



**Ontario**  
Water Works Association  
a Section of the American Water Works Association



**Water Environment  
Association of  
Ontario**



# **Ontario Water For The Future Conference and Trade Show**

**Niagara Falls, ON**  
**May 5 - 7, 2024**

## **Exhibitor Prospectus**



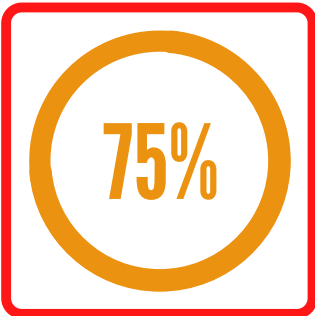
# THE BENEFITS OF EXHIBITING



Meet face-to-face with key decision makers



Develop and nurture relationships with professionals that can propel your business into the future



Over 75% of 2022 delegates said the reason they attend is for the Trade Show!



Increase your market share



The Trade Show Floor is the hub of networking events - Over 90% of 2019 Exhibitors said they had ample time to present their products and services



Nearly 75% of Exhibitors met new Clients and/or Suppliers



Add Sponsorship to maximize your organization's exposure

# PRELIMINARY PROGRAM

There will be several dedicated hours for visiting the Trade Show floor, as well as the opportunity to take advantage of networking functions in the exhibit hall. **Please note the program is subject to change. Following is an outline of the program to date:**

On **Tuesday May 7**, all exhibits must be removed from the Trade Show floor by 7:00 pm. **Dismantling prior to 3:30 pm is not permitted.**

## Trade Show Floor Events

<b>SUNDAY, MAY 5, 2024</b>	
11:00am - 7:00pm	Trade Show move-in
10:00am - 8:00pm	Registration open
<b>MONDAY, MAY 6, 2024</b>	
7:30am - 3:30pm	Trade Show hours
7:30am - 8:30am	Breakfast on the tradeshow floor
10:00am - 10:30am	Refreshment Break
10:00am - 11:30am	Sessions
10:00am - 3:30pm	OWWA Operator Competitions
12:00pm - 1:30pm	Lunch on the trade show floor
3:00pm - 3:30pm	Refreshment Break
<b>TUESDAY, MAY 7, 2024</b>	
7:30am - 3:30pm	Trade Show hours
7:30am - 8:30am	Breakfast on the trade show floor
7:30am - 3:30pm	WEAO Operator Challenge
12:00pm - 1:30pm	Lunch on the trade show floor
3:30pm	Trade show move out

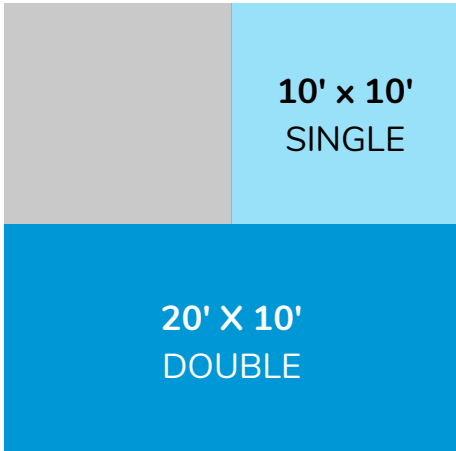
# EXHIBIT FEES INCLUDE:

- 10' X 10' Exhibit Space Defined By Pipe and Drape - 3' high on the sides and 8' high at the back
- Choice of either 6' or 8' Skirted Table (8' must be ordered in advance)
- Aisle and Booth Carpet
- 1 Chair
- 1 Waste Basket
- Electrical Outlet (750 watts per booth)
- 2 Booth Personnel
- On-site Support Services
- Free Listing in the Mobile App
- Participation in Icebreaker / Welcome Reception
- Breakfast & Lunch for Booth Personnel (Monday & Tuesday)
- Free Wifi

## IMPORTANT

One (1) chair is included in your Exhibit Fee. Additional chairs **MUST** be pre-ordered through Stronco using the form published in the exhibitor manual you will receive in Early 2024.

