



# Central States Water Environment Association, Inc.

Illinois – Minnesota – Wisconsin

## 83rd Annual Meeting May 11-14, 2010

Monona Terrace – Madison, Wisconsin

Greetings Vendors!

The Central States Water Environment Association (CSWEA) will be holding its 83rd Annual Meeting at the Monona Terrace in Madison, Wisconsin on May 11th through the 14th, 2010. CSWEA is comprised of water pollution control professionals including facility operators and managers, consulting engineers, regulators and educators from Illinois, Wisconsin and Minnesota. The Monona Terrace is an excellent venue and we have organized an exceptional technical program to accompany our exhibits. The CSWEA Annual Meeting provides an excellent opportunity for your organization to market your products and/or services to decision makers involved in all facets of the water pollution control field.

Reservations are now being accepted for vendor exhibition. If you register by **February 19, 2010**, you will be assured of a listing in *Central States Water* magazine, showing the location of your booth on the exhibition floor. Also, if you choose to become a sponsor by this early deadline, your name will be listed on the sponsors' page in the magazine. There will also be sponsor poster boards placed at key locations during the conference. **Please note the registration deadline to have your company listed in the Central States Magazine.**

The exhibits will be open two days: Wednesday, May 12 (full-day), and Thursday, May 13 (half-day). Attendees on Wednesday will also include members from Wisconsin Wastewater Operators Association Southern Region as they hold their quarterly meeting and host a technical session. The conference is being arranged so that there is a limited time where technical sessions compete with exhibit time.

There are also many other sponsorship options for your company. There will be sponsors for the golf outing, sporting clays, various event sponsorship (cocktail hour, meet and greet, etc.) and conference sponsorship. These opportunities are also available on-line. We want to thank you in advance for exhibiting and look forward to seeing you at the conference. Please do not hesitate to contact either Jay or Jim as listed below.

Sincerely,

Jay Kemp,  
AECOM  
Local Arrangements Chair  
608-836-9800

Jim Beier,  
Crane Engineering  
Exhibit Chair  
414-322-5415

### To ensure maximum attendance in the exhibit hall, we are offering:

- Increased exhibit traffic and technical session attendance as the WWOA Southern Region will be holding their quarterly meeting at our Annual Conference.
- There will be 45-minute breaks each day to increase exhibit floor traffic.
- Wednesday Exhibitor Luncheon and Cocktail Reception in the Exhibit Hall.
- Limited competition with technical sessions.
- Ten minute Vendor Presentations. Raffle tickets presented to those who attend the talk.
- Water for People Silent Auction in Exhibit area.
- Early registration includes listing in the *Central States Water Magazine*.

### The exhibit registration package will include:

- Exhibit booth constructed of pipe and drapery, 8' skirted table and two chairs. Also included are two Exhibitor passes for two representatives which include Tuesday night Meet and Greet, all Technical Sessions, Wednesday Exhibit area Lunch and Exhibitor's Reception.

Online registration  
and credit card payment  
is available at [www.CSWEA.org](http://www.CSWEA.org)

# CSWEA 83rd Annual Meeting — Monona Terrace, Madison, Wisconsin Exhibits on Wednesday, May 12 and Thursday, May 13, 2010

**COST:** The cost for an 8' x 10' exhibit space, plus two (2) members, is \$600 if the application is received by **February 19, 2010**. Preliminary booth assignments will be presented in the *Central States Water* magazine, April 2010 edition. Booth applications received after **February 19, 2010**, will be \$725 and will not be listed in the magazine.

**Additional Exhibitors Registration.** Additional exhibitor's passes can be purchased for exhibitors desiring more than two (2) members per booth. The cost for the additional Exhibitor pass is \$100 and includes the Tuesday Meet & Greet and Wednesday's Exhibitor's Luncheon and Reception. You **MUST** purchase these passes and note the person's name on your exhibit registration form to have more than two (2) persons at your booth.

**Exhibit Hall-Only Guest Pass.** This year's conference will also provide the opportunity for you to provide clients entrance to the exhibits without having to attend/pay for the full day's conference. This pass costs \$25 and covers Wednesday's Exhibitor's Luncheon and Reception. These passes include only those events held in the Expo Hall. The registration form includes a line item for this Attendee Exhibit Hall only pass. You will be asked to provide names for the pass recipients on a follow-up confirmation sheet. The exhibit-only attendees will check in at the registration desk and receive their name tag, which is also proof of exhibit-only registration.

