PRESENTATION GUIDE

- DETAILS OF CONFERENCE
- PLANNING TIMELINE
- ABSTRACTS, SCHEDULING AND CONTINUING EDUCATION
- OTHER ACTIVITIES AT THE CONFERENCE
- EXHIBIT HALL
- SPONSORSHIPS
- THEMES
- PLANNING IN THE FUTURE

ITEMS IN GREEN, WE’LL CIRCLE BACK TO AT THE END FOR MORE DISCUSSION
CONFERENCE BASICS

- Mid-August timeframe (used to be November)
- Downtown Indianapolis at the Westin Hotel
- Roughly 1100 attendees over 2.5 days
- Wednesday – Friday timeframe
- 124 vendor booths
- 75 breakout sessions
- Full conference and daily rates for registration
PLANNING TIMELINE

- No less than 18 months prior – Venue contract in place for following year
- 12 months prior – Committee formed
- 12 months prior – Pre-registration for exhibitors
- 8 months prior – Call for abstracts
- 6 months prior – Keynote & theme determined
- 5 months prior – Regular exhibit registration opens
- 3.5 months prior – Sessions chosen and schedule finalized
- 3 months prior – Registration opens
PLANNING TIMELINE

- 2 WEEKS PRIOR – DEADLINE FOR SPEAKERS TO SUBMIT PPT PRESENTATIONS
- 1 WEEK PRIOR – REGISTRATION CUTOFF
- 3 DAYS PRIOR – BADGES/PACKETS PUT TOGETHER
- 1 DAY PRIOR – VENDOR AND REGISTRATION SET UP
- DURING CONFERENCE – ONSITE REGISTRATION AND BOOTH PRE-REGISTRATION
ABSTRACTS & SPECIAL SESSIONS
COLLECTING ABSTRACTS

- Online process through website form
- Categories to choose from
- Easy export for committees to review
- Online list for committee review
COLLECTING ABSTRACTS

CONFERENCE ABSTRACT SUBMISSION

Deadline for submissions: February 28th. To read the terms and conditions please go to the bottom of the page.

- Name *
  - First
  - Last
  - Suffix

- Company *
COLLECTING ABSTRACTS
REVIEWING ABSTRACTS

- Split up by committee for review
- Committee representatives attend final meeting together to plug sessions into final schedule
- Committee identifies any holes and comes up with appropriate suggestions for filling those
BUILDING SCHEDULE & TRACKS

- SOME TRACKS DETERMINED PRIOR TO ABSTRACT PROCESS
  - POPULAR SESSIONS LIKE O&M, COLLECTIONS, STORMWATER
- SOME TRACKS DETERMINED BASED ON ABSTRACTS RECEIVED
SPECIAL SESSIONS

- **KEYNOTE PRESENTATION AT KICK OFF OF CONFERENCE**
- **LUNCH PRESENTATIONS**
  - TYPICALLY A WEF PRESENTATION OR OTHER ‘KEYNOTE’ SPEAKER
- **LOOKING TO POTENTIALLY ADD IN OTHER PLENARY SESSIONS**
CONTINUING EDUCATION
CONTINUING EDUCATION

