

# 78TH ANNUAL CONFERENCE & EXPO MAY 4-6, 2026

PENN STATER HOTEL & CONFERENCE CENTER

EXHIBITOR & SPONSOR PROSPECTUS

# YOU'RE INVITED



On behalf of the Pennsylvania Section of the American Water Works Association (PA-AWWA), it is my pleasure to invite you to join us for the **78th Annual Conference & Expo,** returning to the **Penn Stater Hotel & Conference Center.** This event will once again bring together water professionals from across the Commonwealth and beyond for three days of education, networking, and collaboration.

Since its founding in 1948, PA-AWWA has grown to serve nearly 1,500 members, guided by our mission of **providing solutions to effectively manage water—our world's most important resource.** Each year, our Annual Conference stands as the highlight of our activities, offering technical, management, and operator-focused sessions that advance knowledge, share best practices, and prepare the industry for the challenges ahead.

Our vision—"A better world through water"—is realized through the active support and participation of sponsors and exhibitors. Your partnership is a driving force behind the success of this event and the ongoing strength of our association. The products, services, and innovations you bring not only enhance the conference experience but also help utilities and professionals across Pennsylvania deliver safe and reliable water to the communities they serve.

We invite you to review the opportunities outlined in this prospectus and to consider how your organization can best participate. Whether through exhibiting, sponsoring, or both, your involvement will place you at the heart of Pennsylvania's water community—connecting you with decision-makers, operators, and technical experts who value your support and contributions.

We look forward to welcoming you to the Penn Stater and to another successful year of partnership in advancing our shared mission.

Sincerely, **Jason Newhard, CCM, LO**Conference Chair





# PA-AWWA GOLF TOURNAMENT

Start your conference experience on the greens! Join fellow attendees for a day of networking and friendly competition at the PA-AWWA Golf Tournament. **Fun fact**: Toftrees has been ranked among Pennsylvania's most scenic course—don't miss your chance to tee off in style!

TOFTREES GOLF RESORT

1 Country Club Lane | State College, PA 16803

MONDAY, MAY 4, 2026 REGISTRATION 11:00 AM LUNCH 11:00 AM-12:00 PM | SHOTGUN START 12:30 PM

FOUR PERSON SCRAMBLE - INCLUDES GOLF CART

#### **WHAT'S INCLUDED:**

- Entry to the Tournament on Monday, May 4, 2026
- Connect with water professionals in a relaxed, fun enviornment
- Strengthen relationships with clients, colleagues, & vendors
- Enjoy team building & friendly competition
- Win prizes for contests Closest to the Pin & Longest Drive
- Refreshments & Tailgate following Tournament
- Evening Networking Reception at the Penn Stater

**FEES:**FOURSOME - \$560
SINGLE - \$140







# PA-AWWA GOLF TOURNAMENT

The PA-AWWA Annual Golf Tournament offers sponsors a relaxed and engaging way to connect with members and industry partners. Enjoy a day of networking and camaraderie on the course while showcasing your company's support for Pennsylvania's water professionals.

# SPONSORSHIP OPPORTUNITIES

#### **EAGLE SPONSOR - \$500**

- Prominent entrance recognition as the Eagle Sponsor of this tournament.
- Logo prominently displayed on the PA-AWWA website, event-related promotional materials, including signage, banners & digital media.
- Verbal acknowledgement during the event.

#### **BEVERAGE CART - \$400**

- Company Logo on Beverage Cart.
- Logo prominently displayed on all event-related promotional materials including signage, banners, and digital media.

#### **CART SPONSOR - \$300**

- Company Logo displayed on each cart.
- Logo prominently displayed on all event-related promotional materials including signage, banners, and digital media.

#### **BIRDIE SPONSOR - \$200**

- Prominent entrance recognition as the Birdie Sponsor of this tournament.
- Logo prominently displayed on the PA-AWWA website, event-related promotional materials, including signage, banners & digital media.

