

2004

Water

January 11-15, 2004
Hilton Austin Hotel
Austin, Texas

Sources

Conference

&

Exposition

Reuse, Resources, Conservation

**A winning combination of three
timely topics in one event!**

Exhibitor Prospectus



American Water Works
Association



Water Environment
Federation®

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**A winning combination of three
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Exhibitor Benefits

- 5 complimentary conference registrations for booth personnel, including lunch on Monday and Tuesday
- 3 complimentary passes to invite prospective clients
- Dedicated exhibit hours
- Complimentary electronic mailing list of attendees (before and after the show)
- Free listing in the next Water Sources Conference print and Web site announcements
- Complete exhibitor service kit for planning your exhibit
- Two Meet-and-Greet receptions for attendees in the exhibit hall
- One complimentary copy of conference proceedings on CD-ROM for each exhibiting company
- Exhibit hall perimeter security
- Hotel reservation service

As sources of water diminish, and growing population and contamination strain already limited water resources, water professionals are increasingly looking for information and innovative solutions to help them deal with the many challenges they face. Reuse, resource management, and conservation of water must be considered as critical areas in water supply and demand.

That's why AWWA and WEF are excited to host the second AWWA/WEF Water Sources Conference and Exposition. This conference combines three former events—Water Reuse, Water Resources, and CONSERV—into one program that will enable you to reach an even larger target market. The 2002 event in Las Vegas attracted more than 1,000 attendees interested in an in-depth and up-to-date look at these important topics, innovative products, and essential services needed to meet the challenges of the water supply in the 21st century.

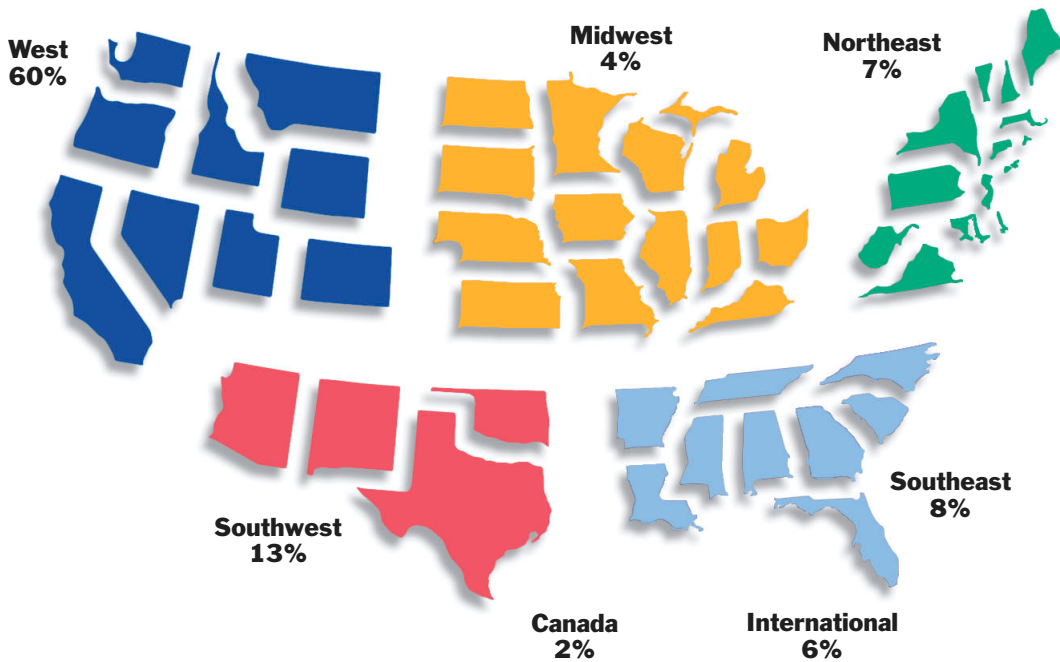
Reach your target market and beyond!

As an exhibitor, you'll meet face-to-face with water professionals who want to make sure that the use of our natural resources is done responsibly, and they are looking to you for solutions to their challenges. Make sure that your company is represented at this exciting event—your competitors will be there!