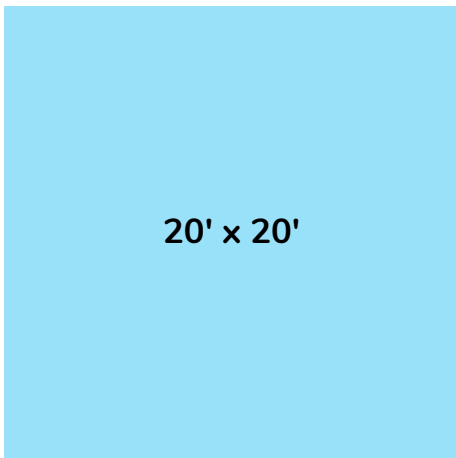
# EXHIBIT FEES:



## Linear Booth / In-line Booth

Linear booths have one side exposed to an aisle. They are sometimes referred to as in-line booths. Linear booths are 10ft wide and 10ft deep OR 20ft wide and 10ft deep. Back wall height is 8ft and side wall height is 3ft. Your exhibit must not block the sight lines of neighbouring exhibitors. Any display materials over 3ft in height must be placed at the rear of the booth, not more than 4ft from the back wall. These guidelines apply regardless of the number of Linear booths you occupy. Single booths include **2 booth personnel**, double booths include **4 booth personnel**.

	EARLY BIRD (Ends February 23, 2024)	REGULAR
Single Booth	\$2,000+ (HST)	\$2,500 + (HST)
Double Booth	\$3,600 + (HST)	\$4,100 + (HST)



## Island Booth

An island booth is any size booth exposed to aisles on all four sides. The size of an island booth is 20ft x 20ft. The entire cubic content of the space may be used up to the maximum allowable height of 8ft. Full wall placement cannot be along an aisle and only be within the island footprint to minimize corner sight lines from being restricted. Wall placement is subject to approval by Show Management. Island booths include **8 booth personnel**.

Signage can be multi-sided and be hung up to a height of 8ft to the top that does not block the line of sight to neighbouring booths. An allowance may be made by Show Management based on location, sight lines and elements under consideration. All approvals are at the full discretion of Show Management.

Rate:
\$6,400 + (HST)

### IMPORTANT

Any booth that requires a water hook-up will need prior approval with the Show Management.

\*This is an additional cost

\*Additional Booth Personnel can be added to any booth at a rate of \$240 / person

# EXHIBIT FEES:

## DECALS

Catch the attention of delegates by having your company logo as a decal on the carpet outside your booth.

