CALIFORNIA
ANNUAL CONFERENCE

EXHIBITORS & SPONSORSHIP PROSPECTUS

MARCH 15-17
SAN FRANCISCO
DON'T MISS THE OPPORTUNITY to target the more than 500 leaders from the water reuse industry expected to attend the 2020 WateReuse California Annual Conference to be held March 15-17, 2020 at the Hyatt Regency San Francisco in San Francisco, California. The conference is designed for individuals, organizations, and agencies that are associated with or interested in the design, management, operation, and use of water recycling facilities and projects in California. The conference will feature more than 40 technical presentations, poster presentations, technical tours, receptions, an awards luncheon, the annual Gordon Cologne Breakfast, and the ever popular exhibition component.

WateReuse is internationally-recognized as a thought-leader on alternative water supply development. It is the go-to organization for applied research, policy guidance and educational tools on water reuse as well as the principle influencer of public opinion, lawmakers and policymakers on policy and projects related to water reuse.

### CORE TOPIC AREAS

- The New Age of Potable Reuse
- Expanding an Improving Non-potable Reuse
- Implementing Onsite Reuse (blackwater, greywater, etc.)
- Scalping / Satellite Plants
- Commercial and Industrial Applications
- Treatment: Technologies, Systems, O&M
- Water Quality Issues
- Challenges with Decreasing Wastewater Flows
- Increasing Recovery or Brine Concentrate Minimization/Disposal
- Environmental Enhancement with Reuse
- Climate Change Resiliency (e.g., drought, sea level rise, energy efficiency)
- Sustainable Groundwater Basin Management
- Elected Officials and Agency Perspective
- Regulatory, Policy and Compliance Issues
- Economics, Financing and Funding
- Public Outreach, Education, and Communications
- Lessons Learned, Common Pitfalls, and Barriers to Successful Recycled Water Programs
- Data Collection, Information Management, and Decision Support Frameworks

### WHO WILL ATTEND

- Academic Institutions
- Advocacy Groups
- Consulting Engineering Firms
- Environmental Organizations
- Government Officials
- Manufacturers
- Regulators
- Suppliers
- Water & Wastewater Agencies
- Water Reuse Industry
<table>
<thead>
<tr>
<th>Sunday, March 15, 2020</th>
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<tbody>
<tr>
<td>9:00 a.m. – 2:00 p.m.</td>
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<td>TBD</td>
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<td>12:00 p.m. – 3:00 p.m.</td>
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<td>12:00 p.m. – 5:00 p.m.</td>
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<td>1:00 p.m. – 5:00 p.m.</td>
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<td>3:00 p.m. – 3:30 p.m.</td>
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<td>3:00 p.m. – 6:30 p.m.</td>
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<td>5:00 p.m. – 6:30 p.m.</td>
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<table>
<thead>
<tr>
<th>Monday, March 16, 2020</th>
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<tbody>
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<td>7:30 a.m. – 3:30 p.m.</td>
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<td>7:30 a.m. – 8:30 a.m.</td>
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<td>9:30 a.m. – 10:00 a.m.</td>
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<td>9:30 a.m. – 10:00 a.m.</td>
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<tr>
<td>10:00 a.m. – 12:00 p.m.</td>
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<tr>
<td>12:00 p.m. – 1:30 p.m.</td>
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<td>1:30 p.m. – 3:00 p.m.</td>
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<td>3:00 p.m. – 3:30 p.m.</td>
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<td>3:30 p.m. – 5:00 p.m.</td>
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<td>5:30 p.m. – 7:30 p.m.</td>
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<table>
<thead>
<tr>
<th>Tuesday, March 17, 2020</th>
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<tbody>
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<td>8:00 a.m. – 12:00 p.m.</td>
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<tr>
<td>8:00 a.m. – 9:30 a.m.</td>
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<td>2:00 p.m. – 2:30 p.m.</td>
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<td>2:30 p.m. – 4:00 p.m.</td>
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<td>2:30 p.m. – 4:30 p.m.</td>
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</table>
A booth placed strategically at the 2020 WateReuse California Annual Conference will put your organization at the center of all the action. WateReuse recognizes that exhibits are an integral component to the success of the 2020 WateReuse California Annual Conference. The Exhibit Hall is designed to maximize face-to-face communication between exhibitors and attendees. In addition to posted hours, the following traffic-boosting events will be held in the Exhibit Hall:

**WELCOME RECEPTION:** Sunday, March 15
**CONTINENTAL BREAKFAST:** Monday, March 16
**REFRESHMENT BREAKS:** Sunday, March 15, Monday, March 16 and Tuesday, March 17

### EXHIBIT BOOTH FEES:

<table>
<thead>
<tr>
<th></th>
<th>On or before January 18</th>
<th>After January 18</th>
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</thead>
<tbody>
<tr>
<td><strong>Member Rate</strong></td>
<td>$1,300</td>
<td>$1,600</td>
</tr>
<tr>
<td><strong>Nonmember Rate</strong></td>
<td>$1,800</td>
<td>$2,100</td>
</tr>
</tbody>
</table>

