# 2012 Exhibitor Prospectus

## NEWEA Annual Conference and Exposition

## January 22 - 25, 2012 • Boston, MA

New England Water
Environment Association

**NEW ENGLAND WATER ENVIRONMENT ASSOCIATION**
**ANNUAL CONFERENCE AND EXPOSITION - JANUARY 22-25, 2012**
**BOSTON MARRIOTT COPLEY PLACE HOTEL, BOSTON, MA**

## Dear Exhibitor:

We invite you to join the New England Water Environment Association (NEWEA) in Boston, MA, January 22-25, 2012 for the 2012 Annual Conference and Exposition, which brings together water quality professionals to exchange ideas, learn and debut cutting-edge technology and innovative products.

The NEWEA Annual Conference and Exposition is the **largest water quality conference** held in New England. This event will attract more than 1,800 attendees, providing your company the best opportunity to **attract new prospects**, **introduce new products** and give **product demonstrations to buyers** in the water industry. The conference features 30+ technical sessions and one centrally-located Exhibit Area on two interconnected floors with over 200 booths.

**Book Early To Save Money and Secure Your Exhibit Space!** Be among those who take advantage of this opportunity and book your booth space by September 16 (postmarked) to receive the discounted booth fee. Booths are assigned based on past years of participation and date of receipt of application/payment.

If you need more information, please contact Maureen Neville, Exhibits Chair, at 617-452-6292 or speak to a staff member at the NEWEA office at 781-939-0908.

**We look forward to your participation in the 2012 NEWEA Annual Conference and Exposition!**

### Gain Additional Exposure

Get additional valuable exposure and increase awareness for your company by becoming a conference sponsor; participating in the exhibitor directory (printed and online) and Exhibitor Showcase; or by placing ads in the NEWEA Journal.

### About NEWEA

Established in 1929, the New England Water Environment Association is a dynamic organization of over 2100 water quality professionals who are dedicated to the preservation of water quality and water resources throughout New England.

## As an exhibitor, you get FREE promotion in NEWEA's publications!

- Conference Announcement
- Online Exhibitor Directory - www.newea.org
- A listing in the *NEWEA Journal*
- Official Conference Program and Exhibitor Directory

*In order to have your company listing appear in the publications, space reservation must be received by the preregistration deadline and space fees must be current.*

# New for 2012:
## Exhibitor Showcase and Revised Floorplan

*See attached for more information on the Exhibitor Showcase Presentations and how to participate*

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# EXHIBIT

AT THE LARGEST WATER QUALITY SHOW

## Booth Equipment and Service Information

The Exhibit Area will be centrally located on the 3rd and 4th floors interconnected by an internal stairwell at the Boston Marriott Copley Place Hotel. Exhibits will be open Monday through Wednesday.

Each booth space rented will include the following:

- One 10'W x 8'D exhibit booth, ceiling is 8' high *(exhibit area is carpeted)*
- 8' high back drape and 3' high side rails
- One 2' x 6' draped and skirted table
- 7" x 44" exhibitor identification sign
- Two folding chairs and wastebasket
- Admission for FOUR representatives, which includes:
  - Two full access badges (admittance to Exhibit Area AND technical sessions)
  - Two exhibit hall-only badges
  - Admission to the Monday and Tuesday Evening Receptions
  - Admission to the Wednesday Exhibit Lunch

**Additional exhibit only passes and event tickets may be purchased separately onsite.*

Electricity, other utility connections and materials are not provided with the space. Order forms for these items are available through the official exhibit service contractor. Please note that electricity is ordered through the hotel. Exhibitors will be notified electronically by the official service contractor when the service manual is available. NEWEA assumes no responsibility or liability for any of the foregoing services performed and materials delivered.

## Exhibitors Rates & Fees

| | "Discount" Registration* | Standard Registration |
|---|---|---|
| Exhibit Booth (10'w x 8'd) | $1090.00 | $1190.00 |

**Exhibit application must be postmarked on or before Friday, September 16, 2011 to qualify for the discounted registration.*

## Application/Assignment of Space

Reserve your space online at www.newea.org or complete the enclosed Exhibitor Space Application.