**2' x 2'**  
**\$65 + (HST)**

**3' x 2'**  
**\$90 + (HST)**

**3' x 3'**  
**\$125 + (HST)**

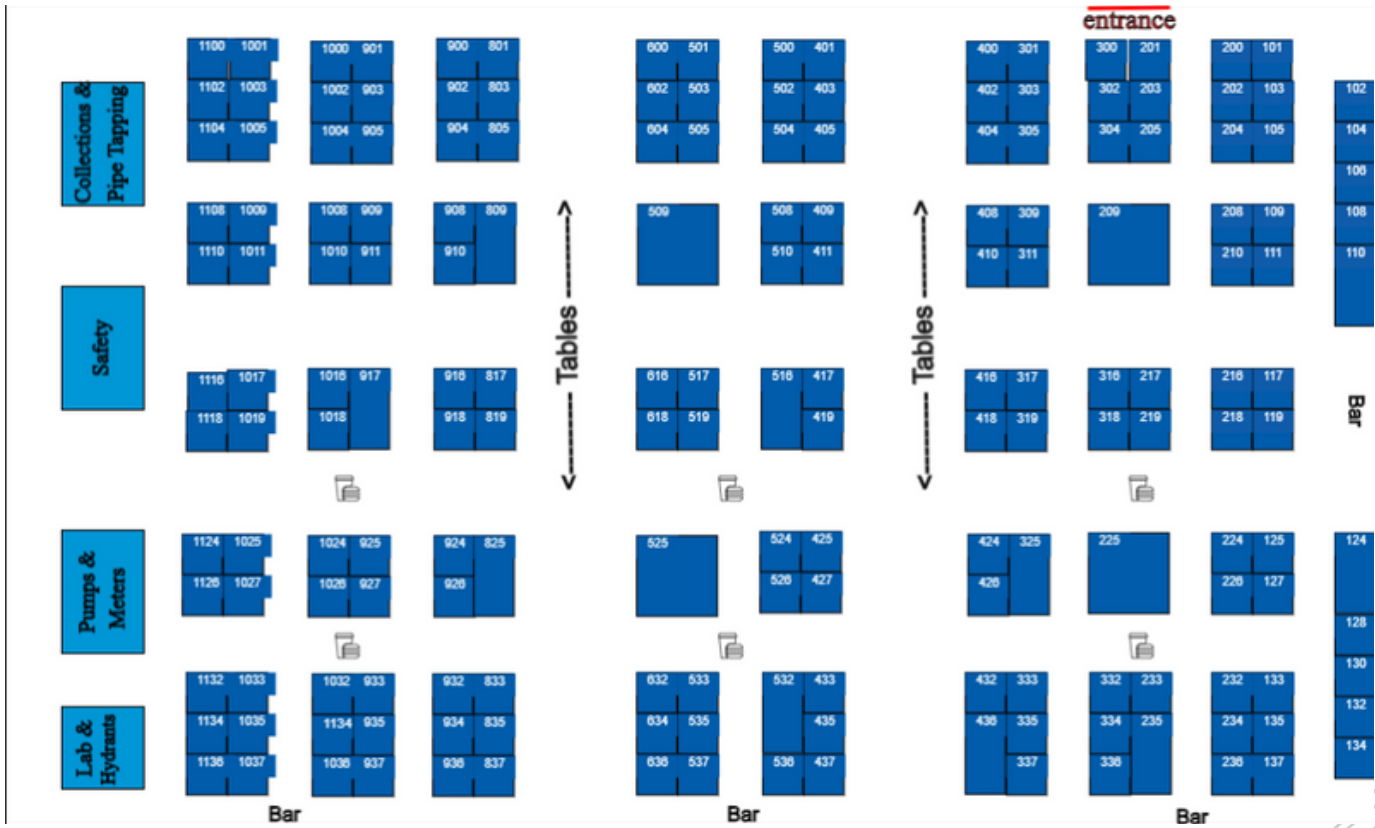
**3' x 4'**  
**\$165 + (HST)**



**Additional Booth  
Personnel  
\$240.00 + (HST)**

# TRADE SHOW FLOOR PLAN

## Floorplan - Niagara Falls Convention Centre HALLS A, B, & C



\*Light blue booths are competitions areas

\*Food & Beverage Stations are subject to change

# GENERAL INFORMATION

## Cancellations

Exhibitors withdrawing their application prior to February 23, 2024 will have their payment refunded less an administration fee of \$250 +HST.

Cancellations received after February 23, 2024 will be subject to full contract price. Cancellations must be made in writing on company letterhead and submitted to show management.

## Floor Decals

Catch the attention of the delegates by having your company logo as a decal on the carpet outside your booth. It's a small price to pay for additional exposure. Pricing is available on the online application.

Book early to avoid disappointment!

Floorplan is subject to change.

## Exhibit Manual

A manual in electronic format with information on the show service providers, customs information etc., will be sent to you via email in Early 2024.

## TRADE SHOW CONTACT

Sam Petryna  
416-231-1555  
spetryna@owwa.ca



# Terms & Conditions

## DATES

Ontario Water Works Association (OWWA) and Water Environment Association Ontario (WEAO), reserve the right, at its sole discretion, to change the date or dates upon which the show is held or to cancel the show and shall not be liable in damages or otherwise by reason of any such change or cancellation, other than to refund in full any amounts paid by the Exhibitor to OWWA/WEAO.

## ASSIGNMENT

The Exhibitor shall not assign this contract or sublet the space or any part thereof or permit same to be used by any other person, without the prior written consent of OWWA/WEAO. Any attempt to do so is null and void and will result in immediate cancellation of this contract with no refund.

## RULES & REGULATIONS

The Exhibitor shall comply with all rules and regulations set by OWWA/WEAO for the show and agrees that OWWA/WEAO's decision to adopt and enforce any such rule or regulation shall be final and binding.

