



APWA Northern California Chapter, and

Maintenance Superintendents Association and the California Water Environment Association (CWEA-SF Bay Section) including Public Works Agencies for: San Francisco, Oakland, Contra Costa County, Marin County and, Alameda County Present:



Public Works Conference 2008

NEW DATE: SEPTEMBER 3-4, 2008

LOCATION:
San Ramon Marriott
2600 Bishop Drive
San Ramon, CA

EXHIBIT OPPORTUNITY

Note: If you are NOT responsible for your firm's exhibition participation decisions, please forward this packet promptly to the appropriate person.

Imagine standing in your exhibit booth as 300 public works practitioners clamor for the opportunity to talk to you about your goods and services! You are invited to participate as a vendor in our **12th Annual** Public Works Conference (formerly "Streets & Sewers"). Some of the exhibit features include:

- ✓ Located in San Ramon with easy access from Fwys: 580 and 680
- ✓ No cost increase for vendors this year.
- ✓ Electrical service and ability to bring in medium size display equipment.
- ✓ Lunch, breaks, and prize drawings in the exhibit area will maximize client interaction.

A consortium of professional associations, cities, and counties present the annual Public Works Conference as a forum to learn about the latest procedures, products and issues in street and sewer maintenance and repair in addition to engineering, management and career advancement topics. Clearly there will be something for everyone in the public works field including superintendents, supervisors, engineers, technicians and inspectors representing agencies, utilities and consultants.

An important mission of our APWA chapter is education. This conference fulfills that mission. The support of vendors like your firm helps fund the chapter's Scholarship and Internship Fund, as well as chapter administrative expenses.

Please review the enclosed Vendor Registration Packet and return your check and registration materials promptly to secure your booth space. *"First Come, First Served"*.

Sincerely,

Bob Guletz

Bob Guletz
Harris & Associates
2008 Vendor Exhibit Chair



VENDOR REGISTRATION PACKET

Date: SEPTEMBER 3 (Wednesday), SEPTEMBER 4(Thursday) 2008 (NEW DATE)

LOCATION: San Ramon Marriott Hotel, 2600 Bishop Drive, San Ramon, CA. Easy access from Hwy 580 and Hwy 680 corridors.

Exhibit Space Details. 35 booths maximum, each 6' x 6', around the perimeter of the Bishop Ranch Ballroom and Foyer Area adjacent to the Ballroom. 110 volt electric service is available to each booth. Exhibit area is at ground level; anything that can be brought in via non-motorized cart can be installed in your booth. One or two 6"x30" tables and two chairs will be provided. Limited overnight security.

Hours (Tentative):

	<u>Wednesday</u>	<u>Thursday</u>
Set-up	6:30 – 7:30 am (Sharp)	6:30 – 7:30am (Sharp)
Exhibit hours	7:30am - 4:00 pm	7:30 am – 3:30 pm
No seminars from:	7:30-8:30 am (Registration) 12:00-1:00 pm (Lunch) *	7:30-8:30 am (Registration) 11:45-12:45 pm (Lunch)*
General Reception	3:30-4:30 (& Door Prizes)	3:10-3:30 (Door prizes)
Tear Down:	4:30 – 5 pm (Can stay up overnight)	3:30 – 4:30 pm

*Lunch and break times may vary from this schedule

Vendor - Attendee Interface. Lunch and break refreshments (complimentary for you) will be served in the middle of the Arena floor, among the exhibits. Your exhibit is expected to be operational all day. To increase client contact, non-competing exhibit times (ie. no seminars) will be provided during morning registration, lunch, and at the end of each day, totaling over five hours. Drawings for door prizes each day will increase the excitement in the Exhibit area.

Promotional Benefits.

- ✓ Exposure to over 300 public works practitioners
- ✓ Listed in advance promotional brochures (for those whose checks are received in time)
- ✓ Your firm's information included on tear-out insert in conference program
- ✓ Listed on placard in registration area
- ✓ Recognition that exhibitor's fees have paid for general door prizes
- ✓ Opportunity to donate additional door prize(s) with attribution (most firms do so)
- ✓ Thank-you in APWA Northern California Chapter newsletter
- ✓ Preferred registration for a 2008 Public Works Conference booth

Booth Assignment and Priority System. In order to promote corporate membership in APWA, MSA, and CWEA, priority for booth space will go first to last years - 2008 Vendors, second to APWA/MSA/CWEA corporate member firms, third to firms with APWA/MSA/CWEA individual members, and finally to non-APWA/MSA/CWEA member vendors. Call the APWA national membership office (1-800-848-APWA) to learn how easy it is for your firm to join as an APWA corporate member for as little as \$285 per year, or check the website www.apwa.net.

