

# SPONSORSHIP & EXHIBITOR PROSPECTUS



20 WaterReuse CA  
24 CONFERENCE  
GARDEN GROVE • CA



SEPT 15-17, 2024  
HYATT REGENCY  
ORANGE COUNTY



**Don't miss the opportunity to target the nearly 700 leaders from the water reuse industry expected to attend the 2024 WaterReuse California Annual Conference on September 15-17, 2024!**

### ABOUT WATEREUSE CALIFORNIA

WaterReuse California is recognized as a thought leader in California on alternative, sustainable water supply development. It is the go-to organization in the state for water recycling education and outreach, as well as the principal influencer of public opinion and policymakers on water recycling in all its forms. WaterReuse California is a state section of the national organization the WaterReuse Association.

### THE EVENT

The WaterReuse California Annual Conference will feature more than 40 technical presentations, receptions, an awards luncheon, the annual Tuesday morning Gordon Cologne session, and the ever-popular exhibition component.

### CORE TOPICS

- Potable Reuse Success Stories
- Direct Potable Reuse
- Agency Collaboration on Reuse Projects
- Advancements in Treatment Technologies
- Operations: Challenges, Strategies, Training, and Lessons Learned
- Planning for and Managing Potable and Non-Potable Recycled Water Systems with Declining Wastewater Flows
- Advanced Source Control for Potable Reuse Projects through Pretreatment Programs and Upstream Policy Efforts
- Water Quality Issues
- RO Concentrate Minimization/Disposal – Challenges and Strategies
- Expanding and Improving Non-Potable Reuse
- Implementing Onsite Reuse (Recycled Wastewater, Greywater, Etc.)
- Commercial and Industrial Applications
- 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 Success Stories
- Lessons Learned, Challenges, and Barriers to Successful Recycled Water Programs
- Data Collection, Information Management, and Decision Support Frameworks

### ATTENDEES

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, including:

- Academic Institutions
- Advocacy Groups
- Consulting Engineering Firms
- Environmental Organizations
- Government Officials
- Manufacturers
- Regulators
- Suppliers
- Water & Wastewater Agencies
- Water Reuse Industry

### CONTACT:

Paula Currie | 916-616-0286 | Paula@PCEvents.net

# SPONSORSHIP OPPORTUNITIES

WaterReuse California Conference Sponsorships are designed to maximize your marketing efforts and help your organization gain important visibility among professionals whose focus is on the development of water reuse and desalination projects, putting your organization's name in front of influential senior managers and decisionmakers.

SPONSORSHIP INCLUDES:	<del>DIAMOND</del> \$8,000*	PLATINUM \$6,000	GOLD \$4,000	SILVER \$3,000	BRONZE \$2,000	PURPLE \$750
<b>NETWORKING</b>						
90-Minute Panel Session**	●					
Exhibit Table	●	●				
Complimentary Registrations	4	3	2	1		
Attendee Contact List (Pre & Post)	●	●	●	●	●	●
<b>RECOGNITION</b>						
Opportunity to Sponsor a Tier I Conference Event/Branding	●	●				
Opportunity to Sponsor a Tier II Conference Event/Branding			●			
Opportunity to Sponsor a Tier III Conference Event/Branding				●		
Logo Displayed on Slides Prior to All Sessions	●	●				
Company Information on Website	●	●	●	●	●	●
Company Information in Onsite Program	●	●	●	●	●	●
Signage Recognition throughout Conference	●	●	●	●	●	●

\* Only Three Diamond-Level Sponsorships Available **SOLD OUT**

\*\* Diamond Sponsors receive one 90-minute panel session during the conference

**Tier I Sponsorship Opportunities:** Premium Signage, Conference Bags, Badge Holders, Hotel Key Cards, Conference Attendee Wi-Fi, Opening Session, Awards Luncheon, President's Reception, Town Hall Plenary, Gordon Cologne Plenary

**Tier II Sponsorship Opportunities:** Registration Folders, Notepads, Water Bottles, Welcome Reception, Technical Session, Other Conference Gifts

**Tier III Sponsorship Opportunities:** Sunday Refreshment Break, Monday Continental Breakfast, Monday Refreshment Breaks, Tuesday Refreshment Breaks

## CONTACT:

Paula Currie | 916-616-0286 | Paula@PCEvents.net

# EXHIBIT OPPORTUNITIES

A table-top exhibit placed strategically at the 2024 WaterReuse California Annual Conference will put your organization at the center of all the action. WaterReuse recognizes that exhibits are an integral component to the success of the 2024 WaterReuse California Annual Conference. The Exhibit Hall is designed to maximize face-to-face communication between exhibitors and attendees.