Booth reservations will be assigned **in date receipt order with preference given on past participation.** If the requested space is not available, the most comparable space will be assigned. *Booth assignments will be forwarded to the exhibitors within a reasonable time prior to the exposition.*

## Exhibit Hall Schedule

| | |
|---|---|
| **Sunday, January 22, 2012** | |
| 12:00 noon - 6:00 pm | Exhibitor Set-up (3rd floor) |
| 2:00 pm - 6:00 pm | Exhibitor Set-up (4th floor) - *tentative** |
| **Monday, January 23, 2012** | |
| 8:00 am - 10:00 am | Exhibitor Set-up |
| 10:30 am - 6:30 pm | **Exhibit Area Open** |
| 4:30 pm - 6:30 pm | Exhibit Reception (3rd floor) |
| **Tuesday, January 24, 2012** | |
| 8:00 am - 6:30 pm | **Exhibit Area Open** |
| 4:30 pm - 6:30 pm | Exhibit Reception (4th floor) |
| **Wednesday, January 25, 2012** | |
| 8:30 am - 1:00 pm | **Exhibit Area Open** (Open to public) |
| 11:00 am - 1:00 pm | Exhibit Lunch (3rd & 4th floors) |
| 1:00 pm - 3:00 pm | Exhibitor Breakdown |

**The exact times for exhibitor set-up will be finalized in the confirmation email from NEWEA.*

# EXHIBITOR BENEFITS

The New England Water Environment Association's 2012 Annual Conference and Exposition in Boston will be a gathering of water quality professionals who are committed to preserving, protecting and managing the water environment. The Exhibit Area will showcase products, services and educational opportunities for water quality professionals.

Exhibit space entitles you to many benefits and services:

- Dedicated exhibit time, including receptions, coffee breaks and lunch (Wed.) held in the Exhibit Area.
- Recognition as an exhibitor in the official conference program.
- Complimentary listing in the online exhibitor directory.
- One centrally-located Exhibit Area on two floors.
- Complimentary final registration list for Annual Conference 2011.
- Exhibit Area raffles and cash drawings.
- Sponsorship opportunities to promote your company.
- Four complimentary badges to attend the conference.
- Entertainment stations located around the Exhibit Area.
- No charge for the Exhibit Area on Wednesday, January 25.
- Exhibitor Showcase Presentations

# NETWORK

## WITH OTHER WATER QUALITY PROFESSIONALS

The Annual Conference and Exposition is the largest water quality conference in New England. Its ongoing success can be attributed to its attendees and exhibitors. The conference continues to draw all types of water professionals in the industry. Whether you want to network with an educator, plant operator, engineer, or scientist, we've got you covered.

NEWEA 2011 Annual Conference Registrants' Primary Job Functions

| | |
|---|---|
| 66 | Educator and Students |
| 226 | Engineering and Design Staff |
| 196 | Engineering, Laboratory, Operations Management |
| 786 | Purchasing/Marketing/Sales |
| 155 | Operations |
| 202 | Other (Regulators, Public Officials, etc.) |
| 25 | Scientific and Research Staff |
| 137 | Upper or Senior Management |

*NEWEA 2011 registration data*

| Annual Meeting Attendance Figures | | | |
|---|---|---|---|
| | **2011** | **2010** | **2009** |
| **Attendees** | 1033 | 1049 | 994 |
| **Exhibitors** | 760 | 728 | 720 |
| **Total Attendance** | 1793 | 1777 | 1714 |

## EXHIBIT TERMS - OFFICIAL RULES AND REGULATIONS

1. **Location of Exhibits:** The exposition will be held at the Boston Marriott Copley Place Hotel, Boston, Massachusetts. All measurements and booth layouts shown on the floor plan are as accurate as possible, but the New England Water Environment Association (NEWEA) reserves the right to make such modifications and changes in booth assignments as may be necessary to adjust the floor plan at any time to meet the needs of NEWEA, its Attendees and Exhibitors.

2. **Exhibitor Equipment and Services:** Standard booth size is 10'W x 8'D with a ceiling height of 8' high unless otherwise noted on the floorplan. Each booth will include one 6' draped table, two chairs, wastebasket, side-rails and drape backdrop for each booth in addition to one company identification sign. *Exhibitors shall notify the NEWEA office with any specific requests pertaining to oversized equipment or other items. NEWEA holds the right to deny exhibitors permission to show specific pieces of equipment, displays, etc., based on dimensions and/or weight.*

3. **Applications:** Applicants must use the Exhibit Space Application to request a booth space. Payments must accompany the application and contract. Return Exhibit Space Applications to NEWEA by fax (781-939-0907) or mail to: NEWEA, 10 Tower Office Park, Suite 601, Woburn, MA 01801 or on-line at www.newea.org.