**Full Conference Registration.** Full Conference Registration information will be provided in early February 2010.

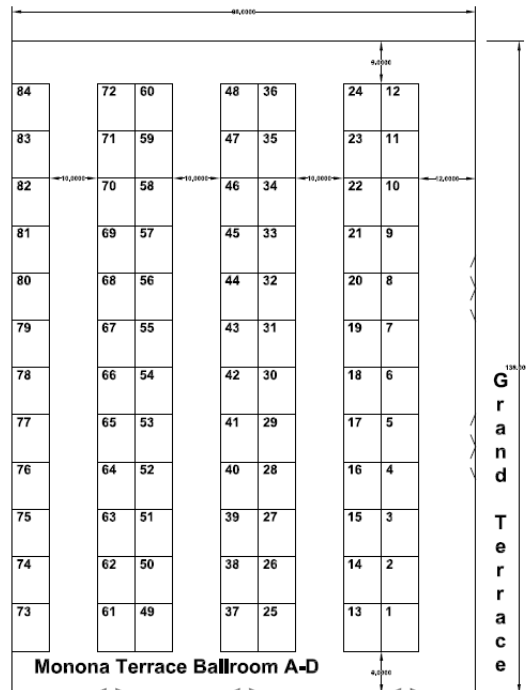
**Hotel Accommodations.** Rooms are available for reservation at the Hilton Madison Monona Terrace, 9 East Wilson Street, Madison, Wisconsin, 53703 (608-255-5100). Ask for the CSWEA rate of \$161 for a standard room. Additional rooms are available with special CSWEA rates at the Best Western Inn on the Park for \$134 (608-285-8000).

**Confirmation Package** Please note that upon receipt of your exhibit registration, a confirmation packet will be sent in early May 2010. On-line registration for exhibitors and conference registration will also be available at [www.CSWEA.org](http://www.CSWEA.org).

Please feel free to contact me or consult the organization's website at [www.CSWEA.org](http://www.CSWEA.org) for other conference information and to download copies of the exhibit registration form. Look under events-CSWEA in the left navigation pane.

Sincerely,

Jim Beier,  
Crane Engineering  
Exhibit Chair  
414-322-5415



Capitol Promenade

Monona Terrace Floor Plan

## MAXIMIZE THE **IMPACT** OF YOUR 83rd AM EXHIBIT The 2010 83rd Annual Meeting May 11-14, Madison, WI

If you are exhibiting at this outstanding marketing event, being part of the show-guide for this event (*Spring-Central States Water*) is a must!

BY **ADVERTISING**, YOU REACH ATTENDEES AT THE SHOW  
PLUS ALL THOSE MEMBERS WHO DO NOT ATTEND!!!

**Advertising** in the Spring issue of *Central States Water* will put you in front of the Wastewater industry in Wisconsin, Illinois and Minnesota.

**Advertise in this issue as a 1/4 page (\$300) or larger and you will receive:**

- An enhanced exhibitor listing - 25 word write-up
- A great looking display stand to showcase your ad and your support for the CSWEA's publication - Will be dropped off at your booth
- Unbelievable exposure prior to the event & Bonus Distribution at the show - *Central States Water* will be made available to attendees and will be handed out to all exhibitors EXHIBITING NOT IN YOUR PLANS? Avoid being "OUT OF SIGHT OUT OF MIND" by advertising in our show-guide and you will still have a visual presence with the members and attendees.



THE SPRING ISSUE WILL FEATURE:

- Session Times
- Exhibitor Listings
- General Information
- Floor Plan
- Scheduling



For more information, please contact:  
Al Whalen, Advertising Sales Manager 866-985-9782 [awhalen@kelman.ca](mailto:awhalen@kelman.ca)

CSWEA 83rd Annual Meeting — Monona Terrace, Madison, Wisconsin  
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## Exhibitor — Vendor Talk Application

Vendors will have the opportunity to make a five (5) minute presentation at their booth to a group of non-vendor attendees. Each attendee will be given one (1) door prize ticket for each presentation they attend.

A \$40 fee will be charged to each vendor making a presentation which will help to fund the door prize.

\_\_\_\_\_ YES, I will give a five (5) minute presentation. Indicate on the Exhibit Booth registration form and include the \$40 in your payment to CSWEA. A limited number of presentations require “first come, first served”, so please submit early, and no later than May 4, 2010. You will be notified of the date and time assigned to you for your presentation.

Name \_\_\_\_\_

Company \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

### Mail with Exhibit Booth Registration to:

Eric Lecuyer  
CSWEA  
3809 Shenandoah Drive  
Crystal Lake, IL 60012

### Questions? Contact:

Jim Beier  
Crane Engineering  
414-322-5415 or Email:  
j.beier@craneengineering.net

Attract More People to Your Booth  
Help Provide Safe Drinking Water through

## Water for People

Donate an item to the Water for People  
—Silent Auction—

This year, auction items donated by exhibitors will be displayed in the Exhibit Hall area with a “Water for People Silent Auction” helium balloon flying high above each participating exhibitor’s booth. A master list of auction items, exhibitor’s name and booth number will be also be displayed at the conference.