## EXHIBIT FEES

ON OR BEFORE JULY 14, 2024

AFTER JULY 14, 2024

MEMBER	\$1,500	\$1,800
NON-MEMBER	\$2,100	\$2,400

### YOUR EXHIBIT PACKAGE 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 Conference Website and Onsite Program

### PACKAGE ADD-ON:

- Breakfast with Exhibitors (*Limited Availability*)

Tuesday, September 17, 2024 | 8:00 am – 9:00 am | Grand Ballroom EFG

Exhibitors will have the opportunity to purchase breakfast items to be served at their Exhibit Table during the breakfast on Tuesday. This is a great opportunity to come face-to-face with attendees as they visit your exhibit and enjoy a bite to eat. The breakfast items you choose will be placed at your table prior to opening of the Exhibit Hall.

Menu Selections (\$350 per order)

- Seasonal Muffins – 3 dozen assorted muffins
- Whole Fruit – 3 dozen seasonal, fully ripened whole fruit
- Tea Breads – 3 dozen seasonal selection of assorted tea breads
- Hard-Boiled Eggs – 3 dozen peeled hard-boiled eggs with individual salt and pepper packets
- Yogurt – 3 dozen individual assorted fruit yogurts
- Chilled Juices – 3 gallons (1 gallon of each: orange, grapefruit, cranberry)

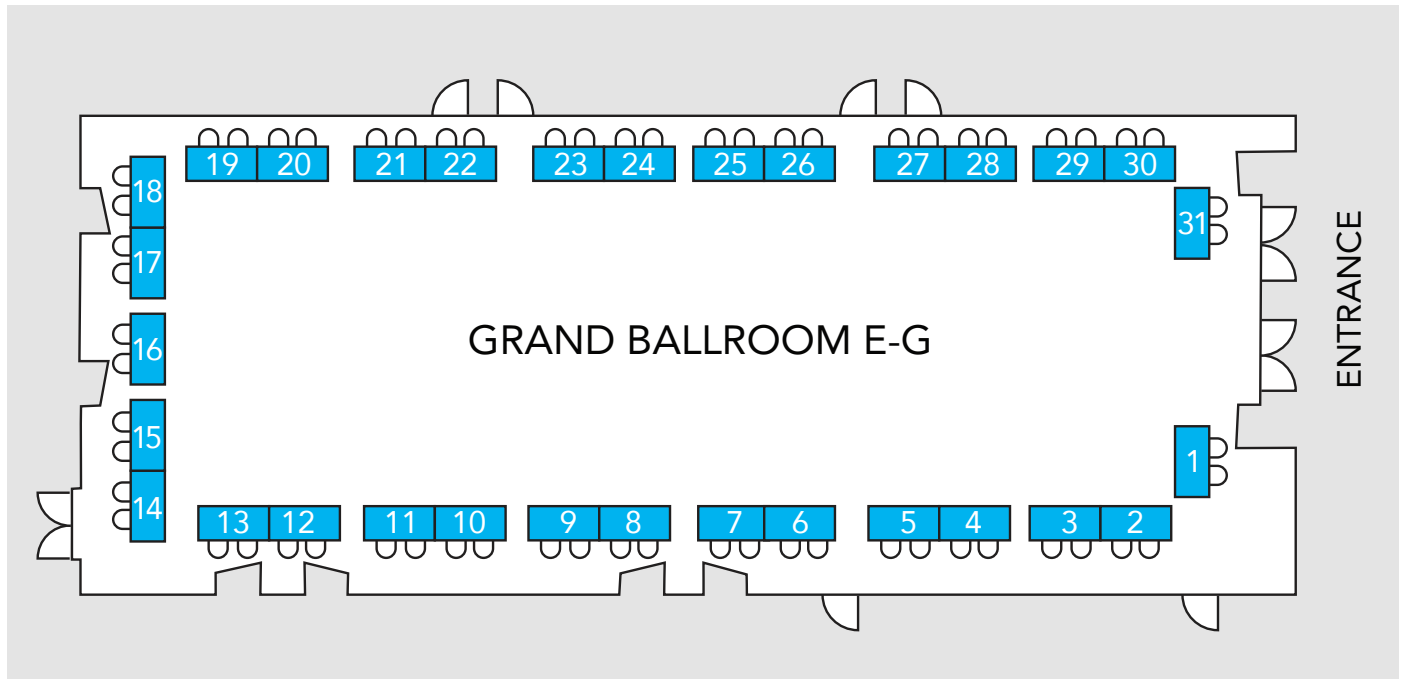


## CONTACT:

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# CONFERENCE EXHIBITION

## HYATT REGENCY ORANGE COUNTY



### EXHIBIT HOURS

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

Sunday, September 15 | 5:30 pm - 7:00 pm

Monday, September 16 | 7:30 am - 3:30 pm

Tuesday, September 17 | 7:30 am - 12:00 pm

### SETUP AND BREAKDOWN HOURS

Setup: Sunday, September 15 | 9:00 am - 4:00 pm

Breakdown: Tuesday, September 17 | 2:30 pm - 4:30 pm

SPACE IS LIMITED.  
**RESERVE YOUR  
EXHIBIT TODAY!**

*All exhibitors are expected to adhere to Setup and Breakdown hours.*

# HOTEL INFORMATION

The 2024 WateReuse California Annual Conference will be held at the Hyatt Regency Orange County. 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 August 26, 2024, to ensure the special conference room rate.

