

**The New York Water Environment Association, Inc.**

***The Water Quality Management Professionals***

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November 8, 2016

I am pleased along with President Joseph L. Fiegl to invite you to participate at the 89<sup>th</sup> Annual Meeting of the New York Water Environment Association (NYWEA) scheduled for **MONDAY, February 6<sup>th</sup>** through **Wednesday, February 8, 2017**, with the Exhibition open on MONDAY, February 6<sup>th</sup> and TUESDAY, February 7<sup>th</sup>, at the *New York Marriott Marquis Hotel*. **Please note:** This event will draw a growing crowd of professional engineers, licensed operators, consulting engineers, public officials, educators, students, and all parties interested in the water environment in New York to provide them with an opportunity to see at the exhibit and learn in the technical sessions the latest and best technology available in our industry.

Based on the previous success of this event, we are continuing to combine the MONDAY Reception with the Exhibitor Reception, that will take place in the Exhibit Hall on MONDAY evening. This event will give us an opportunity to network with our clients. We will continue to build on past successes to make this Exhibit a worthwhile event of which to be a part.

**We will be continuing with our online registration using Map Dynamics. Exhibitors are to register online via Map-Dynamics at <https://shows.map-dynamics.com/nywea2017/?register>. Exhibitor materials for review can be retrieved and printed directly from the NYWEA website at [www.nywea.org](http://www.nywea.org). The information packet and materials outlining additional opportunities for sponsorship can be found at that website. **PLEASE NOTE: THERE WILL BE NO PAPER REGISTRATION, ALL REGISTRATIONS WILL BE TAKEN ON-LINE USING THE MAP-DYNAMICS WEBSITE.****

Your participation supports the future of NYWEA and at the same time places your company's name in the forefront of the Annual Meeting attendees through advertising in the Technical Program and sponsorship of various events. Please review the enclosed materials, and feel free to contact Darlene Ciuffetelli ([Darlene.Ciuffetelli@arcadis-us.com](mailto:Darlene.Ciuffetelli@arcadis-us.com)) at 914-641-2478 with any questions or concerns. Get your registration form in as early as possible. As always, booths are limited.

I appreciate your partnership with NYWEA and I am looking forward to meeting you at the Annual Meeting.

Sincerely,  
**Joyette Tyler**

NYWEA Conference Management Chair  
Joyette.tyler@arcadis-us.com  
c/o ARCADIS US, INC.  
44 South Broadway  
P. O. Box 751  
White Plains, NY 10602-0751

***EARLY BIRD Hotel Special Rate***

***Only offered until 10/31!***

*The NY Marriott Marquis is offering a room starting rate of \$239 if you make your room reservation by 10/31. Save money & make your reservation now on-line at*

**<http://tinyurl.com/rooms17>**

NEW YORK WATER ENVIRONMENT ASSOCIATION, INC.  
NEW YORK MARRIOTT MARQUIS HOTEL

89th ANNUAL MEETING from  
MONDAY FEBRUARY 6<sup>th</sup> TO WEDNESDAY FEBRUARY 8<sup>th</sup>, 2017  
EXHIBIT FEBRUARY 6<sup>th</sup> – FEBRUARY 7<sup>th</sup>

EXHIBITOR'S INFORMATION PACKAGE

**LOCATION OF EXHIBITS:**

The Exposition will be held on the 5th floor Westside Ballroom of the New York Marriott Marquis Hotel, New York City. All measurements and booth layouts shown on the attached floor plan are as accurate as possible, but the Association reserves the right to make such modifications and change booth assignments as may be necessary to adjust the floor plan at any time to meet the needs of the Association, exhibitors and exhibits.

**EXHIBIT HOURS:**

The Exposition will be held Monday February 6<sup>th</sup> and Tuesday February 7<sup>th</sup>, 2017 on the 5th floor of the Marriott Marquis Hotel and will be open in accordance with the following schedule:

<u>MONDAY</u> -	Opening Session	9:00 AM
	<b>Exhibition Opens</b>	<b>10:30 AM</b>
	Official Ribbon Cutting	11:45 AM
	Lunch	12:00 to 1:30 PM
	Technical Sessions Begin	1:30 PM
	Coffee Break	2:30 - 3:30 PM
	Technical Sessions End	4 :30 PM
	Reception in Exhibit Hall	4:00 – 6:00 PM
<u>TUESDAY</u> -	Exhibition Opens	8:30 AM
	Technical Sessions Begin	9:00 AM
	Coffee Break	10:00 to 11:00 AM
	Lunch	12:00 to 1:30 PM
	Coffee Break	2:30 to 3:30 PM
	Exhibit Raffle	3:00 - 3:30 PM
	Exhibit Area Closes	4:15 PM
	Technical Sessions End	4:30 PM

**EXHIBITOR REPRESENTATIVE ADMISSIONS:**

Complimentary Exhibitor Registration for two people is included in the booth fee for exhibitors. Admission will be provided for those two people to staff each booth, each day. Additional registrations for persons to staff booths may be purchased at \$100 per person for one day or \$150 per person for both days using the Exhibitor Registration forms.