4. **Assignment of Space:** Priority of space assignments will be based upon availability on a first-come, first-served basis as determined by the date of receipt of Exhibit Space Application with preference given based on past participation (refer to exhibit space application). Exhibitors who wish to avoid assigned space adjacent to that of another exhibitor should so indicate on the application. Exhibitors who desire assignment next to each other should submit their applications together; however, each will need to submit a separate application form. *Booth assignment letters will be forwarded to the exhibitors within a reasonable time prior to the Exposition.*

5. **Exhibitor Service Manual:** The manual will be posted online and will contain order forms and shipping instructions from the official service contractor for your booth space. The service contractor will notify exhibitors electronically prior to the Exposition. *Note: electricity is ordered through the hotel.*

6. **Installation of Exhibits:**
Sunday, January 22, 12 Noon - 6:00 PM (3rd floor)
Sunday, January 22, 2:00 - 6:00 PM (4th floor)
Monday, January 23, 8:00 - 10:00 AM
All exhibits must be set up by 10:00 AM on January 23, 2012.

7. **Exhibit Hours:**
Monday, January 23, 10:30 AM - 6:30 PM
Tuesday, January 24, 8:00 AM - 6:30 PM
Wednesday, January 25, 8:30 AM - 1:00 PM

8. **Dismantling of Exhibits:** No packing or dismantling of exhibits will be allowed until the official closing of the exhibit area at 1:00 PM on Wednesday, January 25. **Failure to abide by this policy will result in loss in booth selection preference priority for the 2013 Annual Conference.** All exhibits must be removed from the exhibit area by 4:00 PM on Wednesday, January 25. Materials not removed by this time will be put in storage at the Exhibitor's expense. There is no space available for storage of empty cartons, crates, etc. Arrangements may be made with the exhibit service contractor for storage.

9. **Exhibit Set-Up and Dismantling,** including unloading and loading of materials and equipment, is governed by Boston Union Guidelines. **Hand Carry** - Exhibitors may hand carry one item, one time, in or out of the facility without having to access the loading dock. Hand-carried is defined as one item that can be easily carried by an individual, without the need for dollies or other mechanized equipment weighing less than 30 lbs. Unions claim jurisdiction under all other circumstances. **POV –** Exhibitors may load and unload: Automobiles, Station Wagons, Mini Vans, SUV's, Pick-Up Trucks and Vans. Exhibitors may use their own equipment limited to carts, dollies, and hand trucks. Exhibitors can not use motorized or hydraulic devices. Any vehicle requiring dock use is under Union jurisdiction.

10. **Exhibit Facility:** The Exhibitor assumes responsibility and liability for losses, damages and claims arising out of injury or damage to the Exhibitors' displays, equipment and other property brought upon the premises of the Boston Marriott Copley Place Hotel and shall indemnify and hold harmless the Hotel and NEWEA and their agents, servants and employees from any and all such losses, damages and claims. There is no other agreement or warranty between the Exhibitor and NEWEA except as set forth in this document. The rights of NEWEA under this contract shall not be deemed waived except as specifically stated in writing and signed by an authorized officer of NEWEA.

11. **Security and Insurance:** NEWEA will provide security service from 12:00 Noon, January 22, 2012 through 3:00 PM January 25, 2012 during the hours when the exhibit area is not open to the public. However, the Exhibitor is solely and fully responsible for his/her own exhibit material and should insure his/her exhibit against loss or damage from any causes whatsoever. **Security for booths outside of the Exhibit Hall will be limited as booths outside of Exhibit Hall are accessible during periods when the exhibits are not open**. All property of the Exhibitor is understood to remain in its care, custody, and control in transit to or from or within the confines of the Boston Marriott Copley Place Hotel.

12. **Care of Building and Equipment:** Exhibitors, or Agents, must not injure or deface the walls or floors of the building, the booths, or the equipment of the booths. When such damage appears, the Exhibitor is liable to the owner of the property so damaged. All materials used in decorations must be flameproof. Electric wiring must conform to Electric Code Safety Rules, and all applicable fire laws, electrical codes and other laws, which affect the installation, conduct and disassembly of the exhibit. Combustible material or explosives are not permitted in the exhibit hall. The Exhibitor shall also comply with all reasonable requests of officials of the Boston Marriott Copley Place with respect to installation, conduct and disassembly of its exhibit.

