **Drumline Entertainment**

Create the upbeat atmosphere for the evening by sponsoring the entertainment. Make it a memorable night with crowd-pleasing entertainment, with the Cowboys Drumline performance. Signage with your logo will be prominently displayed.

Four sponsorships available at

\$1,000 each

## Golf Tournament Sponsorship

#### Hole-In-One

This \$10,000 cash prize will certainly make one lucky golfer very happy. Signage will be placed on the 175-yard hole #14, which is designated as the Hole-In-One shot.

\$3,000

## Golf Tournament Sponsorship

#### Beverage Cart

The beverage cart circles the course continuously, offering cold beverages and snacks. One company representative can accompany a golf course staffer throughout the day. Two drink tickets displaying your company logo will be distributed to each player.

\$3,000



## Golf Tournament Sponsorship

#### Titlest Pro V Golf Balls

All tournament participants receive a sleeve of golf balls prior to play. Each golf ball will be imprinted with your company logo.

\$3,000



## Golf Tournament Sponsorship

#### **Specialty Drink Stations**

Located at one of the golf holes, you'll see everyone as they tee off. These stations provide a great opportunity to be part of the event and talk with all the players as they stop by for a drink. Signage with your logo will be placed at each station.

- Bloody Mary Station
- Arnold Palmer Station
- Margarita Station SOLD

\$2,500 each



## Golf Tournament Sponsorship

#### Hot Breakfast Buffet

Help the AWT golfers get off to a great start. Sponsor this hot breakfast buffet, prepared and served in the clubhouse. Signage with your company name and logo will be placed at the buffet area.

\$2,000

## Golf Tournament Sponsorship

#### Lunch

While on the course, the golfers will enjoy a fresh ciabatta roll sandwich with sides and a drink. You can ride along and help the course staff deliver lunch.

\$2,000

## Golf Tournament Sponsorship

#### Grab-and-Go Snacks

You'll be set up on a golf hole to greet each group and offer a snack while they tee off. Snack offerings include your choice of:

- Taquitos and Empanadas
- Chips and Salsa
- Warm Soft Pretzels

\$2,000 each



## Golf Tournament Sponsorship

#### Cigars

A fun novelty to offer the golfers—each cigar is customized with your company logo on the cigar band. You can hand them out at a hole or have them placed in each golf cart.

\$1,200

## Golf Tournament Sponsorship

#### **Golf Towels**

Every golfer needs a towel for their bag. Towels will be printed with your company logo and placed in each cart.

\$1,000

## Golf Tournament Sponsorship

#### Coffee-To-Go

Stationed at the hotel near the bus loading area, complimentary coffee will be provided to golfers as they get ready to head to the golf course. Signage with your company name and logo will be placed at the station.

\$800

## Golf Tournament Sponsorship

#### **Golf Hole Sponsor**

Sponsor an individual hole. Your company logo will be displayed at the tee.

\$500 each



## Golf Tournament Sponsorship

#### **Prizes**

Sponsor an individual or team prize. Your company logo will be displayed on signage at the golf course or at the hole.

### \$500 each

- 1st Team Prize
- 2<sup>nd</sup> Team Prize
- 3<sup>rd</sup> Team Prize
- Closest to the Pin
- Longest Drive

## Sponsorship Contract

October 29— November 1, 2014
Omni Fort Worth and Fort Worth
Convention Center • Fort Worth, TX







Please complete all sections below in full, including official signature and payment information. Send sponsorship forms and payment to:

AWT, Attention: Angela Pike 9707 Key West Avenue, Suite 100 Rockville, MD 20850 or fax to (301) 990-9771

Company		
Contact		
Address		
City	State	Zij
Country		
,		
Phone	Fax	
Email		
(3) Payment Information		
Email a high-resolution file of your company lo hzimmerman@awt.org. To ensure inclusion submit your sponsorship and logo prior to Fr	in all convention materials,	
(4) Payment Information		
To secure a sponsorship package, payment m	nust be received with this applica	tion.
□ Check Enclosed □ Visa □ MasterCard	☐ American Express	
Name on Card		
Card #		
Security Code	Expiration	Date
Signature	Date	

#### (2) Convention Sponsorship Selections

Convention Notebook	□\$10,000- SOLD		
Badgeholders	<del>□\$5,000</del> SOLD		
Executive Portrait Lounge	□\$5,000		
Hotel Key Cards	<del>□\$5,000</del> SOLD		
Keynote Speaker	<b>□</b> \$5,000		
Women of Water (WOW) Reception	<del>□\$4,000</del> SOLD		
Banners	<del>□\$3,500</del> SOLD		
Recharging Row	□\$3,500		
Individually Wrapped Cookies	<del>□\$3,000</del> SOLD		
Convention Attendee List	<del>□\$2,500</del> SOLD		
Technology Recharging Table	<del>□\$2,500</del> SOLD		
Wednesday Night Opening Reception	□\$2,500		
Thursday Night Reception	□\$2,500		
Lunch	□\$2,500 (Thursday)		
	□\$2,500 (Friday)		
Water Stations	<b>□</b> \$2,000		
Window Clings	□\$2,500 per window		
Static Clings on Escalators	□\$1,500 per outside panel □\$750 per inside panel Quantity_		
Continental Breakfast	□\$1,000 Thursday □\$1,000 Friday □\$1,000 Saturday		

#### Annual Reception and Awards Dinner at AT&T Stadium

Diamond Vision	<b>□</b> \$8,000	
Bar Service	<b>□</b> \$7,500	
Stadium Tours	<b>□</b> \$7,000	
Annual Reception and Awards Dinner	<del>□\$5,000</del> SOLD	
Ticker Tape/Message Board	<b>\$5,000</b>	
In-House Plasma Screens	<b>\$2,000</b>	
Drumline Entertainment	<b>□</b> \$1,000	

#### **Golf Tournament**

TOTAL

Hole-In-One	<del>□\$3,000</del>	SOLD	
Beverage Cart	<del>□\$3,000</del>	SOLD	
Titlest Pro V Golf Balls	<del>□\$3,000</del>	SOLD	
Specialty Drink Stations	□\$2,500 Bloody Mary □\$2,500 Arnold Palmer <del>□\$2,500 Margarita</del> <b>SOLD</b>		
Hot Breakfast Buffet	□\$2,000		
Lunch	<del>□\$2,000</del>	SOLD	
Grab-and-Go Snacks	□\$2,000 Taquitos & Empanadas □\$2,000 Chips & Salsa □\$2,000 Soft Pretzels		
Cigars	□\$1,200		
Golf Towels	<del>□\$1,000</del>	SOLD	
Coffee-To-Go	<del>□\$800</del>	SOLD	
Golf Hole Sponsor	□\$500		
l <sup>st</sup> Team Prize	<del>□\$500</del>	SOLD	
2 <sup>nd</sup> Team Prize	<del>□\$500</del>	SOLD	
3 <sup>rd</sup> Team Prize	<del>□\$500</del> -	SOLD	
Closest to the Pin	<del>□\$500</del>	SOLD	
Longest Drive	<del>□\$500</del>	SOLD	
Add golf foursome or twosome to any sponsorship Team players:	□\$600 foursome □\$300 twosome		