



VIRGINIA WATER WELL ASSOCIATION
2019 WINTER CONFERENCE
FEBRUARY 20-21, 2019



EXHIBITOR PROSPECTUS

CONFERENCE SCHEDULE

TUESDAY, FEBRUARY 19

7:00 PM - 12:00 AM EXHIBITOR SETUP

WEDNESDAY, FEBRUARY 20

6:00 AM - 10:30 AM EXHIBITOR SETUP

8:00 AM - 5:00 PM EDUCATION SESSIONS

10:30 AM - 5:00 PM EXHIBITION HALL OPEN

5:00 PM - 6:00 PM CASH BAR

6:30 PM - 10:00 PM DINNER BANQUET

THURSDAY, FEBRUARY 21

7:00 AM - 8:30 AM BREAKFAST & GENERAL MEETING

8:30 AM - 2:00 PM EXHIBITION HALL OPEN

9:00 AM - 5:00 PM EDUCATIONAL SESSIONS

2:00 PM - 7:00 PM EXHIBITOR TEARDOWN

Greetings,

As you enjoy your summer and begin to think about 2019, I hope you will consider participating in the Virginia Water Well Association's 70th Anniversary Winter Conference. It will be here before we know it and we have been working hard to incorporate one-on-one time with attendees and exhibitors, creating more energy on the floor and providing ample opportunity for potential exhibitors like yourself. At this event, you will be able to showcase your biggest and best offerings in the latest equipment and technical support as we are in a spacious weatherproof facility in the heart of the Mid-Atlantic area.

This would also be a great time to bring new employees to see what our industry has to offer, and to start them on their way to beginning relationships with not only licensed Water Well System Providers but licensed Onsite Soil Evaluators, Geologists, Scientists, Realtors, and the local youth and young adults from neighboring schools.

Please book soon and reserve your space now.

Thank you ,

David Creason, VWWA President



65th ANNIVERSARY PAST TOTAL ATTENDANCE 70th ANNIVERSARY

We are planning for 350 at a minimum and hope to exceed this by advertising to other industries, affiliated professions, new exhibitors and nonmembers across Virginia and through the surrounding states.



EXHIBITOR INVITATION

The Virginia Water Well Association is pleased to invite you to participate in the 70th Anniversary at the Fredericksburg Expo and Conference Center in 2019!

FEBRUARY 20-21, 2019

Working hard to encompass all the passion that first established this organization, the directors and committee have great plans and activities to provide a lasting experience for Virginia's groundwater professionals all under one roof for the first time in history! The celebratory conference is promised to be an excellent experience for our exhibitors, attendees and sponsors.

An Exhibitor Agreement, as well as information about sponsorship opportunities, is enclosed for your consideration. In 2019, each conference participant will be given a T-Shirt with a full list of exhibitors and sponsors to commemorate this event. There are other commemorative items in the works and with additional sponsorships, we hope that you will consider supporting the association at such a high exposure year. We look forward to recognizing your company online, in print, and on memorabilia.

Reserve your exhibition space today and help us plan for the 70th Anniversary! Show off your equipment, tools, products, interactive displays and your experts! Completed agreements can be submitted through email: Info@VAWaterWellAssociation.org, fax: 804-302-7978 or postal mail to VWWA PO BOX 1170, Powhatan, Virginia 23139.

Take advantage of the **early bird rates** and get it in by **October 1st, 2018**. Rates will increase by 15% thereafter.



2371 CARL D. SILVER PARKWAY
FREDERICKSBURG, VIRGINIA 22401
WWW.FREDERICKSBURGEXPOCENTER.COM

45,000 SQ. FT. EXHIBITION SPACE
1,665 SQ. FT. PER CLASSROOM
76 - 10 FT. X 10 FT. BOOTH
4 (OR MORE) - 20 FT. X 40 FT. RIG
1,200 FREE ONSITE PARKING SPACES



THREE CONFERENCE HOTELS WITHIN WALKING DISTANCE - RESERVATIONS MADE DIRECT.

