



May 7-8, 2010

# Southeast Wisconsin Water & Energy Efficiency Expo



**Early Bird**

**Exhibitor Deadline:**

**January 25! Save \$50**

Event Date: May 7-8, 2010

Time: 9am-3pm each day

Waukesha County Exposition Center  
1000 Northview Road, Waukesha

## Exhibitor/Sponsor Information

The Waukesha County Water Conservation Coalition (WCC) is seeking interested exhibitors and sponsors for a regional water and energy efficiency exposition.

Help us showcase the latest technologies, techniques and programs in the rapidly evolving water and energy efficiency arena. Learn more: <http://www.wisconsinwaterwise.org/>

### Sponsor/Exhibitor Levels\*

\$250	Basic Exhibitor	Single exhibit space. Organization listing on web page and event flyer. 25 free event vouchers.
\$350	Lunch n Learn Exhibitor	Same as \$250 level + 30 free event vouchers and speaking slot on the demo stage.
\$500	Stage Sponsor	Same as \$350 level + 50 free event vouchers and your organization listed as an official sponsor on all marketing materials, website and stage banners.
\$1500	Keynote Sponsor	Same as \$500 level + up to three additional adjacent exhibit spaces, 100 free event vouchers and the opportunity to introduce one of the two keynote speakers.
\$2000	Event Sponsor	Same as \$1500 level + opportunity to open the expo each day and the honor of having your name listed in conjunction with the event title on all marketing materials: The Southeast Wisconsin Water and Energy Efficiency Expo <i>with major support from: <u>Your Organization Listed Here</u></i>

- \*Register before January 25 and save \$50 off the Basic and Lunch & Learn Exhibitor Levels. Ask us about our fees for nonprofit organizations.
- Fee covers both days. We prefer vendors stay for both days but an area will be set up for one day exhibitors.
- Electricity is available for an additional \$50.
- Adjacent exhibit space available on first come first serve basis for \$125
- Set up Thursday, May 6. Take down Saturday, May 8.

### Agenda

May 7  
10am Business & Municipal Welcome & Keynote  
**Rich Meeusen**  
Chairman/President/CEO  
Badger Meter

11am Breakout Sessions  
Noon Lunch 'n' Learn Demos  
1pm More Breakout Sessions  
3pm Door Prize Drawings



Exhibit traffic, demos and stages running all day on both days!

May 8  
10am Family & Residential Welcome & Keynotes  
**Melinda Myers**  
Gardening expert, TV host and author of many books

11am Breakout Sessions  
Noon Lunch 'n' Learn Demos  
1pm More Breakout Sessions  
3pm Door Prize Drawings

**Kid's Activities May 8th!**



### Reasons to Exhibit

- Plenty of traffic! Exhibits & presentations share the same exhibit halls. Speakers and demos will draw attendees.
- Takes place in spring when thoughts turn to water and energy efficiency.

### Exhibitor/Sponsor Benefits

- This is the best chance you will have all year to make high-quality contact with new clients.
- Make your support of water and energy conservation visible to the thousands who will learn about this event through our marketing, including notice in local municipal water bills.

### Additional Sponsor Benefits

- Priority in exhibit booth space assignments
- Additional recognition before and during the Expo
- Special appreciation for supporting the WCC at the highest level.