13. **Cancellation of Event:** In the event that it is necessary to cancel a portion of or all of the NEWEA 2012 Annual Conference and/or the exhibits, due to any cause beyond the direct control of NEWEA including, but not limited to damage to or destruction of the convention and exhibit building, labor strikes, adverse weather conditions, the Exhibitor shall be reimbursed only for actual direct costs not incurred by NEWEA.

14. **Cancellation of Exhibit Registration:** In the event that an Exhibitor desires to cancel a reservation, NEWEA must receive a request for cancellation in writing and a refund will only be granted if NEWEA is able to fill the reserved booth with a replacement Exhibitor.

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# EXHIBIT SPACE APPLICATION *- register online at www.newea.org*

**EXHIBITING COMPANY:** Information provided will appear on badges, program, website and exhibitor directory.

☐ Check if business address has changed.

Company Name (exactly as it should appear)

Former Company Name (provide if name changed within last 5 years)

Address

City/State/Zip

Business Phone Number | Business Fax Number

Website

**CONTACT INFORMATION:** All future instructions and exhibit booth information will be sent to the contact person.

☐ Check if contact name has changed.

Contact Name

Contact Address

City/State/Zip

Contact Phone Number

Contact Email

**Booth Preference -** booths are 10'W x 8'D and ceiling height is 8' high EXCEPT as noted on the floor plan. List preferred booth (s) below:

| 1st | 2nd | 3rd | 4th | 5th |
|---|---|---|---|---|

**Assignment of Booth -** *booths will be assigned upon availability on a first-come, first-served basis* as determined by the date of receipt of application with preference given based on past participation in accordance with the following schedule (check one):

| ☐ Over 25 years | ☐ 25 to 21 years | ☐ 20 to 16 years | ☐ 15 to 11 years | ☐ 10 to 6 years | ☐ 5 to 1 years | ☐ new registrants |
|---|---|---|---|---|---|---|

**Booth Location** (Special Requests and If any, list companies that you PREFER NOT to be located near)

Is Booth Location more important to your company than being near a company you prefer NOT to be? ☐ Yes ☐ No

| 1. | 2. |
|---|---|

Use the space below to indicate any special requests (e.g. to be located next to another company, etc.). Requests are not guaranteed.

1.

| **Payment Information** | **"Discount" Registration** Postmarked ON or BEFORE Friday, September 16, 2011 | **Registration** Postmarked AFTER Friday, September 16, 2011 | **# of Booths Requested** (limit 10 booths) | **TOTAL** |
|---|---|---|---|---|
| **Booth Registration** | **$1090.00** | **$1190.00** | | |
| ☐ Check (payable to NEWEA) | Check Number: | Amount Enclosed/To be Charged: | | |
| ☐ Credit Card (MC, VISA, AMEX, Discover) | Credit Card Number: | | | |
| | Exp. Date: | Signature: | | |

Registrations may be completed online at www.newea.org or sent by fax when paying with credit card.
Fax registrations to NEWEA at 781-939-0907 or Mail to: NEWEA, 10 Tower Office Park, Suite 601, Woburn, MA 01801-2155

## Contract Terms and Conditions

1. This agreement shall be made and effective only upon acceptance by both NEWEA and the Exhibitor. NEWEA reserves all rights to the Exhibition and may reject any and all proposed agreements or make reassignments as necessary.
2. The exhibitor agrees to abide by all terms, conditions and regulations set forth in the "Exhibit Terms - Official Rules and Regulations".

Authorized Signature *(Contract is not valid without signature)*_____ Date:_____

Print Name of Signature:_____

**OFFICE USE ONLY** **Booth #** _____

Assigned Application # Date Received Method of Receipt

FMP Excel IMIS Confirmation Sent

*"We have a number of our principals return year after year. Unanimously they agree NEWEA is the best regional conference they attend."*

- David Sullivan, David F. Sullivan & Assoc., Inc.

*"NEWEA's Annual Conference is the premiere show in the Northeast. The fact it continues to grow confirms this."*

- Jim DeLuca, Aqua Solutions

*The NEWEA show draws engineers and professionals ...throughout the wastewater treatment industry…"*

- Michael Caso, Technology Sales Associaties, Inc.