HOMWOOD SUITES - \$114.00
1040 HOSPITALITY LANE . 540-786-9700

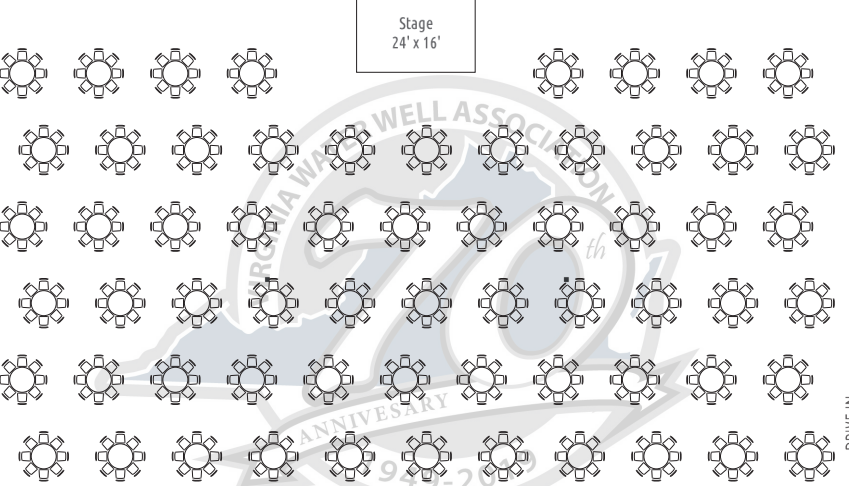
HILTON GARDEN INN - \$129.00
1060 HOSPITALITY LANE . 844-332-2729

HAMPTON INN & SUITES - \$109.00
1080 HOSPITALITY LANE . 540-786-5530



TO CELEBRATE WITH US

30 FT. CEILING HEIGHT / 45,000 SQ. FT.



The exhibit hall space can hold over 75 oversized booth spaces and 350 square feet for equipment or trailer displays. We are looking for the exhibition hall to be a dynamic and energetic space throughout the show hours and are eager to manipulate the booth design to fit your ideas.

The 10 FT. by 10 FT. booth space will come with a skirted table, two chairs and a waste basket. Additional items such as booth carpeting, high top tables, bar stools, etc.; will need to be purchased from Hollins Exhibition Services. There will be runway carpet laid for the walkways for the comfort of the attendees.

In addition to the meals being served with the exhibits, the classrooms are located adjacent to the hall which will allow for quick and easy access in and out between classes.

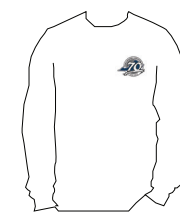


BOOTH SPACE

	MEMBER	NONMEMBER
10' X 10' BOOTH	\$600	\$700
ADD-ON BOOTH	\$500	\$600
20' X 40' RIG/TRAILER SPACE	\$1,200	\$1,400

BOOTH DIMENSIONS CAN BE ADJUSTED FOR MULTIPLE BOOTH CONFIGURATIONS **ACCORDING TO YOUR EXHIBIT DESIGN.**

ELECTRICITY IS CONNECTED FROM CEILING DOWN AND IS \$75 PER BOOTH NEED.



70TH ANNIVERSARY T-SHIRT

REGISTRATION FOR ANY BOOTH COMES WITH RECOGNITION ON THE **COMPLIMENTARY T-SHIRT** GIVEN TO ALL ATTENDEES AND EXHIBITORS.

LOCATION

EXHIBITION HALL

COMMUNITY INVOLVEMENT

How do you change the perception of an industry? The future of any industry is unknown but the way to breathe life is to welcome the younger generations.

The Virginia Water Well Association has decided to invite the Fredericksburg and surrounding area schools to participate in our conference by creating 'Field Trips' through our exhibition hall during class time hours to help promote the industry as a viable and hands-on career. With the acceptance of this field trip opportunity, VWWA is hopeful that this will be the first step in establishing credibility not only with the vocational counselors and teachers but the

young minds looking to establish working careers.

We hope you will join us in preparing to showcase the variety of careers available in the groundwater industry as they walk the hall. Feel free to have designated items for the students and be open to going back to your roots and speak from your passion explaining the equipment on display, how the product is used or having on hand a short video.

As schools sign up, we will relay the information for your awareness.