#### **TEE SPONSOR - \$125**

- Recognition as a Tee Sponsor with signage prominently displayed at the sponsored tee.
- Logo prominently displayed on all event-related promotional materials, including signage, banners, and digital media.

#### **GOLF BALL SPONSOR-\$700**

#### Welcome golfers to the tournament while promoting your brand!

- All golfers receive a golf ball upon check-in with your company logo.
- Logo prominently displayed on all event-related promotional materials, including signage, banners, and digital media.
- Verbal acknowledgement during event.
- Must register by 3/25/26





# **CHART OF OPPORTUNITIES**

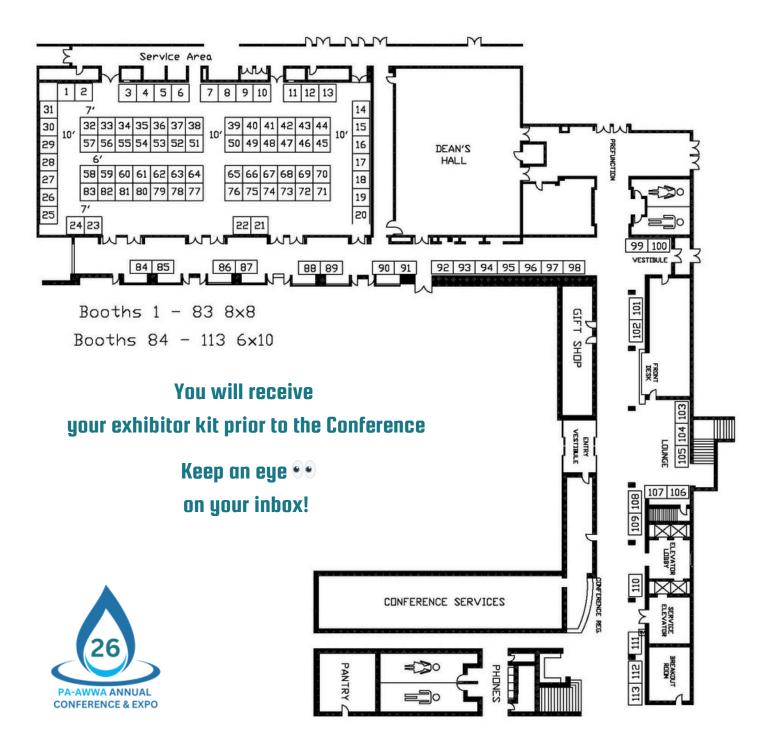
| 26  | Exhibitor<br>Only | General<br>PA-AWWA<br>Supporter | Bronze<br>PA-AWWA<br>Supporter | Silver<br>PA-AWWA<br>Supporter | Gold<br>PA-AWWA<br>Supporter | Platinum<br>PA-AWWA<br>Supporter |
|---|-------------------|---------------------------------|--------------------------------|--------------------------------|------------------------------|----------------------------------|
|   | \$3,500           | \$500                           | \$1,000                        | \$2,000                        | \$3,000                      | \$5,000                          |
| 5-Minutes at Podium   |                   |                                 |                                |                                |                              |                                  |
| Co-host Opportunity   |                   |                                 |                                |                                |                              | <b>^</b>                         |
| PA-AWWA Email Takeover  |                   |                                 |                                |                                | <b>\( \)</b>                 | <b>\( \)</b>                     |
| Preferred Placement in Expo Hall<br>OR<br>Conference Registration                 |                   |                                 |                                |                                | Booth<br>OR<br>3 Reg         | Booth<br><i>OR</i><br>3 Reg      |
| Booth in Exhibit Hall   |                   |                                 |                                |                                |                              |                                  |
| Conference registration   |                   |                                 | 1 Reg<br>NO Exhibit<br>Table   | 2 Reg<br>NO Exhibit<br>Table   |                              | <b>^</b>                         |
| Company logo in program,<br>signage, and hyperlinked on<br>website                |                   |                                 | <b>\( \)</b>                   | <b>^</b>                       | <b>\( \)</b>                 | <b>\( \)</b>                     |
| Company Name in Program and Event Signage   |                   |                                 |                                |                                |                              |                                  |
| Advertisement in Conference<br>Program  |                   | Business<br>Card-Sized          | Business<br>Card-Sized         | Business<br>Card-Sized         | Half Page                    | Full Page                        |
| Organization name & logo<br>displayed on-site, on website, &<br>in communications |                   |                                 |                                | <b>\( \)</b>                   | <b>\( \)</b>                 | <b>\( \)</b>                     |
| Verbal recognition at podium  |                   | <b>\( \)</b>                    |                                |                                |                              | <b>\( \)</b>                     |