**COMPLIMENTARY ADMISSIONS:**

Each exhibitor will receive complimentary passes for each day. If you are based out of the tri-state area and are exhibiting through a manufacturer's rep, that rep will receive all passes for their group. The passes are for one day only, for admission to the exhibit area only, and **do not include lunch**. These passes are provided to give you an opportunity to invite your clients to attend the Exhibition who are not Water Environment Association Members. **These passes are not for WEA members or members of your staff.** Any exhibitor who sponsors a guest who joins the NYWEA/WEF as an Active Member at the Annual Meeting will receive a \$50 refund on their booth price. Up to a maximum of \$200 (4 new members) will be refunded per booth.

**BOOTH PURCHASE PRICE:**

Booth Width

Member

Non-Member

• 8-foot wide booth	\$1,400.00	\$1,650.00
• Special Location – 8 Foot Booths*	\$1,580.00	\$1,830.00
• 10-foot wide booth	\$1,695.00	\$1,945.00
• <b>Special Location – 10 Foot Booths*</b>	<b>\$1,745.00</b>	<b>\$1,995.00</b>

**Please note: If paying by credit card, there is an additional \$50 fee to cover credit card fees.**

**Non-Member rate includes a 1-Year Active Membership**

**PLEASE NOTE THERE WILL BE NO PAPER REGISTRATION, ALL REGISTRATIONS WILL BE TAKEN ON-LINE.**

There are one hundred thirteen (113) 8-foot booths, twenty (24) 10-foot wide booths available and eight (8) 10-foot wide Special Location booths, and one table top, these will be sold on a **first come, first served basis**. **These booths are for exhibitors whose displays cannot fit within an 8-foot wide booth.**

\* **8 Foot Special Location Booths** are as follows: #1; 8–13; 23; 29; 30; 36; 37, 50, 51; 62; 69, 70; 79, 80; 99, 100; 111, 112; 125, 126; 148-150; 153–158; 160; 168 & 183

\*\* **10 Foot Special Location Booths** are as follows: **#2-7; 54 and 55**

**BOOTH EQUIPMENT:**

The exhibit is designed for a Table Top Exhibit Arrangement. Each booth will be 8 feet deep by 8 feet wide and will have an 8-foot-high flameproof back wall drape and 3-foot-high flameproof side rail drape. Thirty-two larger booths will also be available and will be 10 feet wide by 8 feet deep. Each booth will be equipped with the following:

1. One 9"x 40" booth identification sign (company name, and booth number)
2. One 2-foot x 6-foot decorated table (white vinyl top, three sides of pleated skirting)
3. Two molded folding chairs
4. One wastebasket
5. Cleaning services

**Please be reminded electric service is not included in the price of the booth. It is the responsibility of the Exhibitor to arrange for this service and pay for it directly with the hotel.**

If your exhibit display exceeds 8 feet in width, and you do not have alternative materials, you should either purchase two booths or try to purchase one of the larger booths.

**SPECIAL EXHIBIT HALL EVENTS:**

**Formal Entry to Exhibit Area**

Two exhibit entry locations will be provided to direct traffic through the entire Exhibit Area.

**Clear Waters**

Exhibitors will be acknowledged in the spring 2017 issue of the NYWEA magazine, CLEAR WATERS, which is also posted on the NYWEA website.

**Exhibitor Awards**

- Awards will be given for the following categories:
  - Best Multiple Booth Exhibit
  - Best Single Booth Exhibit
  - Honorable Mention for Single Booth Exhibitor (two)

Multiple booth exhibits are for manufacturer's representatives with three or more booths, and will be judged on Monday afternoon. All booths are eligible for a single booth award, which will be judged on Tuesday morning. Booths will be judged on overall appearance, innovation, and product presentation and staffing. Awards, which include a plaque, will be announced during the afternoon break on Tuesday and awarded at the following year's opening ceremony.

**Luncheon Included for Monday & Tuesday**

- A box lunch will be served in the exhibit area on Monday and Tuesday.

**Complimentary Coffee**

- Coffee will be provided for the exhibitors at 8:00 a.m., Monday and Tuesday.

- Coffee will be provided during break times in the exhibit area for the registered attendees and exhibitors. **The coffee location will be rotated to maximize traffic to all booth locations.**
- Tap water will be provided continuously throughout the day.