## HYATT REGENCY ORANGE COUNTY

11999 Harbor Blvd.  
Garden Grove, CA 92840

## ROOM RATES

\$209 (single occupancy rate without taxes and fees)  
Cut-off Date: August 26, 2024



# KEY DATES

## APPLICATION DEADLINE

Applications for exhibit space at the 2024 WateReuse California Annual Conference must be received no later than August 16, 2024. All exhibits 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 on the postmark or email date of the letter. Cancellations received by July 14, 2024, will receive a 50% refund, and cancellations received after July 14, 2024, will not receive a refund.

### DATES TO REMEMBER

July 14, 2024	Cancellation Deadline for Exhibitors
July 14, 2024	Deadline to Receive Discounted Exhibit Rates
August 26, 2024	Hotel Reservation Deadline
August 16, 2024	Application Deadline for Exhibitors & Sponsors
September 15, 2024	Exhibitor Set Up
September 17, 2024	Exhibitor Break Down



**2024** WaterReuse CA  
**CONFERENCE**  
 GARDEN GROVE • CA

# Exhibitor & Sponsor Application

Company Name \_\_\_\_\_  
 Billing Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_  
 Company Phone \_\_\_\_\_  
 Primary Contact \_\_\_\_\_ Title \_\_\_\_\_  
 Contact Email \_\_\_\_\_ Contact Phone \_\_\_\_\_  
 Website \_\_\_\_\_

**EXHIBIT ONLY**

**On or Before July 14, 2024**

- Member ..... \$1,500
- Non-Member ..... \$2,100

**After July 14, 2024**

- Member ..... \$1,800
- Non-Member ..... \$2,400

**DIAMOND SPONSOR** (select one) ..... \$8,000

- ~~Conference Bag~~
- Awards Luncheon
- ~~Badge Holder~~
- President's Reception
- ~~Hotel Key Card~~
- Town Hall Plenary
- Conference Attendee Wi-Fi
- Gordon Cologne Plenary
- Opening Session

**PLATINUM SPONSOR** (select one) ..... \$6,000

- ~~Conference Bag~~
- Awards Luncheon
- ~~Badge Holder~~
- President's Reception
- ~~Hotel Key Card~~
- Town Hall Plenary
- Conference Attendee Wi-Fi
- Gordon Cologne Plenary
- Opening Session

**GOLD SPONSOR** (select one) ..... \$4,000

- Registration Folder
- ~~Notepad~~
- Water Bottle
- Welcome Reception
- Technical Session

**SILVER SPONSOR** (select one) ..... \$3,000

- Technical Tour
- Sunday Refreshment Break
- Monday Continental Breakfast
- Monday Refreshment Breaks
- Tuesday Refreshment Breaks
- Tuesday Breakfast with the Exhibitors

**BRONZE SPONSOR** ..... \$2,000

**PURPLE SPONSOR** ..... \$750

**EXHIBITOR ADD-ON OPTIONS**

**BREAKFAST WITH EXHIBITORS** ..... \$350 each

- Seasonal Muffins – 3 dozen assorted muffins
- Whole Fruit – 3 dozen seasonal, fully ripened whole fruit
- Tea Breads – 3 dozen seasonal selection of assorted tea breads
- Hard-Boiled Eggs – 3 dozen peeled eggs, salt and pepper
- Yogurt – 3 dozen individual assorted fruit yogurts
- Chilled Juices – 3 gallons (1 each: orange, grapefruit, cranberry)

**PAYMENT**

Please return completed application to:  
 Paula Currie at Paula@PCEvents.net  
 An invoice will be sent by WaterReuse Association for the total amount. Payment can be made by credit card, check, or ACH/wire transfer.

Signature \_\_\_\_\_

By signing this form, sponsor/exhibitor agrees to adhere to terms listed below.

**PAYMENT TERMS**

1. The undersigned agrees to pay 100% of all fees per the terms of this application made payable to WaterReuse.
2. Any company requesting to pay later than net 30 days after the receipt of invoice, agrees to pay a deposit in the amount equivalent to the cancellation processing fee.
3. All cancellations must be submitted to WaterReuse in writing. The date of receipt of supporter's written notice of cancellation will be considered the official cancellation date.
4. The cancellation processing fee for exhibit or sponsorship packages is 50% of the total fee.
5. Any company who cancels after July 14, 2024 will be responsible for the total cost. Absolutely NO refunds for cancellations after July 14, 2024.
6. Sponsors & Advertisers are responsible for ensuring the accuracy of all content. WaterReuse is not responsible for grammatical, spelling, or other errors appearing in the provided content.
7. Exhibitors will adhere to set up and tear down times as listed in Prospectus.