**Register Online**
**www.newea.org**

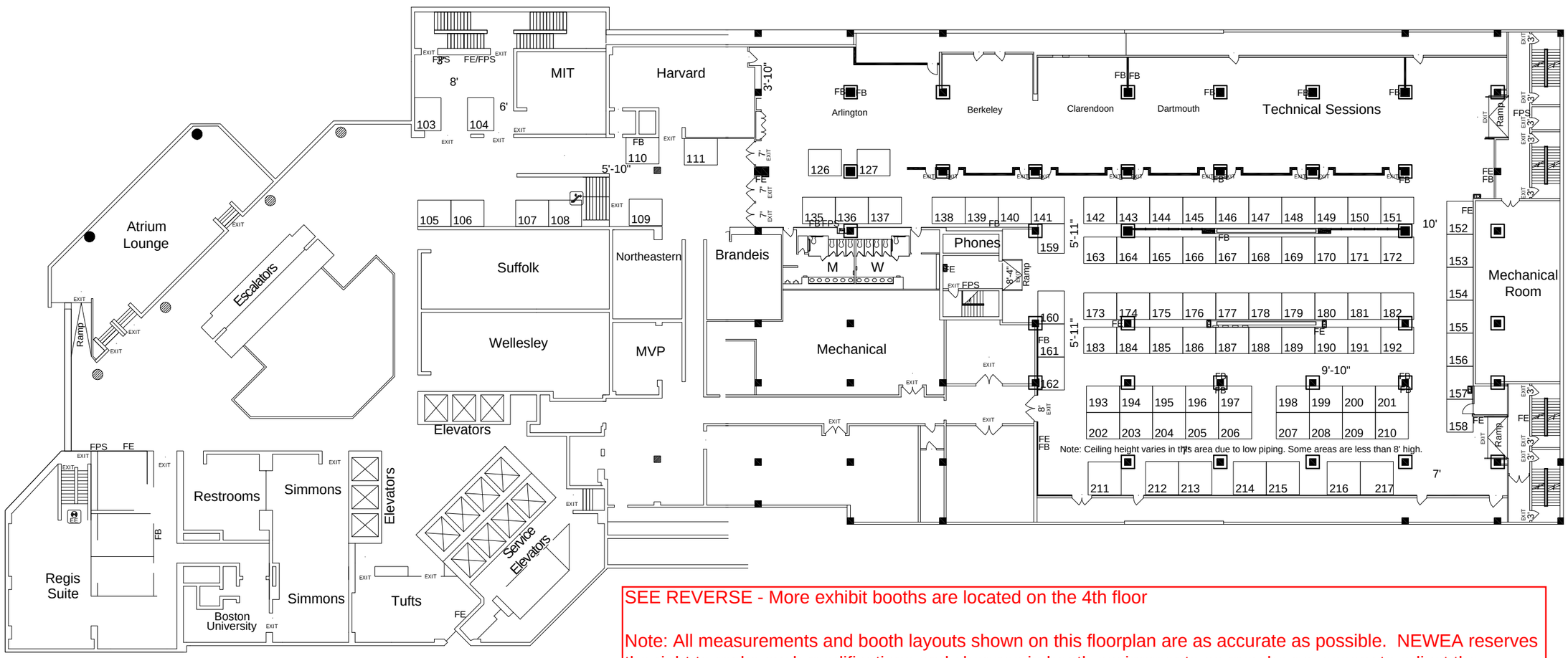
***NEWEA would like to thank their 2011 Annual Conference Exhibitors and Sponsors!***

Last year's conference was very successful with over 1,750 registrants and 200 exhibit booths displaying the latest products and services for the water quality industry. Companies from every region of the country including Canada were represented.