# RETURNING FOR 2026 EXHIBITOR & SPONSOR BOOTH SELECTION SYSTEM

#### Back again for 2026! All registration is ONLINE!

The PA-Section of the American Water Works Association is excited to unveil our new online **BOOTH SELECTION SYSTEM!!** Upon receipt of your PAYMENT for the 78th Annual Conference & Expo, the following day, you will receive a link to access an online exhibit hall diagram.

Here you will be able to upload company info, onsite representatives, AND most importantly select **YOUR BOOTH** for the Conference!



#### **EXHIBITING INFORMATION**

Each booth space located in the Exhibit Hall will be framed with an 8' high back drape and 3' high side rails. Booths located in the hallway will not receive pipe & drape. A 6' x 30" draped table with (2) chairs & a wastebasket will be in the booth. Exhibitors will also receive a booth identification sign showing your company name & booth number.

#### Benefits of Exhibiting at the PA-AWWA Conference



- In-person contact with key water industry prospects.
- Daily dedicated Expo Hall hours, to include - Breaks & Receptions.
- Company Name in program and event signage.
- Company recognition on digital marketing & communications.
- Company Name & Booth # listed in Conference Program (must be contracted by 3/31/26).
- Free attendee mailing list (one pre-show & post-show).
- Complimentary Conference Proceedings for all registered booth staff.
- Access to Conference educational sessions & networking events.
- Eligibility for prize drawing & booth traffic promotions. (Restrictions apply)
- Insight into upcoming regulatory trends & challenges that can shape your company's strategy.
- A chance to strengthen relationships with current customers & cultivate new business leads.
- Opportunity to showcase new products, technologies, & services to a focused audience.

#### **PA-AWWA26 Booth Details**

#### **Exhibit Space Rates:**

#### **PA-AWWA MEMBER:**

Before 12/31/25 - \$1,495 After 12/31/25 - \$1,895

#### **NON-MEMBER:**

Before 12/31/25 - \$1,895 After 12/31/25 - \$2,295

#### **WHAT'S INCLUDED in your BOOTH:**

#### **BOOTH MEASUREMENTS VARY:**

Your booth space will be framed with a back drape and 3-foot high side rails.

Booths 1-83 are 8'x10' Booths 84-113 are 6'x10'

You will also receive a booth identification sign showing your company & booth #.

#### Expo Hall is carpeted.

# SELECT YOUR BOOTH PLACEMENT IN EXPO HALL

Based on the order your payment is received.



## PLATINUM, GOLD, SILVER, BRONZE & GENERAL SPONSORS

#### **Enhanced sponsorship opportunities & benefits!**

PA-AWWA offers valuable sponsorship opportunities designed to highlight your company's support of the water industry and connect you with professionals throughout Pennsylvania.

#### **PLATINUM - \$5,000**

- Reserved Prime Exhibit Space or (3) complimentary Conference registrations.
- Full page advertisement in Conference Program.
- Organization name & logo displayed on-site, on website, & in communications.
- Verbal recognition at podium.
- PA-AWWA email takeover.
- 5-Minutes at podium.