Conferences

Our members are our greatest resource. That's why AWWA offers numerous, varied opportunities for members to meet, learn, and network at the international, national, and section levels. In addition to comprehensive conferences for water professionals, AWWA hosts a variety of workshops, symposia, teleconferences, and programs focused on specific aspects of water stewardship.

2002 Water Sources Attendance by Region



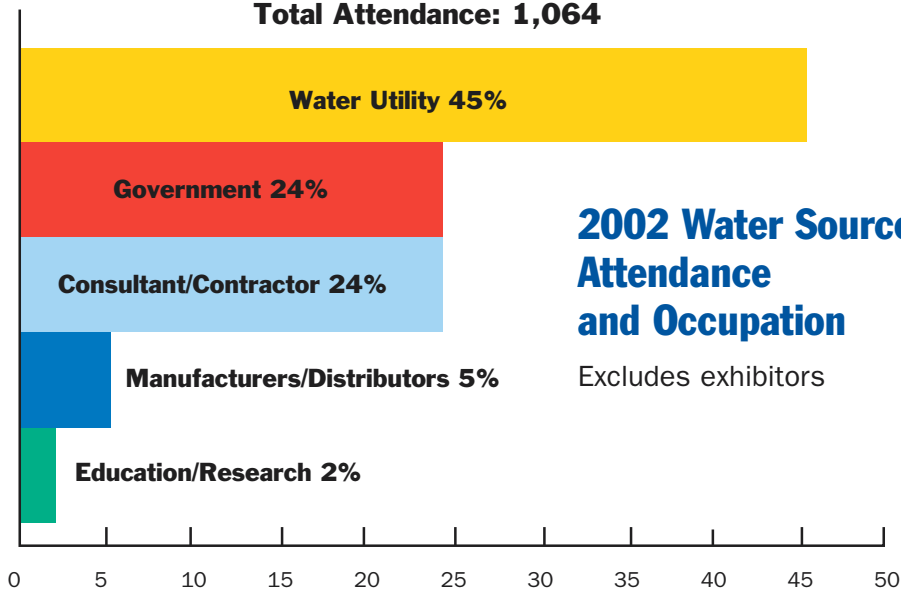
Increase your visibility and show your support!

Through a conference sponsorship, you can further reach the attendees who are your target market and get the maximum visibility you desire. By sponsoring an event, you'll receive

- Signs at the sponsored event
- Recognition in the on-site program
- Recognition at the Opening General Session

Requests will be handled on a first-come, first-served basis, so register for a sponsorship early. Just complete the Sponsorship Registration Form included in this brochure.

Las Vegas, Nevada Total Attendance: 1,064



Who Will Attend

Water Sources is geared toward professionals involved in all aspects of water reuse, water resources, and conservation. Types of businesses represented include

- Municipal water utilities
- Wastewater utilities
- Industry consultants
- Local, state, and federal governmental agencies
- Water utility investors
- Educators
- Distributors of equipment and supplies
- Private industrial systems
- Agricultural interests
- Research labs
- Utility managers
- Water quality specialists
- Public affairs managers
- Special interests such as golf courses, aquifer storage, and recovery

Who work in ...

- Irrigation technologies, Xeriscape™ methods, and landscape design
- Industrial, commercial, and institutional water efficiency equipment, graywater and other recycling technologies
- Household retrofit items, water-saving toilets, horizontal axis washers
- Planning, technical, and financial consulting firms experienced in water conservation, reuse, and resource management
- Recycling, conservation, water quality, and distribution
- Water resources planning and management
- Watershed management



Austin, Texas

For as long as possible, Austin remained a well-kept secret to the outside world and preserved for the benefit and enjoyment of the locals. Known for being down-home and sophisticated, laid-back yet bustling with high energy, traditional and avant garde at the same time, Austin is one of the country's most desired destinations and the self-proclaimed live music capital of the world. Blessed with a temperate year-round climate and 300 days of sunshine a year, the city lives for the outdoors. A diverse mix of nature trails, parks, and greenbelts create a verdant oasis in the heart of the Lone Star State. Austin is also the capital of the state and the home of the University of Texas. For more information on Austin, visit the Austin Convention & Visitors Bureau at www.austintexas.org or call 866.GO.AUSTIN.