### Operators Challenge Demonstration

- A demonstration will be held in the exhibit area during lunch on Tuesday by one of the operations challenge teams.

### Raffles

Raffles will be held for people who attend the Exhibit Area and will include the following:

- Raffle will be held in the exhibit area Tuesday during the afternoon coffee break. Tickets for these drawings will be provided for distribution at the Registration Desk or Exhibit Packet Pick up location.
- Raffle will include:
  - Grand Prize (Tuesday)
  - Plus more raffles**Exhibitors are not eligible for these raffles.**

### Exhibitor Raffle

- At the close of the exhibit area on Tuesday, a raffle will be held for exhibitors only. **Booths must still be set up to be eligible to win.** Raffles will include:
  - The Grand Prize for the winning exhibitor will be a \$500 discount for the purchase of their exhibit booth for the 2018 annual meeting.
  - A second Grand Prize will also be awarded.

### Operators' Day

- Tuesday is Operators' Day, therefore a special low admission rate will be charged to encourage operators to attend the Exhibit Area. NYWEA Utility (O & M personnel) Members (including NYCDEP) and other utility members can get a \$25 pass to get them into the Exhibit Hall.

### Exhibitor Section in the Program

- An Exhibitor Section in the Program will once again be published this year and will provide each exhibitor an opportunity to highlight his or her products or services. **Exhibitors must submit with their on-line registration, their company logo (jpg), and a description up to thirty words in length describing their products or services, which will be included in the Exhibitor Section.** If not received and you exhibited previously, we will use the prior year logo and description. **All information must be submitted using the on-line registration in order to be included in the program.**

### Exhibitor Reception

- **We are once again holding Exhibitor Reception, to bring you a two hour event located right in the exhibit hall. This reception will be on MONDAY - 4:00 – 6:00 PM,** and will feature multiple bars as well as hors d'oeuvres. Anyone registered for the conference has access to the reception! We are sure this event will be well attended and fun to attend.

## BOOTH ASSIGNMENT AND CONFIRMATION:

Once again we will be utilizing the on line automated booth assignments, using the Map Dynamics program To register using Map Dynamics, go to <https://shows.map-dynamics.com/nywea2017/?register>.

Every effort has been made to make booth locations equally desirable. However, experience indicates that exhibitors tend to request the same booths. Therefore, booth assignments will be made on a combination of the following criteria:

- First come, first served
- Number of years exhibited
- Number of booths purchased
- Discretion of the Exhibit Committee

Please be advised that the hotel rooms fill quickly and there is limited parking available at the hotel. You may want to use the hotel telephone number at the end of this letter to reserve your rooms as soon as possible. Note: There are a number of discounted rooms available if you make your reservation before 10/31/16. (Room reservations are available now at <http://tinyurl.com/rooms17>.) On-line exhibitor registration is also available at <https://shows.map-dynamics.com/nywea2017/?register> or go to [www.nywea.org](http://www.nywea.org) and click on the exhibitor links. Your booth designation will be confirmed via email or phone.

## END OF EXHIBIT:

**Exhibit booths shall not be dismantled before 4:00 PM on TUESDAY. Hotel bellhops will not be permitted in exhibit area before 4:15 PM. This will be strictly enforced.**

## EXHIBIT FACILITY:

Exhibitors are cautioned that the show is designed for Table-Top Displays, therefore more elaborate displays are not recommended. Full height displays will be permitted provided they are less than the booth width (less than 8' feet) and can fit at the back of the booth without blocking your neighbor's booth. If your display is greater than 8 feet, you may either purchase 2 booths or one of the larger booths available.

If a more elaborate display is used, the exhibitor should plan for additional costs for delivery, set-up and dismantling of the exhibit, and it is recommended that the exhibitor use the exhibit service company to provide these services. **Exhibit materials MUST NOT be shipped directly to the hotel as the shipment will be refused and returned to the sender.** Exhibit materials may be hand carried into the hotel or a bellhop may be used to deliver the material to the exhibit area provided the material can, in fact, be hand carried. Hotel employees can prevent this and force the use of special delivery service if the material is too bulky or too heavy. Therefore, large numbers of cartons and bulky cartons should be avoided to minimize this occurrence. For those who plan to carry and set-up their own exhibit, you may be required to use personnel to set-up your exhibit.

## INSTALLATION AND REMOVAL TIME:

Exhibitors may begin their installation 5Sunday, February 5<sup>th</sup>, 2017 at noon (or as soon as the drayage company has completed its installation of pipe and drape). You will also have access on Monday, February 6<sup>th</sup>, 2017 after 7:00 AM. Exhibits **must** be in place by 10:30 AM, Monday. Exhibit materials sent to the Exhibit Service firm will be installed on Sunday.

