

# Minnesota Water Well Association 102nd Annual Convention and Trade Show

January 28-31, 2024

Arrowwood Resort and Conference Center  
Alexandria, Minnesota



- 💧 EXHIBITING
- 💧 SPONSORSHIP
- 💧 ADVERTISING

## Venue and Hotel Information

**Arrowwood Resort and Conference Center**  
**2100 Arrowwood Lane, NW**  
**Alexandria, Minnesota 56308**  
**(320) 762-1124**



Accommodations: MWWA has secured a limited block of rooms on a first come, first served basis at the group rate of \$105 per night, plus any applicable fees and taxes, for January 28, 29, and 30. This rate applies to the MWWA room block and is valid until the December 29 cutoff date, unless our room block has been filled before that date. When making your reservations, you must request a reservation for the Minnesota Water Well Association. Remember, you are responsible for securing your own reservations. For guest check-in and checkout times, please contact the hotel directly.

# Branding and Marketing Opportunities

## EXHIBIT OPPORTUNITIES

### BOOTH RATES

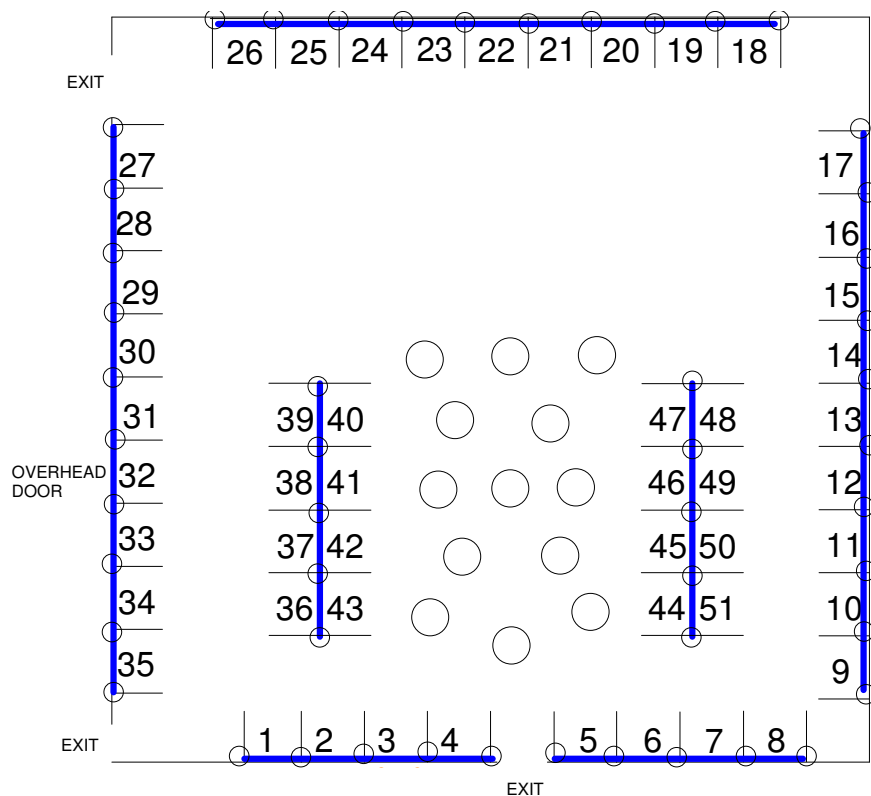
	Early Bird	
	Member	Nonmember
Single	\$550	\$700
Double	\$900	\$1,100
Additional	\$350	\$400

	After December 1	
	Member	Nonmember
Single	\$600	\$750
Double	\$1,000	\$1,200
Additional	\$400	\$450

### BOOTH REGISTRATION INCLUDES:

- 10' x 8' booth with draping
- Skirted table and 2 chairs
- 2 free booth representatives
- Additional booth representatives at \$55/person
- All booth representatives may attend Monday sessions and Casino Night for free!
- Tickets for the Monday night banquet available for free!
- Tuesday Annual Meeting and breakfast.



## SPONSORSHIP OPPORTUNITIES

All companies participating in any level of sponsorship will be publicly thanked in the on-site program/directory (those who have committed by the time they go to print) and at the convention, as well as in the follow-up newsletter that is sent out after the convention.