#### **GOLD - \$3,000**

- Reserved Prime Exhibit Space or (3) complimentary Conference registrations.
- Half page advertisement in Conference Program.
- Organization name & logo displayed on-site, on website, & in communications.
- Verbal recognition at podium.
- PA-AWWA email takeover.

#### **SILVER - \$2,000\***

- (2) Complimentary Conference registrations **NO Exhibit table included.**
- Business card-sized advertisement in Conference Program.
- Organization name & logo displayed on-site, on website, & in communications.
- Verbal recognition at podium.

#### **BRONZE - \$1,000\***

- (1) Complimentary Conference registration **NO Exhibit table included.**
- Business card-sized advertisement in Conference Program.
- Organization name & logo displayed on-site, on website, & in communications.
- Verbal recognition at podium.

#### **GENERAL - \$500\***

- Business card-sized advertisement in Conference Program.
- Organization name & logo displayed on-site, on website, & in communications.
- Verbal recognition at podium.

#### No Exhibit Table included.

#### \*These registration types ARE NOT eligable for the ADDITIONAL EXHIBITOR BADGES -

if you wish to purchase additional badges, you must pay the attendee rate.

#### **EXHIBITING INFORMATION**

By exhibiting at PA-AWWA's conference you will meet the decision makers and influencers face-to-face! All refreshment breaks & exhibits will be intermingled in the exhibit hall for optimal traffic and exposure.

| 2026 EXHIBITING SCHEDULE* |                                |                 |  |  |
|---------------------------|--------------------------------|-----------------|--|--|
| Check-in & Booth Set-up   | Monday, May 4 12:00 pm-6:00 pr |                 |  |  |
| Check-in & Booth Set-up   | Tuesday, May 5 6:00 am-7:00 ai |                 |  |  |
| Exhibit Hall Hours        | Tuesday, May 5                 | 7:00 am-7:00 pm |  |  |
|                           | Wednesday, May 6               | 7:00 am-3:30 pm |  |  |
| Booth Dismantle           | Wednesday, May 6               | 3:30 pm-6:00 pm |  |  |

#### **CONFERENCE MAILING LISTS:**

Available only to official fully paid exhibitors - Reach attendees with a conference mailing list.

You can target attendees by using your specific demographics to direct qualified leads to your booth!

The lists are intended for one-time use in conjunction with the Annual Conference & Expo, and will be distributed within 30 days of the conference.

# SPONSORSHIP OFFERINGS PROVIDE A SPOTLIGHT

PA-AWWA offers a variety of sponsorship opportunities for every budget.

Browse expanded opportunities on the next pages, or contact us to discuss solutions for your business needs.

Have an idea?!? We'd LOVE to hear it!

Monday, May 4, 2026 - 6:00 pm

BACK AGAIN in 2026 - the PA-AWWA Kick-off Networking Reception!

PA-Section Exhibitors will kick off the conference on Tuesday evening with a networking reception for all supporters & meeting attendees in the Expo Hall!

# FOOD & RECEPTION SPONSORSHIP OPPORTUNITIES

Fuel great conversations! As a Food & Beverage or Reception Sponsor, you'll promote your brand while supporting memorable networking moments for conference attendees.

#### Breakfast: \$1,500

#### • Multiple opportunities

Help attendees start the day off right with breakfast. Sponsor will receive special signage at breakfast station, as well as recognition in announcements & meeting materials. Organization will be displayed on company website.

Logo in Conference Program.

#### **Beverage Station: \$500**

#### • Multiple opportunities

Help the attendees refuel during the Conference by supporting a quick pickme-up. Sponsors receive signage at station, as well as recognition in onsite materials and proceedings. Organization name & logo to be displayed on website. Logo in Conference Program.

#### Snack Break: \$500

#### Multiple opportunities

Provide attendees with that mid-day lift. Sponsor will receive special signage at break station, recognition in announcements & meeting materials. Logo in Conference Program.

