



1st Annual Southeast Wisconsin Water and Energy Efficiency Expo
May 7-8, 2010

Waukesha County Exposition Center
(Waukesha County Fair Grounds – In the Forum Building)

Reasons to Exhibit:

- All attendees will spend time in the exhibit halls.
- Top rated speakers, demonstrations, activities and low admission fees will attract attendees to the Expo.
- Takes place at the beginning of the spring season when water and energy efficiency thoughts and practices are prevalent.

Benefits of Being a Conference Exhibitor:

- This is the best chance you'll have all year to make high-quality contact with new and existing clients in SE Wisconsin.
- Being an exhibitor is a great way to make your support of Water and Energy Conservation and Efficiency highly visible to its potential clients.

And Sponsors Receive Additional Benefits:

- Sponsors have priority in exhibit hall booth assignments.
- Sponsors receive recognition throughout the Expo via signage and prominent thank-you in the Expo program.
- Sponsors are appreciated as being supporters of Waukesha County Water Conservation Coalition at the highest level.

Take advantage of our early bird rates.
Reserve your space by January 25, 2010!

All other registrations due by March 1, 2010

Note: Registrations received by December 11 will enjoy having their company name appear in early advertising as an exhibitor/sponsor

Questions: Contact the Committee Chair, Todd Stair at (262) 968-2550 or herr@execpc.com



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May 7-8, 2010**

Exhibitor/Sponsor Information*

- Expo Location:**
Waukesha County Exposition Center
(Waukesha County Fair Grounds–Forum Bldg)
1000 Northview Road
Waukesha, WI 53188
(262) 548-7200
- Exhibitor Levels and Costs:**
Basic Exhibitor* \$250.00
Lunch & Learn Exhibitor * \$350.00
Additional Booths \$125.00
Electrical Hookup per booth. . . . \$50.00
*Register by Jan. 25 and take \$50 off these fees.
*Contact us about our fees for nonprofits.
- Exhibiting Schedule*:**
Setup:
Thursday, May 6th: 12:00 pm – 8:00 pm **OR**
Friday, May 7th: 7:00 am – 8:30 am
Exhibition:
Friday, May 7: 9:00 am – 3:00 pm
Saturday, May 8: 9:00 am – 3:00 pm
Teardown:
Saturday, May 8: 4:00 pm
**Set up and tear down times subject to change.*
- Booth Description and Value:**
8' x 10' space, piped and draped, one table, two chairs, carpeting.
Value for Basic Exhibitor: Single exhibit space. Your organization listed on the WCC web page and the event flyer. 25 admissions vouchers.
Value for Lunch & Learn Exhibitor: Same as for Basic Exhibitor plus a speaking slot on the Lunch & Learn stage. 30 admission vouchers.
- Insurance:**
It is agreed that in no case shall WCC or its officers or directors be responsible for any loss, theft, damage by fire, or injury to any person or article as a direct or indirect result of their participation in the show.
- Booth Location Assignments:**
Conference sponsor's preferences are given first priority; then booths are assigned on a first-come, first-served basis. WCC reserves the right to alter the layout and vendor locations.

Sponsorship Levels*

Stage Sponsor	Keynote Sponsor	Event Sponsor
Cost: \$500	Cost: \$1500	Cost: \$2000
Value: Same as Lunch & Learn Exhibitor <u>plus</u> 50 admission vouchers and your organization listed as an event sponsor on all marketing materials including stage banner.	Value: Same as Stage Sponsor Level <u>plus</u> up to three additional adjacent booth spaces, 100 admission vouchers, and the opportunity to introduce one of the two keynote speakers. May 7: Rich Meeusen Chairman/President/CEO Badger Meter, Inc. May 8: Melinda Myers Gardening expert, TV host and the author of many books	Value: Same as Keynote Sponsor <u>plus</u> the opportunity to open the conference each day and the honor of being listed with the event title on all marketing materials as in: The Southeast Wisconsin Water and Energy Efficiency Expo with major support from: <u>(Your Organization)</u>

***Liability:** Each booth operator assumes responsibility for the space leased during the trade show and will keep it free from hazards to persons on the premises. WCC will not be responsible for any injury that may occur to booth operators, their associates or employees.



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Sheet A: Exhibitor & Sponsor Registration

Due: January 25, 2010 (Early Bird) or by March 1, 2010

Please complete Sheet A and Sheet B

1. Your Company Information

Company Name: _____
(as you would like it to appear on printed materials)

Contact Name: _____

Type of Business/Product or Service Offered: _____

Address: _____

City, State, Zip Code: _____

Phone: _____ Fax: _____

E-mail: _____

2a. Exhibitor Booth Registration

Registering at one of the sponsor levels? Please skip to questions 2b.

		Fee	Amount
Basic Exhibitor		\$250	\$ _____
Lunch & Learn Exhibitor		\$350	\$ _____
Add'l Booths	Quantity _____	\$125 each	\$ _____
Electrical Fee (per booth)	Quantity _____	\$50 each booth	\$ _____
Early Bird discount. (Registered before Jan.25)		Subtract \$50	\$ - _____
		TOTAL.....	\$ _____

2b. Please name the people who will staff your booth(s):

Booth 1	Booth 2	Booth 3
1.	1.	1.
2.	2.	2.
3.	3.	3.

Companies you **do not** wish to be placed near: _____

Companies you **would** like to be placed near: _____



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Sheet B: Sponsor & Advertising Registration

3. Conference Sponsorship

Sponsors will receive additional recognition during both days of the Expo.

- We wish to register as a **Stage** Sponsor **Cost: \$500** \$ _____
- We wish to register as a **Keynote** Sponsor **Cost: \$1,500** \$ _____
- We wish to register as an **Event** Sponsor **Cost: \$2,000** \$ _____

4. Website Advertising

Advertise on the WCC website. Your logo/ad will be put on our website with a hyperlink to your website.

If you wish to do web advertising email graphic file and URL to: JJenks@waukeshacounty.gov

5. Door Prize

Will you provide a door prize? Door prizes announced throughout both days.

Yes, I will provide a door prize _____ **Please describe:** _____

6. Donations

- We would like to make a donation to support the Water Conservation Coalition \$ _____
The WCC is a tax exempt charitable organization as described under section 501©(3) of the Internal Revenue Code . Donations are tax deductible to the extent granted by the law.

7. Final Total Due

Exhibitor Registration + Sponsorship + Donation \$ _____

8. Only Exhibiting One Day? We prefer vendors exhibit both days but realize this may not be possible. Help us keep everyone in high traffic areas by indicating the days you will exhibit.

I plan to exhibit: May 7th and May 8th. May 7th only. May 8th only.

9. Authorization and Payment

Make checks payable to: Waukesha County Water Conservation Coalition, P. O. Box 1345, Waukesha, WI 53187-1345 OR register online at <http://www.wisconsinwaterwise.org/>

Signature: _____