### EXHIBIT BOOTH INCLUDES:

- Table top display area with Six-Foot Table and Two Chairs
- Two Complimentary Full Conference Registrations
- Attendee Mailing Address List (pre and post)
- One Wireless Internet Connection
- Company Information Listed on the Conference Website, Mobile App and Onsite Program Book
- Ability to Upload Handouts or Fliers on the Conference Mobile App for Attendees to Download

### SET-UP AND BREAK-DOWN HOURS:

**Set-Up:** Sunday, March 15  
9:00 a.m. – 2:00 p.m.  
**Break-Down:** Tuesday, March 17  
2:30 – 4:30 p.m.

### EXHIBIT HOURS:

The Exhibit Hall is tentatively scheduled to be open during the following hours:

- **Sunday, March 15:** 3:00 – 6:30 p.m.
- **Monday, March 16:** 7:30 a.m. – 3:30 p.m.
- **Tuesday, March 17:** 9:30 a.m. – 12:00 p.m.

### APPLICATION DEADLINE:

Applications for exhibit space at the 2020 WateReuse California Annual Conference must be received no later than Friday, February 14, 2020. All exhibit applications must be accompanied by full payment of exhibit fees. All booths are assigned on a first-come, first-served basis.

### CANCELLATIONS:

Cancellation of exhibit space must be made in writing to the WateReuse office. Refunds will be issued according to the following schedule and will be based upon either the postmark date of the letter, or the date your written cancellation is received by fax at the WateReuse office. Cancellations received on or before Friday, February 14, 2020 will receive 50% refund, cancellations received after February 14, 2020, will receive no refund.
SPONSORSHIP OPPORTUNITIES

For even greater visibility at the 2020 WateReuse California Annual Conference, take advantage of the sponsorship opportunities listed below. Sponsorships put your organization’s name in front of influential senior managers and decision makers. These high-profile sponsorships are designed to maximize your marketing efforts at the 2020 WateReuse California Annual Conference and help your organization gain important visibility among the professionals whose focus is on the development of water reuse and desalination projects.

PLATINUM CONFERENCE SPONSOR: $5,500
- Complimentary Exhibit Table
- Three Complimentary Full Conference Registrations
- Signage Recognition throughout the Conference
- Company Logo on PowerPoint Slides Displayed Prior to all Sessions
- Attendee Mailing Address List (pre and post)
- Company Information Listed on the Conference Website, the Conference Mobile App and the Onsite Program Book
- Ability to Upload Handouts or Fliers on the Conference Mobile App for Attendees to Download

Opportunity to Sponsor One of the Following:
- Conference Mobile App
- Conference Bags
- Badge Holders
- Hotel Key Cards
- Conference Wi-Fi for all Attendees
- Opening Session
- Awards Luncheon
- President’s Reception
- Gordon Cologne Breakfast
- Town Hall Plenary Session

GOLD CONFERENCE SPONSOR: $3,500
- Two Complimentary Full Conference Registrations
- Signage Recognition at the Conference
- Attendee Mailing Address List (pre and post)
- Company Information Listed on the Website, the Conference Mobile App and the Onsite Program Book

Opportunity to Sponsor One of the Following:
- Registration Folders
- Notepads
- Welcome Reception
- Technical Session Sponsor on Monday
- Technical Session Sponsor on Tuesday

SILVER CONFERENCE SPONSOR: $2,500
- One Complimentary Full Conference Registration
- Signage Recognition at the Conference
- Attendee Mailing Address List (pre and post)
- Company Information Listed on the Website and in the Onsite Program Book

Opportunity to Sponsor One of the Following:
- Conference Mobile App
- Conference Bags
- Badge Holders
- Hotel Key Cards
- Conference Wi-Fi for all Attendees
- Opening Session
- Awards Luncheon
- President’s Reception
- Gordon Cologne Breakfast
- Town Hall Plenary Session

BRONZE CONFERENCE SPONSOR: $1,500
- Signage Recognition at the Conference
- Attendee Mailing Address List (pre and post)
- Company Information Listed on the Website and in the Onsite Program Book

Opportunity to Sponsor One of the Following:
- Conference Mobile App
- Conference Bags
- Badge Holders
- Hotel Key Cards
- Conference Wi-Fi for all Attendees
- Opening Session
- Awards Luncheon
- President’s Reception
- Gordon Cologne Breakfast
- Town Hall Plenary Session

PURPLE CONFERENCE SPONSOR: $500
- Signage Recognition at the Conference
- Company Information Listed on the Website and in the Onsite Program Book

APPLICATION DEADLINE:
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# Exhibitor Application

## Exhibitor Information
The contact information listed here will be included in the onsite program book.

<table>
<thead>
<tr>
<th>COMPANY</th>
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<tbody>
<tr>
<td>COMPANY CONTACT (LISTED IN THE PROGRAM)</td>
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<tr>
<td>TITLE</td>
</tr>
<tr>
<td>ADDRESS</td>
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<tr>
<td>CITY, STATE/PROVINCE, ZIP CODE</td>
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<tr>
<td>PHONE</td>
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<td>E-MAIL</td>
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<tr>
<th>SHOW CONTACT (FOR SHOW LOGISTICS)</th>
<th>PHONE</th>
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<tbody>
<tr>
<td>E-MAIL</td>
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</table>

## Complimentary Conference Registrations
Based on the type of sponsorship you choose, please complete the information for your complimentary full conference registration(s).