#### Lunch: \$2,000

#### • Multiple opportunities

Co-sponsor the lunch & support the PA-AWWA Awards & Annual Business
Meeting. Sponsor will receive special signage, as well as recognition in announcements & onsite materials.
Logo in Conference Program.

# MONDAY Kick-Off Networking Reception: \$2,500

#### • 2 opportunities

Be the first to welcome attendees to PA-AWWA26! Sponsor will receive special signage, as well as recognition in announcements & onsite materials; Verbal recognition at podium; Company Logo on bar napkins. Logo will be featured on drink tickets. Emcee options available. Logo in Conference Program.

# TUESDAY Welcome Reception: \$2,500

#### • 2 opportunities

Welcome ALL attendees to the Conference at the reception. Sponsor will receive special signage, as well as recognition in announcements & onsite materials; Verbal recognition at podium; Company Logo on bar napkins. Logo will be featured on drink tickets. Emcee options available.

Logo in Conference Program.

# Drink Sponsor - Monday or Tuesday Reception - \$2,000

#### • 2 opportunities each Reception

Drive traffic to your booth and be a drink sponsor! Sponsor will receive **250 customized drink tickets** to hand out at your booth during the events. Sponsor will receive special signage, recognition in announcements & meeting materials. Logo in Conference Program.

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

#### Tank Building: \$500

#### • Multiple opportunities

How high can they go?! Show your support as teams attempt to build the tallest free-standing tank. Sponsor will receive special signage at building stations, as well as recognition in announcements & meeting materials. Organization will be displayed on company website.

Logo in Conference Program.

#### Water Taste Test: \$500

#### Multiple opportunities

Whose water will tantilize the judge's tastebuds and take home the top prize? Sponsor will receive special signage at tasting station, as well as recognition in announcements & meeting materials. Organization will be displayed on company website.

Logo in Conference Program.

#### **YP Poster Contest: \$500**

#### Multiple opportunities

Support our Young Professionals! Sponsor will receive special signage at poster display, as well as recognition in announcements & meeting materials. Organization will be displayed on company website.

Logo in Conference Program.

# Conference Keynote Speaker: \$1,000

#### • 1 opportunity

Get out in front of attendees & elevate your brand by sponsoring the keynote speaker session. Sponsorship includes 10-minutes for introduction of keynote speaker & short message. Sponsor will receive special signage, as well as recognition in announcements & meeting materials. Organization will be displayed on company website.

Logo in Conference Program.

#### Lanyard & Badge: \$1,500

#### • 1 opportunity

Given to every attendee upon arrival. Sponsoring Company will be responsible for ordering & providing badges featuring your logo. (Must be received by 4/03/26.) Sponsor will receive signage, as well as announcements & meeting materials. Logo in Conference Program.









SOLD OUT

# **VENUE INFORMATION**

#### **NEWLY RENNOVATED!**



## PENN STATER HOTEL & CONFERENCE CENTER

To secure the amount of meeting & exhibit space required to hold our annual conference, PA-AWWA must guarantee our attendees will occupy hotel rooms at the offical hotel. If they don't, the Section will incur financial penalities - which would increase our costs & fees. It is very important that all attendees, sponsors, and exhibitors stay in an offical PA-AWWA hotel to keep our costs as low as possible.

The Pennsylvania Section of the AWWA has reserved a block of rooms at a discounted rate. The rate is \$142 per night, plus taxes & fees.

All individual reservation cancellations received within 24 hours of arrival date are subject to a cancellation charge equivalent to a one-night stay. THE PENN STATER will charge for one (1) night for any no-shows at the Guest's confirmed guestroom rate.

Late departures must be requested and approved in advance. Departures after 11:00 am and prior to 4:00 pm will be charged a late departure fee of half the guest's confirmed guestroom rate. Departures after 4:00 pm will be charged an additional full-night's confirmed guestroom rate.

