



2024 EXHIBITOR BROCHURE

MWWA 70TH ANNUAL CONFERENCE AND TRADE SHOW

FEBRUARY 25 - FEBRUARY 28 2024

KEYSTONE CENTRE | #1-1175 18TH ST
BRANDON, MB, R7A 7C5, CANADA

MWWA 2024 TRADE SHOW

FEBRUARY 26 - FEBRUARY 27 2024

MWWA is proud to host the premier water and wastewater industry event for 2024 in Brandon.

Delegates will have access to a variety of technical presentations on water & wastewater industry topics and trends worth 1.2 – 1.4 CEUs. In addition to the two-day trade show featuring 90 booths, it also includes other networking opportunities at our Sunday night Meet & Greet, Monday evening YP Event, and Tuesday evening banquet.

WHO WILL BE ATTENDING?

The conference is expected to attract 400+ attendees both in person and virtually from across Manitoba. Attendees include operators, system owners, managers, consultants and suppliers.

Hope to see you there!

LOCATION

Keystone Centre
#1-1175 18th St
Brandon, MB, R7A 7C5,
Canada

REGISTER NOW



BOOTH INFORMATION

90 BOOTHS AVAILABLE

COST:

SINGLE BOOTH	\$850
DOUBLE BOOTH	\$1700
ADDITIONAL REPS	\$175
LIVE DEMO SLOT	\$100

HOW TO BOOK

<https://tinyurl.com/MWWA2024>

The registration process is completed in two parts; The booth purchase is done on our website and the primary contact or booth manager will be the person that completes this registration. During the initial registration you will need to select either a single or a double booth to start the registration process. As part of the initial registration process you may also purchase additional booth staff registrations, Live Demo slots as well as tickets to our Tuesday night Banquet.

Registrations must be paid by credit card at the time of registration.

Once payment has been received you will receive an email containing a link to your Exhibitor Portal. Unfortunately, the system now requires you to log in before you can access the Exhibitor Portal.

The Exhibitor Portal is where you or your Marketing Department will:

- complete your Company Profile;
- find the Trade Show floorplan and select your booth(s);
- design your virtual Trade Show booth;
- Add the contact information for all additional Booth representatives
- select services
- find your Lead Retrieval information; and
- find links to download the Conference App.

BOOTHS INCLUDE

- 10 ft x 10 ft space
- 6 ft decorated table
- 2 chairs
- One (1) - 120 volt electrical outlet
- Back and side drape dividers.
- One (1) booth representative registration
- Double booth includes two (2) booth representative registrations and one(1) - 10 minute Live Demo

CANCELLATIONS

Cancellations received less than 30 days in advance of the Trade Show are subject to a full contract price. Prior to that date a \$100 non-refundable fee will apply to all refunds.

TRADE SHOW SCHEDULE

EXHIBITOR REGISTRATION

Please register at the main registration desk to pickup your Name Tags.

SUNDAY, FEBRUARY 25 _____ **6PM - 8PM**

MONDAY, FEBRUARY 26 _____ **7:30AM - 4:30PM**

EXHIBITOR SETUP

MONDAY, FEBRUARY 26 _____ **9AM - 5PM**

Forklift will be available from 9:00 AM – 12:00 PM. Please ensure that if you need a forklift your supplies arrive during this time period.

TRADE SHOW HOURS

FEBRUARY 26 _____ **5PM - 9PM**

FEBRUARY 27 _____ **11AM - 2PM**

- Food and beverages will be provided in the Trade Show area Monday evening
- Lunch will be held in the Trade Show Tuesday at noon
- There are no presentations scheduled during the Trade Show hours to maximize delegate traffic.

EXHIBITOR TEAR DOWN

TUESDAY, FEBRUARY 27 – 2PM - 5PM (SORRY NO EXCEPTIONS)

A forklift will be available during this time should you need it.

BOOTH REPRESENTATIVE INFORMATION

BOOTH REPRESENTATIVES

Each single booth purchased includes one (1) complimentary booth staff registration

Each double booth purchased includes two (2) complimentary booth staff registration

Monday evening snacks, Tuesday lunch and coffee breaks included for all representatives


ADDITIONAL REPRESENTATIVES

If an Exhibitor requires more than the complimentary staff in the booth, additional registrations can be purchased for \$175.00 per extra staff member.