## COMPLIANCE

The Exhibitor is responsible for compliance with all applicable laws, bylaws, ordinances, regulations, requirements, codes and standards, including those with respect to fire, safety, health and environmental matters and shall ensure that all equipment, materials and goods used by the Exhibitor so comply.

## INDEMNITY

The Exhibitor shall indemnify and hold harmless OWWA/WEAO from and against any loss, injury or damages whatsoever suffered by OWWA/WEAO as a result the Exhibitor's failure to comply with the terms and conditions of this contract or as a result of the Exhibitor's participation in the show, including without limitation, any third-party claim against OWWA/ WEAO with respect to loss, injury or damage sustained or suffered by any other exhibitor/ partner, the owner of the building, attendees of the exhibition, and their respective directors, officers, agents and employees.

## LOSS OR DAMAGE

In consideration of the Exhibitor's participation in the show, Exhibitor hereby releases OWWA/WEAO, their directors, officers, agents and employees from any and all claims, losses, or damages whatsoever suffered or sustained by the Exhibitor in connection with the show, including, without limitation, any claims for loss or theft of property, personal injury, or loss of business or profits, whether arising from any act of OWWA/WEAO or otherwise.

## CANCELLATION

This contract may be cancelled by either party provided written notice is received by the other before February 23, 2024 in which case all monies paid by the Exhibitor/Partner will be refunded less an administration fee of \$250.00, as well as any costs incurred by OWWA/WEAO in the production of sponsored items. If the Exhibitor cancels after such date, it will be responsible for the full contract price. Cancellations must be made in writing, on company letterhead.

## CONDUCT

OWWA/WEAO reserve the right at any time to alter or remove exhibits or any part thereof, including printed material, products, signs, lights or sound and to expel exhibitors or their personnel if, in OWWA/WEAO's opinion, their conduct or presentation is objectionable to OWWA/WEAO or to other exhibit participants. All attendees are subject to both OWWA & WEAO Codes of Conduct.

## DISPLAY

Exhibitor's display must comply with all requirements of OWWA/WEAO and of the owner of the building, including maximum height requirements. The Exhibitor agrees to confine its presentation to the contracted space only.

## SHIPPING

Goods must not be shipped to the show with any shipping charges to be paid on arrival and any such goods will not be accepted by OWWA/WEAO. OWWA/WEAO will assume no responsibility for loss or damage to the Exhibitors' goods or property before, during or after the show.

## INSURANCE

The Exhibitor is responsible for the placement and cost of insurance relating to its participation in the show. The Exhibitor agrees to furnish immediately to OWWA/WEAO, upon request, certificates of insurance pertaining to all policies of insurance carried by the Exhibitor together with satisfactory evidence from the insurers of the continuation of such policies. If the Exhibitor fails to comply with any of the foregoing, in addition to any other rights or remedies available to OWWA/WEAO at law or under this contract, OWWA/WEAO shall have the right to take possession of the display space for such purposes as it sees fit and the Exhibitor will be held liable for the full contract price for the said space.

## MOVE – OUT

The Exhibitor agrees that no display may be dismantled or goods removed during the scheduled time of the exhibition. The Exhibitor agrees to remove the exhibit, all equipment and accessories from the event building by the final move-out time. In the event of failure to do so, the Exhibitor agrees to pay for such additional costs as may be incurred by OWWA/WEAO.

## UNION LABOUR

The Exhibitor will comply with the rules and regulations of any unionized contractors that may be selected by OWWA/WEAO to service the exhibitors. Any dispute between the Exhibitor and any such contractor or union representative will be referred to OWWA/WEAO for resolution, whose decision shall be final and binding on all parties.

## TERMS & CONDITIONS

OWWA/WEAO reserves the right to cancel this contract and to withhold possession of the space or to expel the Exhibitor if the Exhibitor fails to comply with any terms and conditions of this contract or the show rules and regulations, in which case the Exhibitor shall forfeit as liquidated damages and not as a penalty all payments made pursuant to this contract, all without limiting OWWA/WEAO's other rights and remedies at law under this contract as a result of such failure to comply.