## 2011 List of Exhibitors

ABBA Pump Parts & Service
ABS
ADS
Advanced Drainage Systems, Inc.
Advanced Pipe Inspection, Inc.
AIRVAC, Inc.
AllMax Software, Inc.
Apollo Safety, Inc.
Applied Dynamics Corp.
Aqua Solutions, Inc.
Aquastore Tanks
Aries Industries Inc
Associated Electro-Mechanics, Inc.
Atlantic Fluid Technology
AutomaTech, Inc.
Avanti International
BakerCorp
BAU/HOPKINS
Berlie Technologies, Inc.
Bioprocessh2o
Biowater Technology
Bisco Pump Systems
Blake Equipment Co., Inc.
Boerger, LLC
Boyson and Associates, Inc.
Carl Lueders & Company, Inc.
Clear Water Industries
Cretex Specialty Products
CUES
CULTEC, Inc.
David F. Sullivan & Associates, Inc.
Duke's Root Control, Inc.
Dutchland, Inc.
Eastern Industrial Automation
Eastern Pipe Service, Inc.
EmNet, LLC
Environmental Operating Solutions
eRPortal Software Group
EST Associates, Inc.
ETTI
F.R. Mahony & Associates, Inc.
FKC Co., Ltd.
Flottweg Separation Technology, Inc.
Flow Assessment Services
FlowWorks
Ford Hall Company, Inc.
G.L. Lyons Associates
Gabriel Novac & Associates, Inc.
GHD, Inc.
Global Technologies
Godwin Pumps
Green Mountain Pipeline Services
Ground/Water Treatment & Tech.
Hach Company
Hayes Pump, Inc.
Hazen and Sawyer, P.C.
Holland Company
Hydro Logic
InfraMetrix, LLC
In-Pipe Technology
IntegraSense, LLC
ITT Water & Wastewater
J & R Engineered Products
J.F. McDermott Corp.
JDV Equipment Corporation
Kemira
KWH Pipe
Lubrication Technologies, Inc.
M.A. Selmon
Mechanical Solutions, Inc.
MESCO Corporation
Methuen Construction Company, Inc.
MWH Soft
Natgun Corporation
National Filter Media
National Water Main Cleaning Co.
New England Env Equipment
New England Organics
New England Pipe Cleaning Company Division Heitkamp, Inc.
Norit Americas
Northeast Water Technologies
Oakson, Inc
OdorGone/OG Industries, Inc.
Oldcastle Precast
OmniSite
Polychem Systems/Brentwood Ind.
Polydyne Inc.
Portable Water Systems, LLC
Praxair, Inc.
Pure Technologies US, Inc.
R.H. White Construction
Rain for Rent
Rockwell Automation
Rotork Controls, Inc.
Russell Resources, Inc.
Savin Engineers, P.C.
Schulz Group
Seepex, Inc.
Sekisui SPR, Americas LLC
Siemens Water
Songer Contracting
Stacey DePasquale Engineering
StormTrap
Synagro NE, LLC
Tank Connection
Technology Sales Associates, Inc.
Ted Berry Company, Inc.
Telescada
The Maher Corporation
The New England Consortium/Umass
The Waterline Companies
The Wise Co., Inc.
Therma-Stor/Hi-E Dry
ThermoEnergy
Thern, Inc.
Trihedral Engineering Limited
Turblex, A Siemens Company
Tulimieri Associates
United Concrete Products, Inc.
United Industrial Services
UTS BioEnergy LLC
Walker Wellington LLC
WasteCorp Pump LLC
Water & Waste Equipment, Inc.
WeCare Organics, LLC
Wescor Associates, Inc.
WhiteWater, Inc.
Yeomans Chicago Corp.
Zeller Corporation

# NEW ENGLAND WATER ENVIRONMENT ASSOCIATION
# JANUARY 2012
## BOSTON MARRIOTT COPLEY PLACE
## 3rd FLOOR EXHIBIT HALL




SEE REVERSE - More exhibit booths are located on the 4th floor

Note: All measurements and booth layouts shown on this floorplan are as accurate as possible. NEWEA reserves the right to make such modifications and changes in booth assignments as may be necessary to adjust the floorplan at any time to meet the overall needs of NEWEA, its attendees and Exhibitors.

REVISION DATE:
07/22/11

BOOTH COUNT

3rd Level as of 07/22/2011

0% - 0 Sqft Rented
100% - 7,652 Sqft Available

| Dimension | Size | Qty | SqFt | Rented | Available |
|---|---|---|---|---|---|
| 10'x10' | 100 | 7 | 700 | 0 | 7 |
| 8'x10' | 80 | 86 | 6,880 | 0 | 86 |
| 8'x9' | 72 | 1 | 72 | 0 | 1 |
| Totals: | 94 | | 7,652 | 0 | 94 |

BLDG. LEGEND:

Estimated Attendance = 1,000

Ceiling Heights as noted.
FA - Fire Alarm
FB - Fire Beacon/Strobe
FEC - Fire Extinguisher Cabinet
FE - Fire Extinguisher
FHR - Fire Hose Rack
FHC - Fire Hose Cabinet
FPS - Fire Pull Station
Fire Hose Cabinets in booths must be kept clear - totally visible & accessible.