Technical Program

The Water Sources Conference technical program brings together three topic tracks covering water reuse, resources management, and conservation. Below is just a sample of what the technical workshops, oral presentations, and poster presentations will include.

Water Reuse Track

- Agricultural and urban reuse applications
- Dual distribution system design and operation, cross-connection control
- Environmental enhancement through reuse
- Health effects and risk assessment
- Industrial reuse applications
- Indirect potable reuse and groundwater recharge
- Innovative urban reuse applications (toilet flushing, car washes, graywater systems)
- Project economics, pricing and financing, rate setting, capital funding
- Public outreach and education
- Regional program planning
- Regulatory and institutional issues
- Reclaimed water treatment technologies
- Urban irrigation applications (golf course, parks)
- Water quality issues

Resources Management Track

- Groundwater and surface water issues
- Public involvement, education, and outreach on water supply issues
- Pricing and rate strategies
- Source water protection, watershed management, and wellhead and groundwater protection
- Water desalting/brackish water use/membranes as a water supply tool
- Water rights issues
- Water resources planning and management

Conservation Track

- Alternate sources of water
- Conservation rate structures and pricing strategies
- Conservation as a retail business and in the development and redevelopment industry
- Conservation financing
- Completely new and exciting conservation programs in progress
- Integrated resource planning
- Metering programs
- Products and processes for controlling water demand
- Recent research on conservation technology
- Residential conservation measures and programs
- Specific conservation measures and programs for the agricultural sector
- Success of conservation regulations and legislation
- Urban outdoor water conservation, including native landscaping concepts

Tentative Conference Schedule

Saturday, January 10

12 noon–5 p.m. Registration Open

Sunday, January 11

7:30 a.m.–6 p.m. Registration Open

8:30 a.m.–5 p.m. Workshops

4–6 p.m. Exposition Open

4:30–5 p.m. New Member/New Attendee Program

5–6 p.m. Reception in Exhibit Hall

Monday, January 12

7:30 a.m.–6 p.m. Registration Open

9–11 a.m. Opening General Session

11 a.m.–1:30 p.m. Exposition Open—Dedicated Hours

12 noon–1:30 p.m. Lunch in Exhibit Hall

1:30–5 p.m. Technical Sessions

3–6 p.m. Exposition Open

5–6 p.m. Reception in Exhibit Hall

Tuesday, January 13

8 a.m.–4 p.m. Registration Open

8:30 a.m.–12 noon Technical Sessions

12 noon–1:30 p.m. Lunch in Exhibit Hall

10 a.m.–1:30 p.m. Exposition Open

1:30–5 p.m. Technical Sessions

Wednesday, January 14

7:30 a.m.–2 p.m. Registration Open

8:30 a.m.–12 noon Technical Sessions

12 noon–1:30 p.m. Lunch (on your own)

1:30–3 p.m. Technical Sessions

Thursday, January 15

8 a.m.–12 noon Technical Tours

Hotel Information

Hilton Austin Hotel
500 East 4th Street
Austin, TX 78701

The 2004 Water Sources Conference and Exposition will be held at the brand-new Hilton Austin Hotel. The newest premier property in Austin, the hotel is centrally located with easy access to downtown attractions, such as the Historic Sixth District, as well as restaurants and shopping. The Hilton Austin is located seven miles from the Austin–Bergstrom International Airport.

AWWA has secured a block of rooms at the special nightly rate of \$109 single/double occupancy, plus 15% tax (tax subject to change).

You'll receive housing information and a registration form with your exhibit space confirmation and service kit the week of October 13, 2003, after your exhibitor application is received.

Exhibit Space Rates

AWWA organization member
\$1,500 per 8' × 10' booth

Nonmember organization
\$3,000 per 8' × 10' booth

An individual AWWA membership does not qualify a company for member rates; the company **MUST** be an AWWA organization member and membership **MUST** remain active through the conference dates.

For complete membership information and an application, call 303.347.6236/6226, fax 303.795.1989, or check our Web site at www.awwa.org.