### Drill Rig Level — \$2,000 early bird; \$2,500 after Dec. 1

- Free booth with premium location
- Free full-page ad in the on-site program/directory
- Name and logo on all signage for the show
- 30 drink tickets for attendees

### Water Truck Level — \$1,250 early bird; \$1,500 after Dec. 1

- 50% off booth fee plus premium location
- Free half-page ad in the on-site program/directory
- Name and logo on all signage for the show
- 25 drink tickets for attendees

### Pump Hoist Level — \$750 early bird; \$1,000 after Dec. 1

- 25% off booth fee
- Free quarter-page ad in the on-site program/directory
- Name and logo on all signage for the show
- 20 drink tickets for attendees

### Trade Show Bar Sponsorship — \$500

- Opportunity to place promotional materials at these location tables (responsibility of sponsoring company to produce and provide these materials)
- 15 drink tickets
- Sponsorship signage at bar on show floor

### Casino Night Hospitality Area Sponsorship — cost TBD\*

- \*This is a shared sponsorship — the more vendors participating, the less cost per vendor; contact Dave Schulenberg at MWWA for details
- Sponsorship signage at bar

## PROGRAM/DIRECTORY ADVERTISING OPPORTUNITIES

- \$500 — Full-page ad, 8.375" wide x 11.125" high
- \$375 — Half-page ad, 7.125" wide x 4.875" high
- \$250 — Third-page ad, 4.694" wide x 4.75" high
- \$125 — Quarter-page ad, 3.475" wide x 4.75" high

All company logos and advertisements should be emailed to [dschulenberg@ngwa.org](mailto:dschulenberg@ngwa.org) by December 1, 2023. Ads and logos may be b&w or color, and must be high-resolution (300 dpi or greater) EPS or PDF files.

# MWWA 102nd Annual Convention and Trade Show Exhibitor/Sponsor/Advertiser Application



Company name \_\_\_\_\_  
Contact \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_

## PLEASE RETURN FORM WITH PAYMENT TO:

Minnesota Water Well Association  
601 Dempsey Rd.  
Westerville, OH 43081

You may also fax the form to  
(614) 898-7786, phone (800) 332-2104,  
or register online at MWWA.org.

## BOOTH

	Early Bird		After December 1	
	Member	Nonmember	Member	Nonmember
Single	<input type="radio"/> \$550	<input type="radio"/> \$700	<input type="radio"/> \$600	<input type="radio"/> \$750
Double	<input type="radio"/> \$900	<input type="radio"/> \$1,100	<input type="radio"/> \$1,000	<input type="radio"/> \$1,200
Additional	<input type="radio"/> \$350	<input type="radio"/> \$400	<input type="radio"/> \$400	<input type="radio"/> \$450

BOOTH PREFERENCE: 1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_

## BOOTH REPRESENTATIVES

Please print names clearly.

- ☐ FREE! 1. \_\_\_\_\_  
☐ FREE! 2. \_\_\_\_\_  
☐ \$55 3. \_\_\_\_\_  
☐ \$55 4. \_\_\_\_\_

Indicate the number of banquet tickets (no cost) needed for booth staff. \_\_\_\_\_

## ADDITIONAL EXHIBITOR OPTIONS

- ☐ YES! We will donate the following item(s) for the Monday evening prize table! \_\_\_\_\_  
☐ MWWA Spouse Program

## SPONSORSHIPS

Our company would like to sponsor the following:

	Early Bird	After December 1
<input type="radio"/> Drill Rig Sponsor	\$2,000	\$2,500
<input type="radio"/> Water Truck Sponsor	\$1,250	\$1,500
<input type="radio"/> Pump Hoist Sponsor	\$750	\$1,000
<input type="radio"/> Trade Show Bar Sponsorship	\$500	\$500
<input type="radio"/> Casino Night Hospitality Area Sponsor — cost TBD; call MWWA		
<input type="radio"/> Drink Tickets/Trade Show Floor \$70 per pack of 10		
# _____ of packs x \$70 each = \$ _____		

## ADVERTISEMENTS (DECEMBER 1 DEADLINE)

Our company would like to buy the following ads for the convention program/directory:

- ☐ \$500 — Full-page ad, 8.375" wide x 11.125" high  
☐ \$375 — Half-page ad, 7.125" wide x 4.875" high  
☐ \$250 — Third-page ad, 4.694" wide x 4.75" high  
☐ \$125 — Quarter-page ad, 3.475" wide x 4.75" high

## SCHOLARSHIP FOUNDATION

- ☐ I would like to donate to the Dave Williams Foundation.

Amount I wish to donate: \$ \_\_\_\_\_

## LEGAL FUND

- ☐ I would like to donate to the MWWA Legal Fund.

Amount I wish to donate: \$ \_\_\_\_\_

## PAYMENT INFORMATION

To be considered preregistered, MWWA must receive your payment with this form. Any registrations received prior to December 1, 2023 receive the early bird rate.

Grand total: \$ \_\_\_\_\_

- ☐ Check enclosed (made payable to MWWA)  
☐ Visa  
☐ MasterCard

Credit card number \_\_\_\_\_

Card exp. date \_\_\_\_\_ 3-digit security code \_\_\_\_\_

Cardholder name \_\_\_\_\_

Cardholder signature \_\_\_\_\_

## AGREEMENT

Signer agrees to the rules governing all aspects of exhibit and equipment space, as printed in this packet, including all booth display rules as shown below.