WEDNESDAY, FEBRUARY 20					THURSDAY, FEBRUARY 21					
Parlor/Rooms	A	B	C	D	A	B	C	D	Parlor/Rooms	
7:00:00 AM					Breakfast & General Meeting					7:00:00 AM
8:00:00 AM										
9:00:00 AM										
10:30:00 AM	TRADE-SHOW GRAND OPEN								10:30:00 AM	
11:30:00 AM	Lunch: 11:30 AM - 12:30 PM Exhibit Hall				Lunch: 11:30 AM - 12:30 PM Exhibit Hall					11:30:00 AM
12:30:00 PM					Keynote/Demonstration? - Exhibition Hall					12:45:00 PM
2:00:00 PM									2:00:00 PM	
4:00:00 PM					Feedback Course					3:15:00 PM
5:00:00 PM	Happy Hour - Cash Bar in Exhibit Hall									
6:00:00 PM	Banquet Dinner & Silent Auction; Concert									

PROJECTED COURSE SCHEDULE



PROJECTED FIELD TRIP SCHEDULE

WED 2/20 12:30 PM - 3:00 PM
 THR 2/21 9:00 AM - 11:30 AM

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DEDICATED TRADE SHOW HOURS

WED 2/20 10:30 AM - 12:30 PM
 1:30 PM - 2:00 PM
 3:00 PM - 4:00 PM
 *5:00 PM - Banquet in Exhibition Hall
 THR 2/21 8:30 AM - 9:00 AM
 10:00 AM - 10:30 AM
 11:30 AM - 2:00 PM
 *2:00 PM - Tradeshow Closes

ENTERTAINMENT

This year's entertainment will feature a daughter of the water well industry in Virginia and a rising country music star!

Celeste Kellogg is a CMA / Nashville Recording Artist. Her latest EP titled You & Me, charted on the iTunes Country Chart. She debuted two of her songs from the EP (Country Swagger and Someone To Call Me Baby) at 3rd and Lindsley in Nashville during the Live 4 Tay Benefit. Celeste was honored to share the stage with songwriters Wynn Varble, Dave Berg and Pat Alger. After her performance she was told "FANTASTIC". With the exception of a guitar lick in Country Swagger, Celeste wrote the entire EP. She acknowledges that performing with such amazing songwriters, was one of the highlights of her career.

2016 & 2017 have been exceptional years for Celeste. She is now the 2 time reigning Josie Music Awards Female Entertainer of The Year. The 2016 Awards show was held at the Schermerhorn Symphony Center in Nashville, TN. The later was held at Nissan Stadium in Nashville, TN.

In November of 2016 Celeste attended the Nashville Universe Awards held at the world famous Wildhorse Saloon. It was there that she performed, presented with Storme Warren of Siruis XM The Highway and took home the Rising Star of the Year Award.

2017 brought the continuation of

Celeste's anti-bullying school tour. To date she has spoken to over 90,000 students as well as to the Virginia School Board Association delivering her message "Don't Fuel Their Fire".

Celeste got her start early in church and school choirs and singing along with her Dad to Alabama, James Taylor and The Eagles. At the age of 12 she auditioned for a Disney Pop Group called RD7. It was there she opened for Miley Cyrus, The Jonas Brothers, Raven, The Cheetah Girls and Kelly Clarkson.

Later Celeste would go on to film an Independent movie titled Much Ado About Middle School, starring opposite of Bill Cobbs, Lee Meriwether and Blake Michael of the Disney Channel. The movie won 4 Dove Awards. Continuing her acting, Celeste would go on to have 5 call backs for the show Glee and offered a screen test as well as calls to audition for Nashville, Malibu Country and Hairspray Live, where another call back was asked for before giving the part to Ariana Grande. Where Celeste has been honored for acting opportunities her love has always remained in music, where she has opened for Scotty McCreery, Raelynn, Eric Paslay, Easton Corbin, Brett Eldridge, LeAnn Rimes, Jeffrey Steele and Cowboy Troy.

In 2018, Celeste will be filming her music video Country Swagger and staying on the road doing what she loves to do... performing and meeting country music fans.