Join your fellow exhibitors in supporting this worthy global WEF initiative and donate an item... and increase your booth traffic at the same time!

### Past Donations Include:

Golf Clubs	Golf Packages
Cameras	I-Pod Accessories
Tools	Wine and Cheese Baskets
I-Pod	Sporting Event Tickets
Wildlife Prints	Sports Memorabilia
Fishing Trips	Concert Tickets

Contact Tom Mulcahy at 414-531-0308 for details.

**Early Registration  
Deadline:**

**February 19, 2010**

to be included in  
*Central States Water Magazine*  
*April Issue*

**Final Registration  
Deadline:**

**May 4, 2010**



MONONA  
TERRACE

**CSWEA 83rd Annual Meeting — Monona Terrace, Madison, Wisconsin  
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**Sponsor — Registration Form** — *Please include with your Booth Registration Form*

Company Name \_\_\_\_\_

Primary Contact \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

## Sponsorship Opportunities

### Conference Sponsorship

Your sponsorship of this event will support the Student Papers, Student & Young Professionals, Stockholm Junior Water Prize, Water for People, exhibits, printing, keynote speaker, banquet and other costs associated with this important conference. Different levels of conference sponsorship are shown below. These levels of sponsorship will be proudly display throughout the conference facility. Please indicate your preferred level by circling your choice.

Platinum	\$1,200
Gold	\$ 750
Silver	\$ 500
Bronze	\$ 350

### Event Sponsorship

Meet and Greet	\$1,500
Exhibit Lunch	\$1,000
Exhibit Reception	\$1,500
Tuesday Social Event	\$2,000
Annual Association Luncheon	\$1,500
Annual Banquet	\$3,000

### Golf Sponsorship per Hole

Sponsor a Hole for	\$ 275
Hole in One	\$ 600

For more Golf and Sporting Clays Sponsorship opportunities, please contact:

Frank Kastelic (golf) @ 608-222-8622 or Dennis Egge (clays) @ 608-289-4083

TOTAL SPONSORSHIP AMOUNT \$ \_\_\_\_\_

Remit payment to: **CSWEA, Eric Lecuyer, 3809 Shenandoah Dr., Crystal Lake, IL 60012**

**CSWEA 83rd Annual Meeting — Monona Terrace, Madison, Wisconsin  
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## Exhibit Booth Registration Form

Company Name \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Product or Service Exhibited \_\_\_\_\_

8 x 10' booths, constructed with pipe and drape include one (1) 8' skirted table and two (2) chairs. Each exhibit booth registration includes Tuesday evening's Meet & Greet, two (2) Exhibitor Passes for the Exhibit Hall, all Technical Sessions, Wednesday's Exhibitor's Luncheon and Reception. Optional electrical hook-up must be purchased separately.

**Separate registration for Tuesday Social Event, Wednesday meals and remaining conference activities is required.** Exhibit Registrations received after **February 19, 2010** will incur additional fees as indicated below:

<u>Description</u>	<u>Quantity</u>	Before	or	After	<u>TOTAL</u>
		2/19/10 <u>COST</u>		2/19/10 <u>COST</u>	
8 x 10' Booth	_____	\$600		\$725	_____
Electrical Hook-up (per booth)	_____	\$50		\$50	_____
Additional Exhibitor Pass	_____	\$ 100		\$ 100	_____
Vendor Talk Presentation	_____	\$ 40		\$ 40	_____
Exhibit Hall-Only Guest Pass	_____	\$ 25		\$ 25	_____

**Names of Exhibitor Registrants  
(including Additional Exhibitor Passes and Exhibit Hall-Only Guest Passes)**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

It is understood that the registration is NON-REFUNDABLE and I agree that upon receipt of this registration, we shall be bound by the 2010 Exhibit Hall Rules and Regulations.

Signed \_\_\_\_\_ Date \_\_\_\_\_

**CSWEA 83rd Annual Meeting May 11-14, 2010**  
**Invitation to Exhibit May 12-13, 2010**  
**Monona Terrace – Madison, Wisconsin**

**Early Registration Deadline:**

**February 19, 2010**

to be included in  
*Central States Water Magazine*  
*April Issue*

**Final Registration Deadline:**

**May 4, 2010**

**Online registration and credit card payment  
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**MONONA  TERRACE**