Monday evening snacks, Tuesday lunch and coffee breaks included for all additional representatives.

NAME AND CONTACT INFORMATION

Booth staff name tags will be generated based upon the managers added in the Exhibitor Portal. Each Exhibitor will be responsible for ensuring the proper names and contact information for each representative is added or updated in the Exhibitor Portal. The exhibitor will need to assign a ticket to each booth manager/staff added in the portal. The MWWA will not be responsible for any errors or omissions.





INTERACTION & PROMOTION

LEAD RETRIEVAL (ON-SITE AND VIRTUAL)

Exhibitor lead retrieval is a must-have for every organization looking to track and manage exactly who stopped by their on-site or virtual booth. This feature allows you and your staff to scan attendee badges with your smartphones on-site or virtually, collect contact information (name and email at minimum) and notes, capturing leads in real-time. Key contact information for your leads will be made instantly available to you right in your exhibitor portal.

For virtual booths, you will also be able to host a constant live video meeting at your booth using PheedLoop Meet. Built-in to your booth will be an option called "Join Live" which will be available during exhibit hall hours specified by the event. This experience will mimic the on-site experience, allowing attendees passing by to view demos, ask questions, and learn more. You will also be able to branch off into private video and text conversations with attendees.

LIVE DEMO

There will be 11 promotional time slots available to Exhibitors over the course of the Trade Show's two days. These time slots will be advertised to delegates via the Conference app, Tradeshow PA system and digital displays. Those Exhibitors that have purchased a timeslot will be allowed 10 minutes for a demo or presentation of their choice. Delegates will be asked to attend at the Exhibitors booth at a specific time to attend the presentation. Live Demo's will occur:

MONDAY 5:30PM, 6PM, 6:30PM, 7PM, 7:30PM, 8PM AND 8:30PM

TUESDAY 11:30 AM, 1PM, 1:30PM, AND 2PM

Time slot selection will be on a first come, first serve basis.

GAMIFICATION

To increase participation in the Trade Show there will be several prizes up for grabs by delegates.

Exhibitors will be given two Codes to provide to delegates as they interact at your booth. Each Code will have a specific point value that will be awarded to the delegate when they enter it into the Conference app. Each Exhibitor will receive a single (1) point code and a five (5) point code that they can provide to delegates. We suggest that the five (5) point code be awarded for advance interactions with delegates such as scanning their badge for Lead Retrieval but the choice will be up to each Exhibitor.

Delegates will be awarded one entry into the prize draws for each 25 points that they collect. Prior to the end of the Tradeshow on Tuesday organizers will randomly draw from all entries to give away prizes.

REFRESHMENTS

Exhibitors can purchase refreshment tickets to distribute at their discretion. Tickets will be on sale during Trade Show hours. Please note that tickets will need to be used by the end of the Tradeshow on Tuesday afternoon.