Any special requirements must be stated on the exhibitor application. A minimum of three different booth locations in the hall should be included with your space request.

Cancellation Policy

Booth cancellations must be received by AWWA in writing. Refunds are issued as follows:

Prior to the assignment date of October 8, 2003	Full refund of monies paid.
After October 8, 2003, but prior to November 28, 2003	The 25% deposit will be forfeited to AWWA.
After November 28, 2003	No refund will be made. Unoccupied space may be reassigned by AWWA.

Exhibitor Registration Process

Use this Exhibitor Prospectus to reserve exhibit space at the 2004 Water Sources Conference and Exposition in Austin, Texas. Details will be sent to you shortly after the cutoff date.

Here's How It Works

1. Reserve your space early—by Wednesday, October 8—so you'll get the best possible location. The exhibitor application is at the back of this prospectus. Just complete it and send it in with your deposit.
2. You will receive your booth assignment and a service kit (which contains the order forms you'll need) in the mail, along with registration, hotel, and travel information.
3. Show updates will be mailed to you to keep you on schedule, update you on conference developments, and share some useful information to help make your exhibit experience in Austin successful.
4. A few weeks before the conference you'll receive an electronic advance registration list from which to prepare your prospect list.

Space Assignments

To ensure the best opportunity for one of your preferred locations, your completed exhibitor application and deposit for at least 25% of your total exhibit space rental fee must arrive at AWWA by Wednesday, October 8, 2003. Space will not be assigned to a company that has not paid the correct deposit and signed the reservation form.

Exposition Schedule

Move-In

Saturday, January 10 12 noon–5 p.m.

Sunday, January 11 8 a.m.–3 p.m.

All exhibits must be set by 3 p.m. on Sunday, January 11

Show Hours

Sunday, January 11 4–6 p.m.
Reception at 5 p.m.

Monday, January 12 11 a.m.–1:30 p.m.
3–6 p.m.
Reception at 5 p.m.

Tuesday, January 13 10 a.m.–1:30 p.m.

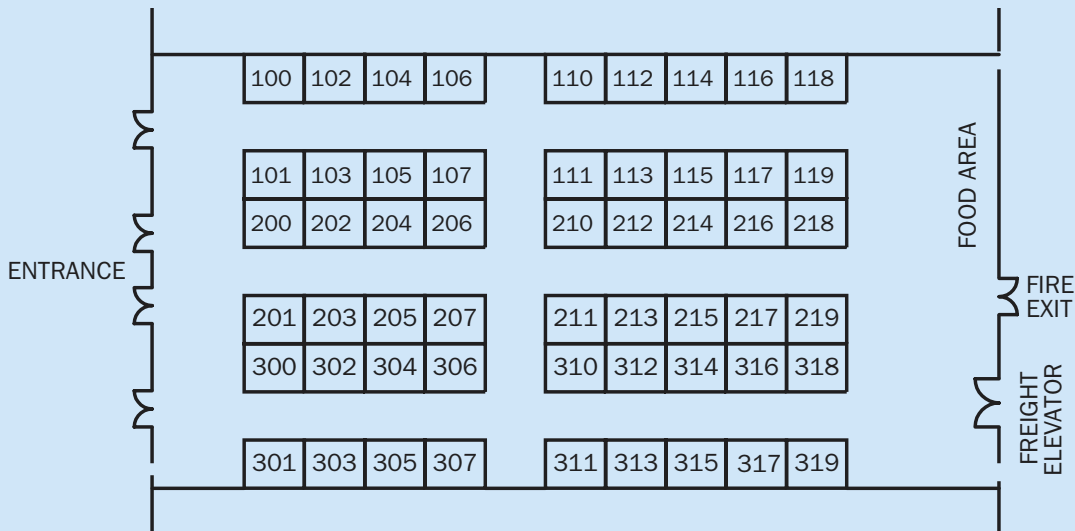
Move-Out

Tuesday, January 13 1:30–6 p.m.

All booths must remain intact and staffed until 1:30 p.m. on Tuesday, January 13.