Printed name \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

# DISPLAY SCHEDULE AND RULES

## TRADE SHOW SCHEDULE

**Exhibitor setup** — Sunday, January 28, 2:00-5:00 p.m., and Monday, January 29, 8:00 a.m.-12:00 p.m.

**Trade Show open** — Monday, January 29, 12:00-4:30 p.m.

**Exhibitor teardown** — Monday, January 29 at 4:30 p.m.

## TRADE SHOW RULES

- SPACE:** No portion of the display area may be sublet or assigned to any other firm or person(s).
- BOOTH ASSIGNMENTS:** Booth and/or equipment space assignments are made on a first come, first served basis. MWWA reserves the right to alter trade show layout and vendor location. Indicate your first, second, and third booth choice. No private room displays. (See floor plan for booth and equipment space layout.)
- FIRE/SAFETY CODES:** Each booth operator and vehicle equipment owner must comply with all federal, state, local, and Arrowwood Resort and Conference Center fire and safety codes. This includes disconnecting the battery and having gas tanks nearly empty.
- INSURANCE:** It is agreed that in no case shall MWWA or its officers or directors or staff be responsible for any loss, theft, and damage by fire or injury to any person or article.
- LIABILITY:** Each booth operator will be responsible for the space leased during the convention and will keep it free from hazards to persons on the premises. MWWA and the Arrowwood Resort and Conference Center will not be responsible for any injury that may occur to booth operators, their associates, or employees.
- ELECTRICAL, INTERNET, and SHIPPING FREIGHT:** After signing up to exhibit, companies will be able to place orders for additional services online or via forms that will be provided. If you have questions, please contact Dave Schulenberg at (800) 332-2104.
- FOOD AND BEVERAGES:** The sale and serving of food, beverages, and concessions of any kind is not permitted in the Arrowwood Resort and Conference Center except with prior written permission from the Arrowwood Resort and Conference Center.
- CANCELLATION POLICY:** Cancellation policy applies to all items purchased on the exhibitor application form. With written cancellation notice received by 5:00 p.m. on December 15, 2023, cancellations will receive a refund, less a \$100 administrative charge. Cancellations after December 15, 2023 are nonrefundable. Notices of cancellation must be faxed to the MWWA office at (614) 898-7786. No-shows will not receive refunds.
- PAYMENT POLICY:** To be considered preregistered, MWWA must receive your payment with this form.



Minnesota Water Well Association  
601 Dempsey Rd.  
Westerville, OH 43081  
phone (800) 332-2104  
fax (614) 898-7786  
MWWA.org

# Minnesota Water Well Association 102nd Annual Convention and Trade Show

## SUNDAY, JANUARY 28

2:00 p.m.	Board Meeting
2:00-5:00 p.m.	Registration open
2:00-5:00 p.m.	Vendor setup
6:00-11:00 p.m.	Welcome Reception

## MONDAY, JANUARY 29

6:00 a.m.-5:00 p.m.	Registration open
8:00-9:00 a.m.	Hammers and Downhole
8:00-9:00 a.m.	Pump, Tank Sizing, and TDH
8:00-9:00 a.m.	Safety
8:00 a.m.-12:00 p.m.	Vendor setup
9:00-10:00 a.m.	Basics of Well Construction
9:00-10:00 a.m.	DNR Update
10:00 a.m.	MWWA Spouse Program
10:00 a.m.-11:00 p.m.	Grout and Abandoned Wells
10:00 a.m.-12:00 p.m.	MDH Update
11:00 a.m.	Vendor lunch
11:00 a.m.-12:00 p.m.	Safety Basics, Wiring, and Electrical
12:00 p.m.	Attendee lunch
12:00 p.m.	Exhibit hall opens

1:00-2:00 p.m.	Open Discussion
3:00-3:45 p.m.	Industry Roundtable
3:00-4:30 p.m.	Bar opens (drink tickets and cash)
4:30 p.m.	Exhibit hall closes
4:30 p.m.	Vendor teardown begins
5:30 p.m.	Banquet service begins
6:00 p.m.	Keynote, awards, legislative update
8:00 p.m.	Casino Night begins

## TUESDAY, JANUARY 30

6:00-9:00 a.m.	Registration open
8:00 a.m.	Annual Meeting and breakfast
10:00-11:00 a.m.	NGWA Business Pro/Knowing Your Costs
11:00 a.m.	Fleet Safety and Driver Qualifications, CDL and Weed
11:00 a.m.	Water Screening and Treatment (WQA)
12:00 p.m.	Past Presidents Meeting
2:00 p.m.	Board Meeting

## WEDNESDAY, JANUARY 31

8:00 a.m.-4:00 p.m.	Plumbing Refresher Course
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*Schedule current as of August 23, 2023 and is subject to change; please visit [MWWA.org](http://MWWA.org) for the most up-to-date schedule.*