UTILITIES
■ - Typical column, 24" x 24"
• - Water Pipe

FREEMAN

DRAWING STARTED:
07/21/11

FILE PATH:
S:\Facilities\Massachussetts\Hotels\Marriott Copley Place Boston\Shows\2012

DRAWING NAME:
100-1201-001 _NEWEA.dwg

FACILITY:
BOSTON MARRIOTT COPLEY PLACE

PROJECT NUMBER:
100-1201-001

ACCOUNT EXECUTIVE:
Matt Bradley

SCALED TO FIT PAGE

DISCLAIMER

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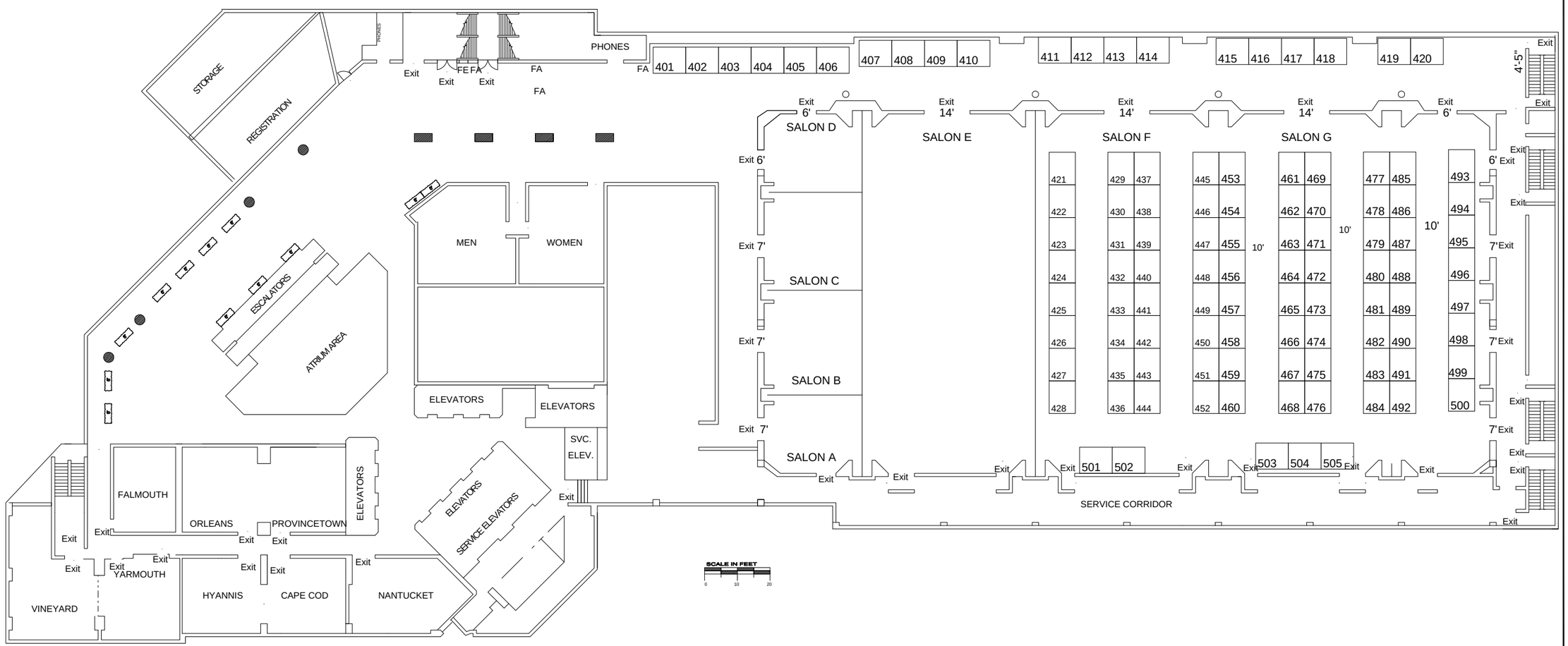
# JANUARY 2012
# BOSTON MARRIOTT COPLEY HOTEL
# 4TH FLOOR

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