The Exhibit Area

The Austin Grand Ballroom, Hilton Austin Hotel



- Ceiling height = 28'
- Booth displays may not exceed 8' in height
- The exhibit hall is carpeted in a multicolor gold, red, and green print—you do not need to order carpet for your booth
- Each booth is furnished with blue, white, gold 8' back drapes and blue 3'-high side drapes, and a 7" × 44" sign listing company name
- Utilities: Electricity and telephone service are available at an additional expense
- Freight Elevator is 8' wide and 20' deep; doorway is 8' high × 8' wide; capacity is 6,000 lb
- Floor load = 100 lb/sq ft
- Water fill and drain is not available in the exhibit hall—containers may be filled elsewhere in the hotel and brought to the booth (Exhibitors using water are required to protect the floor from water damage.)
- 24-hour perimeter security

Important Dates

Booth Assignment Date	Wednesday, October 8, 2003
Booth Assignment and Service Kit Mailing Date	Week of October 13, 2003
Final Payment Date	Friday, November 28, 2003

Questions? Here's Where to Go

For questions about exhibit space and sponsorships, contact Cathy Blair at cblair@awwa.org or call 303.347.6138.

For additional information on rules and regulations, registration, facilities, scheduling, and special needs, contact AWWA Exhibitor Services at 303.734.3472 or 303.347.6200, or toll-free at 800.926.7337, by fax at 303.347.6157, or on the Web at www.awwa.org/exhibitors.

For labor, utilities, rental items, rigging, and shipping information, contact the Freeman Decorating Company, Exhibitor Services Department, at 210.227.0341 or by fax at 210.227.5682.

For AWWA membership information, contact AWWA at 303.347.6236/6226, by fax at 303.795.1989, or on the Web at www.awwa.org.

To advertise in JOURNAL AWWA and other AWWA publications, contact AWWA at 303.347.6235 or 303.347.6227, or by fax at 303.795.1989.

For city information, contact the Austin Convention and Visitors Bureau toll-free at 866.GO-AUSTIN or on the Web at www.austintexas.org.

Previous Exhibitors at 2002 Water Sources and at Previous CONSERV and Water Reuse Conferences

A	F	M	T
Advance Anatel Corporation Aqua-Aerobic Aquionics	Falcon Waterfree Technologies Flo-Loc Control Systems, Inc. F.S. Brainard & Co.	MS Filter Inc. Mini-Clik Products	Thermo Electron Trojan Technologies TruGreen ChemLawn
B	G	N	U
BAT pH Sensors Biovir Briggs Plumbing Products Bureau of Reclamation	General Chemical Geoflow Subsurface Drip	New Resources Group, Inc. Niagara Conservation Corp. Northwest Pipe	USEPA—ETV Program USFilter
C	H	O	W
California Water Conservation Council Caroma International Cascade Earth Columbian TecTank Conservative Concepts, Ltd CTSI Corporation CyberKlean	Honeywell DMC Services Inc.	ONDEO Degremont, Inc.	Water & Energy Savings Corp. Water Environment Federation Water Management, Inc. Water Reuse Association Water—Use It Wisely Community Awareness Waterless Co. Whirlpool Corp. WP Industries, Inc.
E	I	P	Z
EBAA Iron Ecosystem Consulting Service, Inc.	Ionics Irrigation Association	Parsons Planning and Managing Consultants, Ltd. Pulsar Environmental	Zenon Environmental
L	J	R	S
	JV Manufacturing, Inc.	RP Adams	
K	L	S	S
Koch Membrane	Learning to Be Waterwise Program Center Lemna Technologies LiquiVision Technology, Inc.	Shorter Shower Sloan Flushmate Div. Southern Nevada Water Authority Standard Automation & Control Sterling Pulp Chemicals Ltd. St. Thomas Creations SubSurface Leak Detection, Inc. Synagro	

Products and Services Displayed at 2002 Water Sources and Previous CONSERV and Water Reuse Conferences