Celeste
KELLOGG

www.CelesteKellogg.com

In the Virginia Water Well Industry Family

SOLO SPONSORSHIP AVAILABLE **CONCERT - \$1,800**



SPONSORSHIPS

There are a variety of sponsorships available this year in addition to your exhibitor registration. The following options lay out the item and the desired amount to cover expenses. There are limited spots for the large expenses however, we are maintaining

the traditional tiered sponsorships that have been promoted for years; Bronze, Silver, Gold, Platinum and Diamond. Please consider supporting the Virginia Water Well Association and be a part of our 70th Celebration for future generations to see!

BANQUET DINNER MEMORABILIA GLASSES

1 SET OF 24 GLASSES \$675

(UNLIMITED AVAILABLE, ESTIMATED DINNER EXPENSE \$14,000)



Example Memorabilia Glass

Black and white logo on glass mug. There will be a VWWA commemorative logo on one side and your company logo on the opposite side. The cases of 24 will be purchased no later than one month before the conference and will be displayed on the dinner tables. You may purchase as many sets as you like. The estimated cost of the plated dinner is \$14,000 for 350 guests.

CONCERT \$1,800 (1 AVAILABLE)



For the 70th Celebration we have hired professional entertainment to enjoy fellowship with one another and promote one of our own rising musicians - Celeste Kellogg, daughter of Carl Kellogg of Kellogg Drilling in Smithfield, Virginia. We are looking for one sponsor.

BREAKFAST \$2,000 (2 AVAILABLE, EST. \$4,000)



Thursday morning will begin sharply at 7:00 AM with a country breakfast buffet in the exhibit hall. This is open to every registered person and is available until the General Meeting begins at 8:00 AM.

LUNCHES \$3,000 (4 AVAILABLE, EST. \$12,000)



Both conference days provide a lunch for all registrants. Signage onsite as well as in program will be available as participants enjoy their mid-day break in the exhibit hall.

UNLIMITED TRADITIONAL TIERED SPONSORSHIP LEVELS ALSO AVAILABLE.
BRONZE \$200 . SILVER \$500 . GOLD \$1,000 . PLATINUM \$2,500 . DIAMOND >\$2,500

TERMS AND CONDITIONS

1. DEFINITIONS:

- "PRODUCER" shall mean Virginia Water Well Association.
- A Building Manager shall mean the facility manager or a designated representative during their absence.
- A "Premises" shall mean FREDERICKSBURG EXPO AND CONFERENCE CENTER (FECC).

2. ELIGIBILITY OF EXHIBITS: The Producer reserves the right to determine the eligibility of any company or product to exhibit in the show.

3. SUBLETTING OF EXHIBITS: No Exhibitor shall assign, sublet or apportion the whole or any part of his/her exhibit space.

4. RELOCATION OF EXHIBITS: The Producer reserves the right to alter locations as shown on official floor plan as deemed advisable or necessary.

5. BOUNDARIES: No part of any exhibit may extend beyond Exhibitors assigned space boundaries. Aisle space is controlled by the Producer.

6. EXHIBITS:

a. Exhibitors move in and set-up on 2/19/19, from 7:00 PM to 12:00 AM. All exhibits shall be completed and in operating order by 10:30 AM on 2/20/19.

b. No walls exceeding eight feet at back wall or three feet at sides may be constructed unless prior written permission is given by the Producer.

c The Producer reserves the right to finish and decorate any unfinished partitions, backs of signs that are, in the Producers opinion, exposed to the public view. Exhibitor agrees to reimburse the Producer the actual cost of said finishing and/or decorating.

d. Dismantling of any display prior to the closing hour of the show is prohibited.

e. Exhibitors must comply with all state and local laws, rules, regulations and ordinances.

f. The Producer shall have sole control over all admission policies. No smoking will be permitted in the exhibit hall.

7. LIMITATION OF LIABILITY: The Exhibitor agrees to make no claim against the Producer, show Sponsor or the city or state wherein show is held for loss, theft, damage of goods, nor for any injury to him or his employees, suffered while show is being set up, taken down or in progress. Exhibitor agrees to indemnify and hold harmless the show Producer, show Sponsor and the city and state wherein the show is held, of all claims arising out of acts, omissions or negligence of Exhibitor, his employees or his agents.

8. INSURANCE: Exhibitors who desire insurance for their exhibits must purchase same at their own expense. (See section 16)

9. PERSONAL PROPERTY: The Exhibitor hereby waives all right under the Constitution and the laws of the Commonwealth of Virginia or any other state to claim personal property exempt as against any liability, debt or obligation arising under this agreement.