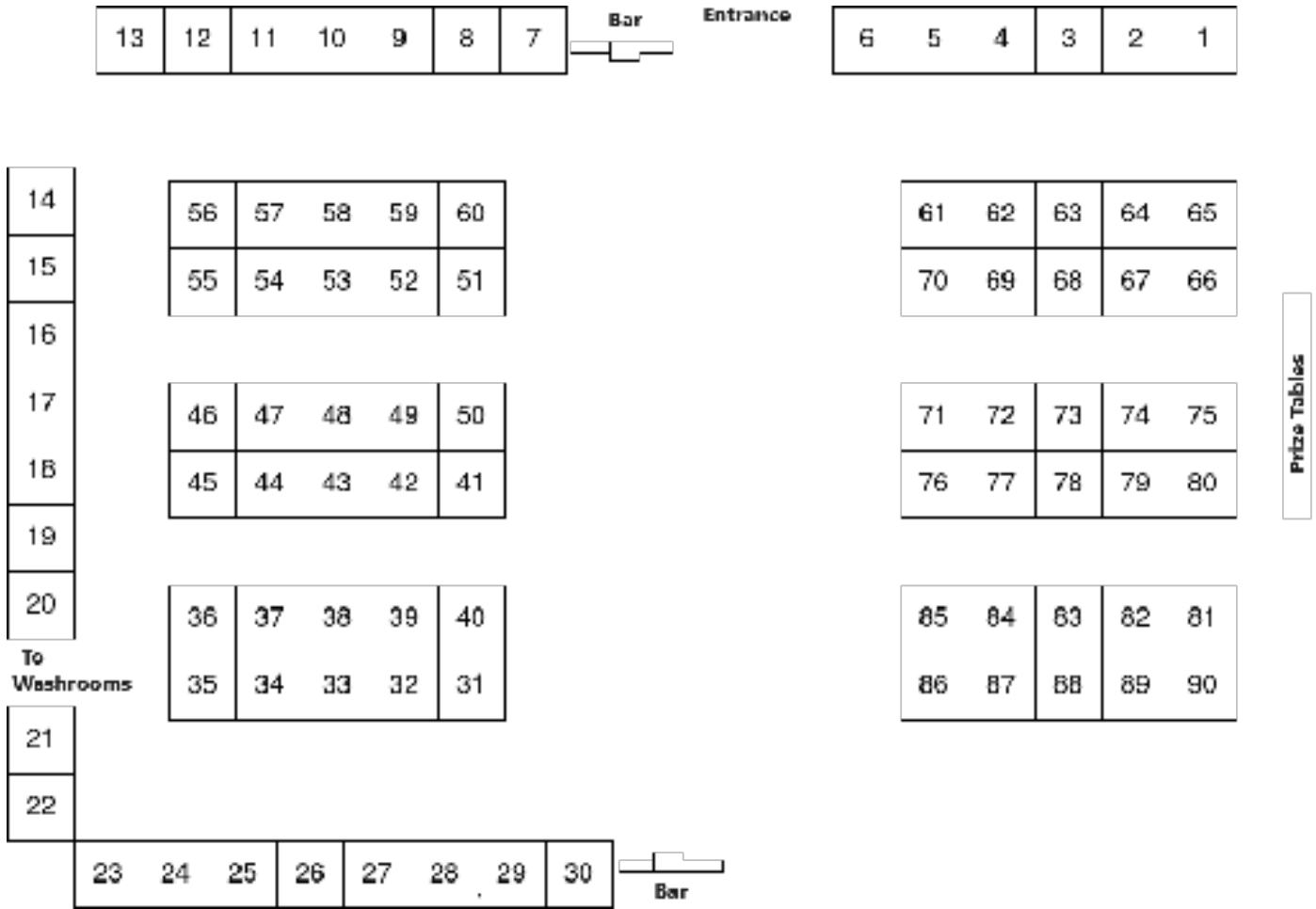
SPONSORSHIP OPPORTUNITIES

There are many great sponsorship opportunities available for this event to make your company known! Please obtain a copy of our 2024 Partnership Program.

SILENT AUCTION

The MWWA is able to host a Silent Auction each year during the Trade Show thanks to the generous donations from our Trade Show Exhibitors and other Industry partners. The proceeds raised from the Auction are donated to our charity of choice WaterAid. **If you are able to contribute an item for this event please bring to the registration desk on-site.** We appreciate your continued support of this very important cause!

TRADE SHOW LAYOUT



SHOW SERVICE PROVIDER

Pinacle Event Rentals is the official show contractor for the 70th Annual Conference and Tradeshow.

Pinacle Event Rentals is the leading supplier for trade show services and special event rentals of various sizes. They offer rentals and several event services. Additional rentals available using this form: <https://bit.ly/MWWA24Rentals>

Please visit our website <https://www.mwwa.net/Trade-Show> for more information and links.

FACILITY INFORMATION

The 70th Annual Conference and Trade Show is proudly hosted at the

KEYSTONE CENTRE #1-1175 18TH ST, BRANDON MB, R7A 7C5

ACCOMMODATIONS

Blocks have been setup for Exhibitors and Delegates at the following Hotels. When booking please let them know that it is the Manitoba Water & Wastewater Association block.

PARKING

Parking at the Keystone Centre is complimentary. Please be courteous and ensure that you are not impeding traffic or access points.

HOST HOTEL

CANAD INNS DESTINATION CENTRE BRANDON

1125 18th Street, Brandon, MB R7A 7C5

(204) 727-1422

(888) 332-2623

Group: Manitoba Water and
Wastewater – Delegates

Code: 438985

Double Queen - \$139/night

Single King - \$139/night

Suite - \$175/night

They can also book online by visiting Canad Inn's website at www.canadinns.com/stay and clicking on Book Now under Brandon. After selecting the dates required, put 438985 under the Group ID and it should offer the group rate.