A	E	M	S
Aluminum Sulfate Anti-Corrosion Pipeline Coating Sys. Arsenic Removal	Education Electrofusion Fittings Electrofusion Systems Energy & Water Saving Devices Engineering Services	Management Membrane Filters Meter Consumption Analysis	Saddles Sewer Saddles Spectrophotometers AA, UV, UV Visible Steel Pipe
B	F	O	T
Billing Services	Filter Equipment Filtration Systems Financing Flange Insulation Kits Flanged Fittings Fusion Equipment	Odor Control	TOC Analyzer TOC Removal Total Water Management
C	G	P	U
Chemical pH Control Coagulants Coagulants Cationic Color Removal Communications Technology Computer Modeling Computers & Software Conservation Conservation Products Consultants Consulting Services Control Devices Corrosion Inhibitors & Protection <i>Cryptosporidium</i> & <i>Giardia</i> Customer Service Solutions	Gaskets	P.E. Pipe Fusion Equipment Package Treatment Plants Pipe Accessories Pipe Fittings Pipe Restrained Joint Plastic Pipe Welding Polyaluminum Chloride Polyaluminum Hydroxychlorosulfate Polyethylene Pipe Fittings Polyhydroxoaluminum Chloride Polyhydroxosulphatoaluminum Chloride Pressure Filters Product Testing Services	Ultrafiltration Equipment
D	H	R	W
Data Collection Devices Dechlorination Desalination Equipment Dissolved Oxygen Analyzers	H ₂ S Removal	Regulating Valves Research for Drinking Water Industry Reverse Osmosis	Water Audits Water Conservation Programs Water Education Programs Water Quality Monitors Water Resources Planning & Development Water Rights Water Supply Planning Water Treatment & System Engineering Water Treatment Design Water Treatment Systems
I	L	S	S
Information Technology Services Instrumentation IT Consulting	Leak Detection Leak Detectors Litigation Support Low-Flow showerheads/Commodos		

2004 Water Sources Conference & Exposition

For even greater visibility at the 2004 AWWA/WEF Water Sources Conference and Exposition, take advantage of the sponsorship opportunities listed below. It's a great way to leverage your presence in the exhibit hall and put your organization's name in front of all Water Sources attendees. It's also an excellent opportunity to demonstrate your support and gain recognition for your organization if you're not an exhibitor.

Sponsorship Registration Form Information

Bronze Sponsorship Level—\$500

Includes

- Recognition in the conference program
- Sign promoting your company name and logo on display for the duration of the conference
- Recognition at the Opening General Session

Silver Sponsorship Level—\$750

Includes

- Recognition in the conference program
- Sign promoting your company name and logo on display for the duration of the conference
- Recognition at the Opening General Session
- A spot on the Sponsor Literature Table to place handouts (located in the Registration Lobby)

Gold Sponsorship Level—\$1,500

Includes

- Recognition in the conference program
- Sign promoting your company name and logo on display for the duration of the conference
- Recognition at the Opening General Session
- A spot on the Sponsor Literature Table to place handouts (located in the Registration Lobby)
- Recognition on the AWWA Water Sources Conference Web page with a link to your company's Web Site

Back Cover of On-Site Program—\$4,000

Includes

- Your company name, contact information, and logo printed on the back cover of the program distributed to attendees
- Only one sponsorship is available and is sold on a first-come, first-served basis
- This piece is a take away and does not have a shelf life
- If you are an exhibitor, this is a great way to promote any show specials and your booth location
- Artwork is required by October 28, 2003

Meet & Greet Reception on Monday, January 12, 2004—\$5,000

- Sign recognizing your sponsorship in registration area
- Sign produced by AWWA in reception area with company name and logo
- Drink ticket with company name and recognition of sponsorship
- Recognition in conference program

The Water Sources Conference Program is distributed to all attendees. When they arrive home with your sponsorship highlighted in the program, they'll associate your company with the cutting edge advancements that shape the water industry.

Continued on next page

2004 Water Sources Conference & Exposition

Sponsorship Registration Form

To register for a sponsorship, please complete this form and mail or fax with payment to:

Cathy Blair
AWWA Sales Manager
6666 West Quincy Avenue, Denver, CO 80235
E-mail: sponsorship@awwa.org
Fax: 303.795.1989
Phone: 303.347.6138

Company Name: _____

Contact Person: _____ Title: _____

Address: _____

City: _____ State/Province: _____ ZIP/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Web URL: _____

Please indicate Sponsorship Level:

- Bronze Back Cover
 Silver Meet & Greet Reception
 Gold

If you have a specific sponsorship idea you are interested in, please contact Cathy to discuss.