WASTEWATER

DRINKING WATER

ENGINEERING PDHs
CONTINUING EDUCATION

- Stamp forms for attendance tracking
- CE and PDH forms on carbon paper for easy checkout
- Looking to move to electronic scanning
<table>
<thead>
<tr>
<th>Time</th>
<th>Session 1</th>
<th>Session 2</th>
<th>Session 3</th>
<th>Session 4</th>
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</thead>
<tbody>
<tr>
<td>8:00 - 8:45 AM</td>
<td>Opening Keynote Presentation: Hoosier Jobs &amp; Community Growth: Preparing for the Future - Chris McBarnes, Mayor of Frankfort</td>
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<tr>
<td>9:30 - 9:55 AM</td>
<td><strong>UTILITY MANAGEMENT CONGRESS</strong>&lt;br&gt;The City of Ft Wayne's Asset Management Experience and Results&lt;br&gt;Ben Groeneweg, City of Fort Wayne</td>
<td><strong>STORMWATER CAPITOL 1</strong>&lt;br&gt;MS4 101-An Overview of the Municipal Stormwater Quality Program &amp; Permit Compliance&lt;br&gt;Rob Huckaby, STANTEC</td>
<td><strong>O&amp;M CAPITOL 2/3</strong>&lt;br&gt;Making Old and New Equipment Work Together - The Challenge is Real&lt;br&gt;Nara Manor, Anderson Water Pollution Control Utility</td>
<td><strong>PRODUCT TECHNOLOGIES COUNCIL</strong>&lt;br&gt;A Demonstration of a Cellular Managed SCADA System with Tank and Well Applications, Lift Station Monitoring, and Manhole Monitoring&lt;br&gt;Matt Mancuso, Mission Communications</td>
</tr>
<tr>
<td>10:05 - 10:30 AM</td>
<td><strong>.5 G</strong>&lt;br&gt;Making it Rain: Reducing Sewer Overflows and Saving $100M&lt;br&gt;Becky Schaefer and Emily Damian, Citizens Energy Group</td>
<td><strong>.5 G</strong>&lt;br&gt;A 2nd Generation Solution for Stormwater Management: New Technologies to Implement Low Impact Development and Green Infrastructure&lt;br&gt;Jim Blazek, D2 Land &amp; Water Resource</td>
<td><strong>.5 G</strong>&lt;br&gt;Operated...Not Engineered&lt;br&gt;Tina Wolff, Kokosing Industrial</td>
<td><strong>1.0 T</strong></td>
</tr>
<tr>
<td>10:40 - 11:05 AM</td>
<td><strong>.5 G</strong>&lt;br&gt;Tips on Getting Higher Water and Wastewater Rates Approved&lt;br&gt;Scott Dompke, GRW</td>
<td><strong>.5 G</strong>&lt;br&gt;Good Housekeeping &amp; Pollution Prevention for Municipal Operations – Why Inspect?&lt;br&gt;Richard DeWitt, City of Franklin / Indiana MS4 Partnership</td>
<td><strong>.5 G</strong>&lt;br&gt;Life In the Trenches: Lubrication Strategies for Success&lt;br&gt;David Wrightsman and Nathan Wilson, Energy Systems Group</td>
<td><strong>1.0 T</strong></td>
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OTHER ACTIVITIES AT THE CONFERENCE
OTHER ACTIVITIES AT THE CONFERENCE

- Rain Barrel Auction
- Golf Outing
- Exam Prep Session
- Registered Pretreatment Coordinator Course
- Awards Luncheon
- Tours - Sometimes
- Recaptions
- Looking to potentially work in Service Activity
- Looking to potentially work in a Student Activity
OTHER ACTIVITIES AT THE CONFERENCE

- **RAIN BARREL AUCTION**
  - Schools decorate barrels, they’re delivered to the hotel and auctioned during the event to attendees in a live online auction.

- **SILENT AUCTION BENEFITTING WATER FOR PEOPLE**
  - Items are solicited from members and committees and auctioned via paper forms during the event.

- **GOLF OUTING**
  - Event is hosted the day prior to the conference just before vendor setup. Timeframe works well for vendors already coming into town.
RAIN BARRELS
OTHER ACTIVITIES AT THE CONFERENCE

- EXAM PREP SESSION
  - 2-DAY SESSION WITH BROAD TRAINING FOR OPERATORS EXAM
- REGISTERED PRETREATMENT COORDINATOR COURSE
  - 2-DAY SESSION WITH TRAINING AND EXAM ADMINISTRATION
OTHER ACTIVITIES AT THE CONFERENCE

- **Awards Luncheon**
  - Last day of the event

- **Tours**
  - Have held tours in the past. Can be difficult, costly, time consuming

- **Receptions**
  - Typically hold a formal reception in the exhibit hall on 1st night
  - Another reception on 2nd night – more informal
EXHIBIT HALL PLANNING
EXHIBIT HALL PLANNING

PRE-REGISTRATION OF VENDORS THE YEAR PRIOR

- BEGAN THIS PRACTICE IN 2012
- VENDORS HAVE A TIMEFRAME TO PURCHASE THEIR SAME BOOTH FOLLOWED BY ANOTHER TIMEFRAME TO PURCHASE ANY BOOTHS THAT DIDN’T GET RESERVED IN THE FIRST TIMEFRAME
- HAS BECOME VERY POPULAR – 77% OF BOOTHS SOLD AT 2017 CONFERENCE
- BOOTH RATES RANGE FROM $850-1750 DEPENDING ON SIZE
EXHIBIT HALL PLANNING

- Layout has stayed generally the same since 2013
- Lunch & Reception take place in Vendor Hall
EXHIBIT HALL PLANNING

SCHEDULE FOR VENDORS

- Set up on Tuesday afternoon/evening
- Exhibit hall open all day on Wednesday except during keynote
- Exhibit hall open all day on Thursday except during lunch
- Closes at 3:15 on Thursday
- No exhibits on Friday
EXHIBIT HALL PLANNING

- **Looking to add ways to further increase traffic**
  - Sessions take place on the first floor and vendors are on second floor.
  - Keynote and lunch break in here helps.
  - Have tried ‘passport’ idea without much luck.
REGISTRATION & FEES
REGISTRATION & FEES

- Registration is offered online and by paper for mail, fax or email.
- Credit card or invoice option.
- Speakers are free on the day they present; full rate for other days.
- Vendors get one free full-conference registration.
- Lunch is offered free for everyone on day one.