ADDITIONAL HOTELS

Day Inn & Suites by Wyndham

2130 Currie Boulevard Brandon, Manitoba

(204) 727-3600

Group: Manitoba Water & Wastewater Association
Conference

Account: 475-558569

Double Queen - \$139/night

Holiday Inn Express & Suites Brandon

1148 18th Street , Brandon, MB R7A 5C2

(204) 717-444

Group: Manitoba Water & Wastewater
Code: MWA

Double Queen - \$174/night

Single King - \$174/night

Clarion Hotel & Suites

3130 Victoria Avenue Brandon, MB R7B 3Y3

(204) 728-5775

frontdesk@clarionbrandon.com

Group: Manitoba Water & Wastewater Association
Account: 4307623

Double Queen - \$115/night

Single Queen with Sofa bed - \$115/night

TERMS AND CONDITIONS

Please ensure all individuals staffing your booth have read this package and are aware of the rules and procedures, including safety and equipment/materials handling.

THANK YOU FOR YOUR COOPERATION!

SHOW HOURS

Accepted to be between 5:00 pm - 9:00 pm (Mon) and 11:00 am - 2:00 pm (Tues), however, MWWA may set and modify the trade show hours, setup and tear down hours, in its sole discretion. Opening and closing times are to be strictly reserved.

BOOTH TEAR DOWN

The exhibitor agrees that it will not begin to dismantle its booth before 2:00 pm on Tuesday of the Trade Show and must complete its dismantling and removal no later than 5:00 pm on the same day unless authorized by the venue. MWWA reserves the right to move, store, discard or otherwise dispose of any property or materials left by the exhibitor after this time at the expense of the exhibitor if applicable.

BOOTH SET UP

Exhibitors agree to be setup by 5:00 pm on Monday and 11:00 am on Tuesday of the Trade Show. They must provide their own labour for unloading trucks and transportation of equipment and display materials to and from the exhibit area. Should you require assistance with ordering, shipping or material handling, please contact the show service provider.

BOOTH STAFFING

Exhibitors will have at least one representative staffing its booth at all times and no booth shall be left unattended during trade show hours. Booth representatives must wear exhibitors badges supplied by MWWA at all times while in the exhibit area during setup, trade show hours and tear down. These badges permit access to the trade show area only unless otherwise authorized by Conference organizers. Changes in booth representative names made during the event will be handled at the registration desk.

TERMS AND CONDITIONS CONT.

BOOTH OPERATION

Exhibitors will use their best efforts to "be a good neighbour" to other exhibitors. Exhibits which interfere with the use of other exhibits, impede access to them (side panels should not exceed 5 ft), or impede the free access to aisles will not be permitted. Should you have a display that cannot comply with this policy, please contact the MWWA.

CANCELLATION

Booth cancellations must be received by email by 30 days in advance. If the cancellation notice is not received by this date, the exhibitor agrees to pay 100% of the booth fee. Prior to that date, a \$100 non-refundable fee will apply to all refunds.

SAFETY

The exhibitor assumes responsibility for compliance with local and provincial ordinances and regulations covering licenses, permits, fire, safety and health. All attendees should familiar themselves with the posted emergency procedures and exits in the hotel.

DAMAGES

Exhibitors assume responsibility for their property at all times. Exhibitors are responsible for all damages caused by the exhibitor to their property, to the facility and to all property owned or leased in connection with the show.

PRIZES

Prizes, drawings and contests are permitted, in accordance with Manitoba Lottery guidelines. Compliance with these guidelines and all associated activities are solely the Exhibitor's responsibility.

LIABILITY

In no circumstance shall MWWA be liable to an exhibitor and the exhibitor agrees to indemnify and hold harmless MWWA and its members, officers, directors and employees from any and all liability, loss, damage or expense, including any and all legal costs, by reason of an injury to or death of any person or any damage or destruction to or any loss of any property, no matter by whom, including indemnities, or howsoever caused.

*Visit the conference registration desk when arriving to collect your Exhibitor Package that includes name badges and applicable event information.