Within the priority parameters noted above, selection of participating exhibitors will be made on a first-paid, first-selected basis. Your *specific booth location assignment* will be made by random drawing the week before the event.

Cost. Each 6'x6' booth costs \$850 including one full registration, or \$975 including two full registrations. Add \$125 for each company registration beyond two. Please note – all “booth sitters” must be registered. Each registration includes continental breakfast, lunch, afternoon refreshments and is a \$130 value.

Additional Rules.

1. Booth space – all activities shall be limited to your booth area.
2. Literature – Only paid exhibitors may distribute promotional materials at the event.
3. Safety – Each exhibitor is responsible for the safe operation of his equipment. Fire safety and facility regulations must be adhered to.
4. Noise – Exhibitor shall not operate equipment that is disruptive to other booths.
5. Set-up/Tear-down – To avoid disruption to other vendors and to be fair to attendees, you are required to set-up and tear-down only during designated times.
6. Refund Policy – At least one month prior (JULY 27, 2008) = 1/2 refund; otherwise no refund.
7. Event cancellation –Will result in refunds.
8. Door Prizes – Each day “wraps” with a reception and door prize drawing. We will purchase “grand prizes” each day from vendor registration fees. In addition, please note on your registration form if your firm wishes to donate one or more specific **door prizes worth more than \$50** (eg: a purchased item or gift basket; Home Depot/Circuit City or similar gift certificate; or your own product). Note that most vendors participate with additional gifts, so please plan ahead. Your firm will be acknowledged when your gift is given.
9. Hold Harmless – By participating, exhibitor agrees to hold APWA harmless from damage to equipment or injury to exhibitor or other participants. Also, we cannot guarantee attendance.
10. Parking – Abundant parking for exhibitors and attendees in hotel parking lot. *There is currently a per-day/per-car parking fee. Please check with the hotel for price.*

Registration. Complete the attached registration form and return it with your check made out to "APWA Northern California Chapter". Final details will be sent to registered vendors in mid September.

For more information, contact:

Bob Guletz
Harris & Associates
(925) 827-4900 x114
email at rguletz@harris-assoc.com.

Mira Troyan
Chapter Administrator
(415) 454-4568
apwanorcal@comcast.net

Public Works Conference 2008 - Exhibitor Registration
SEPTEMBER 3-4, 2008 – NEW DATE

I wish to participate as an exhibitor in the following location:

Bishop Ranch Ballroom Foyer adjacent to Ballroom (6 booths available)

Enclosed check for: \$850 (1 person) \$975 (2 persons) \$125 ea person after 2

Company Name: _____

Registration Contact Person: _____

Address: _____ City/State/Zip: _____

Company Web address: _____

Phone: _____ Fax: _____ Contact's E-mail: _____

For Name Badge: _____ Second Registrant (If applicable): _____
First Registrant: _____

Additional Registrants: _____

Describe your firm's services in 10 words or less (to be included in handouts):

Membership: APWA/MSA/CWEA Corporate APWA/MSA/CWEA Individual None

ASAP - Hotel reservations: The San Ramon Marriott is holding a limited number of rooms for this conference at a discounted rate of \$169 + tax (regular price \$229 + tax) Please reference the conference name and date when you call. Reservations: (800)228-9290

I will contribute a door prize(s): Value each: \$ _____ Quantity: _____ (some vendors do one each day) Described as follows:

Decide later Item: _____ Gift certificate, or:

My company's product: _____

Mail or FAX response with your check made out to "APWA Northern California Chapter" to:

Mira Troyan, Chapter Administrator
APWA NorCal Chapter
138 Knight Drive, San Rafael, CA 94901

American Public Works Association
Northern California Chapter
“Public Works Conference 2008”
138 Knight Drive
San Rafael, CA 94901



To Manager of Marketing at:

12th Annual Public Works Conference
(formerly *Streets & Sewers*)

- SAME LOCATION
- NEW TOPICS
- YOU CAN BE AN EXHIBITOR!

Don't miss this opportunity. Spaces sold out in 2007!