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<thead>
<tr>
<th></th>
<th>EARLY BIRD</th>
<th>LATE REGISTRATION</th>
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<tbody>
<tr>
<td></td>
<td>Member</td>
<td>NON member</td>
</tr>
<tr>
<td>Full Conference</td>
<td>$295</td>
<td>$330</td>
</tr>
<tr>
<td>(includes Wednesday</td>
<td></td>
<td></td>
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<tr>
<td>lunch)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wednesday Only</td>
<td>$155</td>
<td>$190</td>
</tr>
<tr>
<td>(lunch included for</td>
<td></td>
<td></td>
</tr>
<tr>
<td>everyone)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thursday Only</td>
<td>$155</td>
<td>$190</td>
</tr>
<tr>
<td>(lunch not included)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friday Only</td>
<td>$130</td>
<td>$165</td>
</tr>
<tr>
<td>(lunch not included)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thursday Lunch</td>
<td>$35</td>
<td>$35</td>
</tr>
<tr>
<td>Friday Awards Lunch</td>
<td>$35</td>
<td>$35</td>
</tr>
<tr>
<td>Exhibit Hall Only</td>
<td>$60</td>
<td>$60</td>
</tr>
</tbody>
</table>
SPONSORSHIPS
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- Used to do sponsorships for particular items (i.e. lunch, breaks, receptions, speaker, etc.)
- Moved a few years ago to levels and has worked much better
Sponsorships

**Platinum Conference Sponsorship - $4,000**

- Company logo on all conference marketing materials
- Company logo on IWEA website
- Company logo in pre- and post-conference newsletters
- Company logo in pre- and post-conference Digesters
- Company logo on sponsor signage throughout the conference space
- Full page ad in on-site conference program (size dependent on overall program size)
- Company logo on attendee giveaways
- Company logo on conference lanyards given to each attendee
- Verbal acknowledgement and on-screen thank you at conference opening session & conference luncheons
- (1) conference booth (up to a $975 booth)
- (4) additional support staff
GOLD CONFERENCE SPONSORSHIP - $2,750

- Company logo on all conference marketing materials
- Company logo on IWEA website
- Company logo in pre- and post-conference newsletters
- Company logo in pre- and post-conference Digesters
- ½ page ad in conference program (size dependent on overall program size)
- (1) conference booth (up to a $975 booth)
- Company logo on sponsor signage throughout the conference
- Verbal acknowledgement and on-screen recognition at conference opening session and luncheons
Sponsorships

Silver Conference Sponsorship - $1,250

- Supporting sponsor at conference and all other supporting activities (lunches/receptions/etc.)
- Half off booth at conference (up to a $975 booth)
- Company name on all signage
- 1/4 page ad in conference program.
- Company name on all promotional material including website and newsletters
- On-screen thank you at conference opening session and lunches
CONFERENCE THEMES
CONFERENCE THEMES
PLANNING FOR THE FUTURE
PLANNING FOR THE FUTURE

- Indianapolis convention scene is growing
- We’ve outgrown our current venue & been forced out of preferred dates
- Larger Indy venues are not ideal
- Moving to a Tier-Two City beginning in 2019
FOLLOW UP ITEMS FOR DISCUSSION

- **PLENARY SESSIONS** - WHO DOES THESE BESIDES OPENING KEYNOTE AND LUNCH PRESENTATIONS? WHERE DO THEY FIT IN YOUR SCHEDULE

- **ELECTRONIC BADGE SCANNING** FOR CONTINUING EDUCATION - WHO DOES IT? ANY TIPS?

- **COMMUNITY SERVICE ACTIVITY** - WHAT WORKS? WHO LEADS THE CHARGE?

- **HIGH SCHOOL STUDENTS AT CONFERENCE?** ANYONE DO THIS? IDEA WOULD BE TO GET THEM INTERESTED IN WATER CAREERS

- **ENTICING PEOPLE TO VISIT EXHIBIT HALL** - ANY UNIQUE IDEAS?

- **MOVING TO A NEW CITY** - ANY TIPS? OTHERS EXPERIENCE BEING PUSHED OUT OF A MAJOR CITY?