1.  
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>ADDRESS</td>
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<td>E-MAIL</td>
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## Table Location Request:
Space will be reserved on a first-come, first-served basis. Indicate below your first, second, and third choice table locations:
1) _____________  2) ____________  3) _____________

## Exhibiting Options and Rates:

### Exhibit Table Fees

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## Payment
Full payment must accompany application.

**Payment method**

- [ ] Check
- [ ] Visa
- [ ] MasterCard
- [ ] AMEX

Total Amount to be Charged: $________________________

<table>
<thead>
<tr>
<th>CREDIT CARD #</th>
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</thead>
<tbody>
<tr>
<td>EXPIRATION DATE</td>
</tr>
<tr>
<td>CARDHOLDER NAME</td>
</tr>
<tr>
<td>BILLING ADDRESS</td>
</tr>
</tbody>
</table>

**Signature**

**Date**

Please return this form with payment to WateReuse:
1199 North Fairfax St., Suite 900
Alexandria, VA 22314
**E-mail:** arutherford@watereuse.org
## SPONSOR INFORMATION
The contact information listed here will be included in the onsite program book.

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## SPONSORSHIP RATES:

- **PLATINUM CONFERENCE SPONSOR: $5,500**
  - Table Location Request:
    1) _________ 2) _________ 3) _________
    - Conference Mobile App
    - Conference Bags
    - Badge Holders
    - Hotel Key Cards
    - Conference Wi-Fi for all Attendees
    - Opening Session
    - Awards Luncheon
    - President’s Reception
    - Gordon Cologne Breakfast
    - Town Hall Plenary Session

- **GOLD CONFERENCE SPONSOR $3,500**
  - Registration Folders
  - Notepads
  - Welcome Reception
  - Technical Session Sponsor on Monday
  - Technical Session Sponsor on Tuesday

- **SILVER CONFERENCE SPONSOR $2,500**
  - Technical Tour
  - Refreshment Break on Sunday
  - Continental Breakfast on Monday
  - Refreshment Breaks on Monday
  - Refreshment Breaks on Tuesday
  - Pens

- **BRONZE CONFERENCE SPONSOR $1,500**

- **PURPLE CONFERENCE SPONSOR $500**

## COMPLIMENTARY CONFERENCE REGISTRATIONS
Based on the type of sponsorship you choose, please complete the information for your complimentary full conference registration(s).

1. NAME | TITLE
        | ADDRESS
        | PHONE | FAX |
        | E-MAIL |

2. NAME | TITLE
        | ADDRESS
        | PHONE | FAX |
        | E-MAIL |

3. NAME | TITLE
        | ADDRESS
        | PHONE | FAX |
        | E-MAIL |

## PAYMENT
Full payment must accompany application.

**Payment method**

- [ ] Check
- [ ] Visa
- [ ] MasterCard
- [ ] AMEX

Total Amount to be Charged: 

**CREDIT CARD #**

EXPIRATION DATE | SECURITY CODE

CARDHOLDER NAME

BILLING ADDRESS

SIGNATURE | DATE

Please return this form with payment to WateReuse:

1199 North Fairfax St., Suite 900
Alexandria, VA 22314

E-mail: arutherford@watereuse.org
The 2020 WateReuse California Annual Conference will be held at the Hyatt Regency San Francisco in San Francisco, CA. Please refer to the WateReuse California Annual Conference when making reservations to obtain the conference rate.

We have a limited block of rooms at the hotel; therefore, all rooms are on a first-come, first-served basis. All reservations must be made by February 21, 2020 to ensure the special conference room rate.

Room Rate: $269 per night plus tax
The room rate includes complimentary internet access in guest rooms.

Reservations:
To make your reservation, please visit https://watereuse.org/sections/watereuse-california/2020-watereuse-california-annual-conference/

DATES TO REMEMBER

January 18, 2020: Last Date to Receive Discounted Exhibit Rates
February 14, 2020: Application Deadline for Exhibitors and Sponsors
February 14, 2020: Cancellation Deadline for Exhibitors and Sponsors
February 21, 2020: Hotel Reservation Deadline
March 15, 2020: Exhibitor Set-Up
March 17, 2020: Exhibitor Break-Down
CALIFORNIA ANNUAL CONFERENCE

1199 N. FAIRFAX STREET • SUITE 900
ALEXANDRIA, VA 22314
(703) 548-0880
WATEREUSE.ORG