10. FOOD & BEVERAGES: No food or beverages shall be brought onto the premises except through the building concessionaire, who has been assigned those rights through a contract with the Producer.

11. FREE SAMPLES: No free samples of food, beverage or any product may be given away or otherwise distributed by Exhibitor or his agents without prior written approval of the Producer. (small candies, etc. excluded.)

12. FAILURE TO EXHIBIT: If the Exhibitor, being entitled to possession through this agreement, shall fail to take possession of or to use the premises, no rent refund shall be made and the full rent called for by this agreement shall be payable by the Exhibitor to the Producer as liquidated damages, and not by way

of penalty. Late setup is strictly prohibited and may result in forfeiture of the right to exhibit.

13. REMOVAL OF EFFECTS: The decorator shall have the right to remove all effects remaining on the premises after 5 pm on 2/21/19 at Exhibitors' expense and to store same at the sole expense of the Exhibitor, and without any liability therefore on the part of the FECC or the Producer or their agents.

14. DAMAGE:

a. Exhibitor, his agents, guests or patrons shall not injure, mar or in any manner deface the premises or equipment therein, and shall not cause or permit anything to be done whereby the premises or equipment therein shall be in any manner injured, marred, unduly soiled, defaced, lost, stolen or otherwise removed from the premises and will not drive or permit to be driven nails, hooks, tacks or screws into any part of the premises and will not make nor allow to be made any alterations of any kind therein. Should any of the aforementioned prohibited acts occur, Exhibitor agrees to promptly make restitution therefore to the Hotel by cash or certified check.

b. Exhibitor agrees that if any portion of his show space shall be damaged by the act, default or negligence of himself, or of his agents, employees, patrons or guests, Exhibitor will pay to the Hotel/Facility upon demand such sum as shall be necessary to restore the premises and/or equipment to their previous condition. Exhibitor hereby assumes full responsibility for the acts and conduct of all persons within his exhibit area.

15. MAINTAINING THE PEACE: The Producer or her representatives shall have the right to eject any disruptive or objectionable persons from the premises. Upon exercise of this authority, Exhibitor hereby waives any and all right or claim for damages against the Producer, the Hotel/Premises or their agents.

16. HOLD HARMLESS: The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitor's displays, equipment and other property brought upon the premises of the Convention Center (Hotel) and shall indemnify and hold harmless the Hotel, agents, servants and employees from any and all such losses, damages and claims.

17. SELLING POLICY: Exhibitors shall not solicit business or distribute samples, catalogs, etc, in a manner that may be considered a noisemaker or show stopper.

18. TERMINATION OF THE SHOW: If the Producer determines that the premises wherein the show is being held have become unfit for occupancy or if they become materially interfered with by reason of strike, embargo, injunction, act of war, act of God, or any other act or event not the fault of the Producer, this agreement may be terminated by the Producer in the event of such termination. The Producer may, after deducting all cost and expenses, including a reserve for claims, refund to the Exhibitor as for complete settlement and discharge of said Exhibitors claims and demands, his pro-rate share of all monies paid by all exhibitors.

19. PAYMENT AND CANCELLATIONS: All exhibit spaces must be paid for in full prior to the opening of the show. No cancellations will be honored after January 28, 2019.

20. PRODUCER POWER: Exhibitor agrees that VWWA will have full power in a matter of interpretation, amendment and enforcement of all exhibitors rules and regulations. In all instances, VWWA's rulings will be final. All rights and privileges granted to exhibitor under this agreement and any subsequent amendments are subject to and subordinate to the master lease between the Virginia Water Well Association (VWWA) and the facility/Premises.



WINTER CONFERENCE
& EXPOSITION

VIRGINIA WATER WELL ASSOCIATION
PO BOX 1170
POWHATAN, VIRGINIA USA 23139



CELEBRATE WITH US!



EARLY BIRD RATES EXPIRE OCTOBER 1ST, 2018

REGISTER TODAY!

FEBRUARY 20-21, 2019

FREDERICKSBURG EXPO & CONFERENCE CENTER

2019 WINTER CONFERENCE