**Dismantling by Exhibitors may begin after 4:00 PM on Tuesday, February 7<sup>th</sup>, 2017.** Exhibit service company staff will not be permitted in the exhibit area until 4:30 PM. If you do not require the assistance of the exhibit service company, you can store shipping carton(s) below your table or behind a poster (remember, the cartons must be completely hidden).

Dismantling shall be complete by 7:00 PM on Tuesday evening. If you are using the Exhibit service company to package and ship your exhibit, they will have personnel there on Tuesday evening to take care of the packaging and shipping of your exhibit. Materials not removed by 7:00 PM on Tuesday will be put in storage at the exhibitor's expense.

**There is no space available for storage of empty cartons, crates, etc. at the New York Marriott Marquis.** Arrangements may be made with the Exhibitor Service Contractor for storage.

## SERVICE INFORMATION:

## **Electrical Service**

**Electrical requirements must be arranged for by dealing directly with the hotel.** The exhibitor shall make payment for the basic electrical service and any additional special electrical equipment directly to the hotel.

NYWEA will furnish exhibitors with the name of an exhibit service contractor, who will be prepared to furnish all additional services customarily required within a reasonable time prior to the commencement of the Exposition. Complete Exhibitors Manual including shipping instructions and information regarding additional furniture rental and labor for drayage, etc., will be forwarded to exhibitors in advance by the Exhibit Service Contractor. The exhibitor shall make payment for additional equipment rental and service directly to the Exhibit Service Contractor. A service desk and supervised service crew shall be on hand at all times during set-up and dismantling of the exhibition booths. NYWEA assumes no responsibility or liability for any of the foregoing services performed and/or materials delivered.

## **SECURITY AND INSURANCE:**

The Association will provide security during the evening hours on Sunday, February 7<sup>th</sup> and Monday February 8<sup>th</sup>. However, the Exhibitor is solely and fully responsible for its own exhibit material and should insure its exhibit against loss or damage from any cause whatsoever. All property of the Exhibitor is understood to remain in its care, custody, and control in transit to and/or from or within the confines of the exhibit hall.

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 Marriott Marquis Hotel and shall indemnify and hold harmless the Association from any and all such losses, damages and claims. The Exhibitor is cautioned to carefully read all the insurance provisions contained in the Exhibitor's Manual. **You are advised to consult your insurance broker for proper coverage on any of your display materials from the time it leaves your company's premises until its return. In most cases, a rider can be added to your present policy at a very nominal cost.**

There is no other agreement or warranty between the Exhibitor and the Association except as set forth in this document. The rights of the Association under this Contract shall not be deemed waived except as specifically stated in writing and signed by an authorized officer of the Association.

## **CARE OF BUILDING AND EQUIPMENT:**

Exhibitors and/or agents shall 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 flame proofed. Electric wiring shall conform to National 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 and/or explosives are not permitted in the exhibit hall. The Exhibitor shall also comply with all reasonable requests of officials of the Marriott Marquis Hotel with respect to installation, conduct and disassembly of its exhibit.

## **PAYMENT TERMS:**

Full payment must accompany the exhibit reservation. **Reservations will not be accepted nor booths assigned without full payment having been made.** Checks not received by the deadline will result in booths being forfeited to those on the waiting list.

## **REFUND POLICY:**

A refund of 80 percent will be made for exhibit space cancellation prior to November 28, 2016. Between November 26 and December 16, 2016, a refund of 50 percent will be made. No refund will be made for cancellations after December 16, 2016, unless the booth can be sold to others, in which case a refund of 50 percent will be made.

## **BADGE PRE REGISTRATION:**

Exhibitor pre-registration is recommended. It will save you time on the morning of Monday, February 6<sup>th</sup> and eliminate waiting on a long line to have a badge printed. Pre-registration forms will be sent out with the second mailing in December 2016, and must be returned by early January 2017.

## **ASSOCIATION CONTACT PERSON:**

Darlene Ciuffetelli, Exhibit Coordinator  
New York WEA Exhibit Committee  
c/o ARCADIS US INC.

44 South Broadway, 16<sup>th</sup> Floor  
White Plains, NY 10601  
(914) 641-2478 [darlene.ciuffetelli@arcadis-us.com](mailto:darlene.ciuffetelli@arcadis-us.com)

**HOTEL ADDRESS:**

New York Marriott Marquis Hotel  
1535 Broadway  
New York, NY 10036  
<http://tinyurl.com/rooms17>  
212 398-1900 / Toll Free 877-303-0104

**E-ADDRESSES**

Joyette Tyler, Conference Management Chair [Joyette.Tyler@arcadis-us.com](mailto:Joyette.Tyler@arcadis-us.com)  
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