Standard Check-In Time: 4:00 pm Standard Check-out Time: 11:00 am **RESERVE NOW** 

#### PENN STATER ROOM RATE: \$142 PER NIGHT + TAXES & FEES







**PLEASE NOTE:** We DO NOT use a third party for hotel reservations. All bookings should be made directly with the hotel using the contact info provided. If you are contacted by a group or individual regarding your hotel reservations for attending the conference, please forward the email to <u>janelle@millirongoodman.com</u> immediately. It is best not to respond to the email and delete after forwarding. We will use the information to provide awareness to other sponsors, exhibitors, and attendees.

# **ADDITIONAL INFORMATION**

The Pennsylvania Section of the American Water Works is dedicated to ensuring your experience at our conference is as productive as possible. We design the program schedule to draw attendees into the Exhibit Hall, providing your sales representatives with the opportunity to engage with them and showcase your equipment and services.

| LOGO DISPLAYS            | All exhibitors will have the opportunity for their company logos to be displayed on a large screen inside the exhibit hall. Logos should be uploaded at the time of registration. If you do not upload a logo, please send one to Event Director Janelle Witters, by 04/05/26.  Logo files should be in high resolution JPG format.   |
|--------------------------|---|
| FREE WIRELESS INTERNET   | Complimentary wireless internet service will be available to exhibitors and attendees in the Exhibit Hall.  |
| RAFFLE PRIZES            | Prizes will be raffled at different times during the conference. Attendees will receive raffle tickets, which they can place in containers located in the Exhibit Hall, with each container corresponding to a specific prize. The raffle drawings will take place in the Exhibit Hall on Tuesday & Wednesday; attendees must be present to win. Please note that Exhibitor Representatives and guests are not eligible for these drawings. |
| FOOD & BREAK<br>STATIONS | Food and break stations for registered PA-AWWA attendees will be located in the Expo Hall and hallways. Food functions include the receptions, and break. Seating for meals such as breakfast & lunch will be in the Deans Hall next door.  |



### **RULES OF THE EXPO**

#### RULES, POLICIES, etc.

While the PA-AWWA makes every effort to provide for a successful Conference, please be advised that there are factors which are not under the direct control of the PA-AWWA; such as air conditioning, lighting, power, and weather.

# CONSENT FOR USE OF PHOTOGRAPHIC IMAGES:

By participating in this educational conference, exhibitors hereby consent to the use of photographs or video recordings taken during the event for promotional and educational purposes by the conference organizers. Exhibitors understand that these images may be used in various media, including but not limited to conference materials, websites, and social media platforms.

#### **PAYMENT METHODS:**

Payments will be accepted in the form of Visa/Master Card or Company Check.

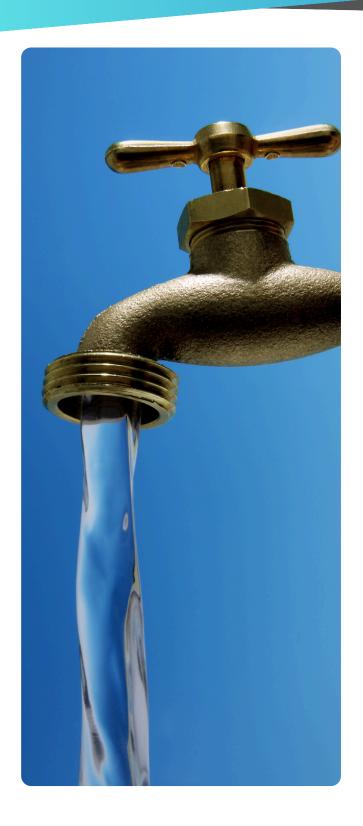
#### **CANCELLATION POLICY:**

Cancellations must be submitted in writing at least 30-days in advance of the scheduled event date to qualify for a refund. Failure to provide the required notice will result in forfeiture of any fees paid, and no refund will be issued.

Cancellations received by April 4, 2026 will incur a \$500 administrative fee. No refunds or cancellations will be permitted after April 4, 2026.