By signing here, I am confirming that I am an authorized agent of the above-referenced company to commit to this sponsorship.

Signature _____

Title _____ Date _____

Method of Payment

Check Enclosed (make payable to AWWA. US Funds only)

Credit Card: American Express Discover MasterCard Visa

Card No. _____ Exp. _____ Signature _____

No refunds after payment, and payment must be received before sponsorship is promoted.

Sponsored by



American Water Works
Association



2004 Water Sources Conference & Exposition

January 11-15, 2004
Hilton Austin Hotel
Austin Texas

INSTRUCTIONS

- Please read this form carefully and print or type all information.
- This application will not be processed unless it is signed and dated by your company's representative and a 25% deposit is included.
- Space assignment date: **October 8, 2003.** At that time, this form will be signed by AWWA and returned to you, confirming your booth assignment.
- PLEASE COMPLETE, SIGN, AND RETURN THIS FORM TO AWWA—Water Sources Exhibitor Services
6666 W. Quincy Ave.
Denver, CO 80235-3098

303.347.6190/6200
800.926.7337
FAX: 303.347.6157
- Please read the AWWA Exhibitor Rules at www.awwa.org/conferences/exhibitors.

(Remember to make a copy of this form for your records.)

How did you hear about this exhibit opportunity?

EXHIBITOR APPLICATION

BOOTH(S) ASSIGNED

EXHIBITOR

Company name (for program and booth sign):

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Fax: _____

E-mail: _____

Company Web Site Address: _____

AWWA Organization Member? No Yes (Membership No.) _____

Company contact (Name of person in charge of exhibit and to whom instructions should be sent; include address if different from above):

BOOTH LOCATION

Number of 8' x 10' booths: _____ (No peninsula booths will be assigned.)

Preferred booth location: 1st choice _____ 2nd choice _____ 3rd choice _____

Companies from whose booths you desire to be separated (specify company names, not products):

Which one is most important to your booth location?

Booth Separation Requested Location Corner Booth

Booth separation and requested locations are not guaranteed.

BOOTH DISPLAY

We will display the following products/services for the water utility industry in our booth:

Special requirements (i.e., water, telephone, etc.): _____

Other: _____

List any dangerous items that will be a part of your display (i.e., chemicals, gases, motor vehicles, etc.):

*Companies requiring water will need to specify that requirement prior to booth assignment.

AGREEMENT

We hereby agree to

- Abide by all rules and regulations that are posted at www.awwa.org/conferences/exhibitors.
- Attach hereto our credit card number or check payable to American Water Works Association for 25% of the booth fee as a deposit, which will be applied to our space rental cost. Applications received on or after November 28, 2003, must be accompanied by full payment.
- Pay the balance of the space cost prior to the final payment date of November 28, 2003.

AGREE FOR EXHIBITOR:

NAME (PLEASE PRINT) _____

TITLE _____

SIGNATURE _____ DATE _____

BOOTH RATES AND DEPOSIT

	8' x 10' Booth Rate	Deposit per Booth
AWWA Organization Member*	\$1,500	\$375
Nonorganization Member	\$3,000	\$750

*Individual AWWA membership does not qualify a company for member rates. To qualify, a company must be an organization member and membership must remain active through conference dates.

Amount Enclosed: \$ _____

Company Check (payable to AWWA in US Funds)

American Express Discover

MasterCard VISA

Credit Card No. _____

Exp. Date _____

Signature _____

FOR AWWA USE ONLY: Confirming AWWA Signature _____
Date Rec'd. _____ Contract # _____ Total Points _____

2004

January 11-15, 2004
Hilton Austin Hotel
Austin, Texas

Water Sources Conference & Exposition

Reuse, Resources, Conservation

**A winning combination of three
timely topics in one event!**

Exhibitor Prospectus



American Water Works
Association

6666 West Quincy Avenue
Denver, CO 80235-3098

NON-PROFIT ORG.
U.S. POSTAGE
PAID
DENVER, CO
Permit No. 1180