

# The New York Water Environment Association, Inc.

## *The Water Quality Management Professionals*

525 Plum Street • Suite 102

Syracuse, New York 13204

(315) 422-7811 • Fax: 422-3851

www.nywea.org • e-mail: pcr@nywea.org

### **EXHIBITOR MOBILE SESSION CALL FOR ABSTRACTS**

**Theme of New Technologies with Focus on Aeration**

**DURING NYWEA's 91<sup>st</sup> ANNUAL MEETING**

**NEW YORK MARRIOTT MARQUIS HOTEL**

**MOBILE SESSION MONDAY, FEBRUARY 4<sup>TH</sup>, 2019 @ 3:00 PM**

The NY Water Environment Association (NYWEA) is pleased to announce a pilot Exhibitor Mobile session opportunity for registered exhibitors to present at the 91<sup>st</sup> Annual Conference. Exhibitors are asked to provide a brief abstract for selection to present technical and/or innovative products directly to conference participants, gaining exclusive exposure. Three (3) exhibitors will be selected for the 2019 pilot Exhibitor Mobile Session.

The Call for Exhibitor abstracts will close on **Monday, December 10<sup>th</sup>**. The **Exhibitor Mobile Presentation Abstract Submittal Form** must be completed and submitted via the following link:

<https://tinyurl.com/NYWEA-AM19Mobile>

Selection criteria and details are available on page 3.

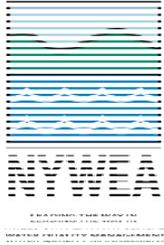
Exhibitors that submit abstracts will be notified by the end of December of their involvement in the program, and their presentation schedule.

#### ***Pilot Exhibitor Mobile Session***

**NYWEA's 91<sup>st</sup> Annual Conference is introducing to our technical program a pilot Exhibitor Mobile Session.** The Mobile Session will be held on Monday afternoon, 2/4/19 and will consist of three (3) 20 minute exhibitor presentation sessions this year, providing attendees the opportunity to hear and see technical, educational presentations by Exhibitor experts and (depending on the results of the review) earn continuing professional education credits for the specified water, wastewater and/or engineering professions.

Three Exhibitors will be selected to make their 20 minute presentation, to three (3) separate mobile groups of attendees over a one hour time slot Monday afternoon after the coffee break. NYWEA will attempt to limit the number of attendees in each mobile group visiting your booth to 10-12 people.

Mobile Sessions, which are organized around specific topics, will bring a limited number of attendees to selected Exhibitor booths/areas to hear and see technical and educational presentations combined with equipment and/or hands-on visuals of new and innovative products. Presentations will be 20 minutes in length, followed by questions from attendees prior to moving to the next presenter. *These sessions are not*



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*expected to be PowerPoint presentations.* The intent is to provide a hands-on experience with face-to-face exchanges between vendors, owners, operators, and engineers in a format that the Exhibitor feels will best describe their product.

### **EXHIBITOR PRESENTATION REQUIREMENTS AND GUIDELINES**

Guidelines for abstracts for the Mobile Session include:

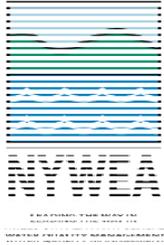
- Description of the company's product, practice, or service and how it relates to a case study.
- How the company's product, practice or service fill a need in the water/wastewater sector?
- How the product, practice, or service is unique?
- What are the advantages and potential challenges to using this product, practice, or service?

#### **Content:**

- Clearly define the objectives, status, methodology, findings, and significance of any investigation or study related to the topic you are presenting on.
- Preference will be given to abstracts that present on engineering principals and offer high practical value to attendees making them likely for continuing education credit approval.
- Your abstract and presentation should NOT be a sales pitch but instead provide a learning opportunity for attendees.
- Present the science behind the technology, product, or service.
- Do not use content that comes directly from a sales brochure.

#### **General Requirements:**

- Exhibitors are limited to only one presentation per company, including the formal technical program and the Mobile Session.
- NYWEA Membership is not a requirement for submission and/or presentation, but will be a consideration during the selection.
- To submit to the Exhibitor Call for Abstracts, you must be an employee of a company exhibiting at the 91<sup>st</sup> Annual Conference in 2019.
- All participants must be a registered Exhibitor for the NYWEA Annual Conference 2019, and are responsible for their travel and lodging expenses.
- Booth space must be secured by December 1st to be considered for a presentation.
- Additional consideration will be given to those Exhibitors who have participated as Exhibitors at previous NYWEA conferences.



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### **CRITERIA FOR SELECTION**

Overall, abstracts will be reviewed based on their technical merit, educational components, and applicability to the specific topic to which they will present on. Specifically, each one will be scored on the following criteria:

#### **Applicability**

The abstract/presentation should present ideas, concepts, or lessons learned that are transferable to other facilities and situations. The presentations should include items such as the ideal application, suitability for various applications, performance characteristics, capacity limitations, space requirements, energy demand, capital and operating costs, design life, maintenance requirements, redundancy requirements, proven installations, etc.

#### **Consequences**

The abstract and presentation should address the consequences of the issue presented. The consequences, both intended and unintended, could include environmental, economic, and social impacts. Both positive and negative results are encouraged.

#### **Relevance**

The topic presented in the abstract should appeal to the NYWEA audience, presenting breakthrough technologies, new concepts, novel applications of concepts, original ideas, new twists, hot topics, or application of fundamental techniques to today's problems. Content, Clarity, and Quality

#### **Content, Clarity, and Quality**

Authors should prepare clear, concise abstracts and presentations. The quality and content of abstracts are considered indicative of the presentation at NYWEA 2019.

#### **Hands-on Opportunities**

Preference will be given where there are stated opportunities for demonstrations or hand-on activities at the Exhibitor booth with equipment/instrument models or prototypes.

### **CRITERIA FOR EXCLUSION**

Based on the feedback from participants attending technical sessions delivered by an Exhibitor in previous years, an Exhibitor may be excluded if the presentation has been a sales pitch or highly commercial in nature.