### **RULES OF THE EXPO**



# M. PENNSYLVANIA

American Water Works Association

#### **SECURITY POLICY:**

Neither the Association nor the Penn Stater Hotel & Conventions will guarantee the exhibitors against loss or assume responsibilty for fire, theft, or other damage of any sort.

No one will be allowed inside the Exhibitor Hall at any time without a 2026 Conference badge.

#### Non-CONFLICT POLICY

Hospitality events may not be held during scheduled Conference functions. Hospitality promotions must be handled by private invitation from within the exhibitor's booth. No announcements or signs will be permitted outside the contracted booth space.

#### **INDEMNIFICATION POLICY:**

Each exhibitor is fully responsible for any losses, damages, or claims resulting from their activities on the premises. Exhibitors agree to indemnify, defend, and hold harmless the Facility and PA-AWWA, along with their agents, servants, and contracted employees, from any and all such losses, damages, or claims.

#### **EXHIBIT RULES & REGULATIONS:**

Please be sure to read the PA-AWWA Exhibit Rules and Regulations included with your booth confirmation. You may request a copy in advance by calling or emailing PA-AWWA's Event Director.





The Pennsylvania American Water Works Association (PA AWWA) will be sponsoring a Silent Auction at its Annual Conference to be held May 4-6, 2026, at the Penn Stater Hotel & Conference Center in State College, PA, to benefit Water for People (WFP). This is a private, non-profit charitable organization established by the North American drinking water community to help the most impoverished people worldwide to improve their quality of life by supporting sustainable drinking water, sanitation, and personal hygiene products. The WFP vision is of a world where people can access safe drinking water, adequate sanitation, and basic health services. Right now, the tragic reality is that every day about 6,000 people, mostly children, die from diseases directly related to contaminated drinking water.

WFP is a registered 501(c)(3) nonprofit organization in the United States. Please feel free to go to the website at www.waterforpeople.org to find out more information about the organization.

Typical WFP projects include spring-fed community water sytems, wells with hand pumps, latrine construction, and education in public health and hygine.

You can play a significant role in supporting the WFP vision by donating an item for the silent auction. Of course, the item value is completely tax deductible, but more importantly, you will be participating directly in the development of a much-needed project and will receive appropriate recognition during the duration of the conference.

In previous silent auctions, typical items donated included: gift cards, tickets to sporting events, autographed items, travel experiences and sport experiences (stadium tours, meeting athletes, etc.), electronics, (iPad, GPS, Go Pros), gift baskets and framed artwork.

If you are interested in dontating an item, please submit this form during your registration process; or you can fill out the form below and return it separately. Please keep a copy for your records.

Thank you very much for your donation.

Sincerely,

Nickole Petrozelli

Mickofe Petrozelli

Water for People Silent Auction Committee Stone Hill Contracting Co, Inc. 252 W Swamp Road | Suite 19 | PO Box 1370 Doylestown, PA 18901 phone 215.340.1840 | fax 215.340.1991 email nmuva@stonehillcontracting.com



## SILENT AUCTION DONATION FORM - WATER FOR PEOPLE





# Water for People Fundraising Events - Silent Auction Donation Form

Please submit this form when donating Auction Items

| Company Name             |  |
|--------------------------|--|
| Contact Person Name      |  |
| Address                  |  |
| City, State, Zip Code    |  |
| Phone Number             |  |
| Email Address            |  |
| Bid item to be Donated   |  |
| Dollar Value of Bid Item |  |

Nickole Petrazelli - Water for People Committee

Stone Hill Contracting Co., Inc.

252 W Swamp Road | Suite 19 | PO Box 1370

Doylestown, PA 18901

Fax: 215.340.1840

Email: NMUva@StoneHillContracting.com

Please return this form to:



# SAVE the DATE! PA-AWWA 79<sup>th</sup> ANNUAL CONFERENCE & EXPO MAY 3-5, 2027

PA-AWWA is excited to return to the PENN STATER HOTEL & CONVENTION CENTER!



More details are coming... Mark your calendars!