



I n c r e a s i n g Y o u r V i s i b i l i t y S h o w c a s i n g Y o u r S e r v i c e s M a r k e t i n g Y o u r P r o d u c t s

Dear Friends:

The Urban Water Institute is in the process of planning its **Annual Water Conference being held August 26th-27th in San Diego, CA.** The Urban Water Institute, Inc. is now offering an exceptional opportunity to exhibit at this upcoming conference.

We invite your organization to participate as an exhibitor and to become part of this Annual Water Conference. Again, we are offering exhibitors the opportunity to display their product or services to our general audience during the program.

This extraordinary opportunity is part of the Urban Water Institute's continuing commitment to help promote companies that serve the water resource industry. Our trade shows are located amongst the highest traffic areas of the conference.

As trade show coordinator, my job is to help you get the maximum exposure at any Urban Water Institute Conference. If you register as an exhibitor, you will be supplied with the names and organizations of people who have pre-registered for the conference. A brief description of each exhibitor is printed in the official conference program that is distributed to each attendee. If you would like to be included in this program, we must receive your information no later than **August 16, 2010**. After **August 16, 2010** you will be recognized on the printed material displayed at the conference. If you are not currently equipped to be an exhibitor, the Urban Water Institute also offers marketing opportunities as conference hosts or sponsors. This allows companies to gain exposure during hosted or sponsored events, depending on your financial commitment.

I look forward to working with your organization in facilitating a successful trade show event. Please, do not hesitate to contact me if I can be of further assistance. You can reach me at julie@urbanwater.com or (949) 679-9676.

Warm Regards,

Julie Ackman

Urban Water Institute's 17th Annual Water Conference

Location: Hilton Mission Bay Resort
1775 East Mission Bay Drive
San Diego, CA 92109

Table Top Rate: Each tabletop will cost \$900 (which includes one conference registration).

Application for Exhibit Space: Applications for exhibit space must be made on the enclosed form and must be accompanied by full payment. Urban Water Institute cannot reserve or honor any space application without full payment.

Exhibit Hours: **Thursday, August 26th, 7:30 a.m. to 5:00 p.m.**

- Installation beginning August 26th, 7:00 a.m.

Friday, August 27th, 7:30 a.m. to 12:00 p.m.

- Installation beginning August 27th, 7:00 a.m.

Exhibitor's Registration & Housing: Urban Water Institute provides one complete conference registration with purchase of tabletop exhibit and two "exhibit only" badges are provided. The exhibitor's badge entitles you to continental breakfast each day of the conference.

Security: Each individual company is responsible for security of its materials and the Urban Water Institute will not be held responsible for any lost or stolen articles. The exhibit area is not a secured area. The Hilton Mission Bay Resort or the Urban Water Institute, Inc. will assume no liability.

Table Top Size and Limitations: All tabletops will be 6 ft, skirted, with two chairs. See trade show coordinator for any special arrangements.

Please notify trade show coordinator if you have any special requests.

Service Information: Following receipt of the exhibit space application, signed contract, and full payment, you will receive an acknowledgment email.

EXHIBITOR RULES AND REGULATIONS

Show Management: The words "Show Management" as used herein shall mean the Board of Directors of the Urban Water Institute, Inc. In the enforcement and interpretation of the following rules and regulations, the decision of the Board of Directors is final.

Eligible Exhibits: The Show Management reserves the right to determine the eligibility of any company or products for inclusion in the conference and reserves the right to reject, evict or prohibit any exhibit in whole or in part, or any exhibitor, or his/her representative, with or without given cause.

Refunds: Urban Water Institute, Inc. will refund 50% of the amount paid for table space if written cancellation is received before **August 20th, 2010**. Space assigned shall be deemed acceptable. Failure to provide written cancellation before **August 20th, 2010** or failure to appear at the conference relieves Urban Water Institute, Inc. of any refund.

Non-Liability: The exhibitor agrees to make no claim for any reason whatsoever against the Urban Water Institute, Inc. and other contractors for loss, theft, damage or destruction of goods, nor for any injury to him/herself or employees; nor for any damage of any nature or character including any damage to his/her business by reason of failure to provide space for exhibit, or the removal of the exhibit; nor for failure to hold the conference as scheduled; nor for any action of any nature of the Urban Water Institute, Inc. or its members, officers, committees, agents or employees. The exhibitor further agrees to indemnify and defend the Urban Water Institute, Inc. against any claim arising out of the display of a product or service at the event in question.

Damage Liability: Exhibitors are liable for any damage caused to the building floor, walls, columns, or to standard equipment or other decorator property.

Relocation of Exhibits: The Show Management reserves the right to alter locations of exhibits if deemed advisable and in the interest of the conference.

Fire, Safety & Health: The exhibitor agrees to accept full responsibility for compliance with local, city and state fire, safety and health ordinances regarding the installation and operation of equipment. All exhibit materials and equipment must be reasonably located within the booth and protected by safety guards and devices where necessary to prevent accidents to spectators.

Decorations Standard: No combustible decorations, such as crepe paper, tissue paper, cardboard, corrugated paper, shall be used at any time. All packing containers, excelsior and wrapping paper should be removed from exhibit area and must be stored under tables. All Muslin velvet, silken or any other cloth decorations must stand flameproof test as prescribed by fire ordinance.

Cancellation of Show: Should the conference and exhibition be canceled, postponed or abandoned due to fire, strikes, weather or other uncontrollable circumstances before the opening date, this contract will not be binding and exhibitors will receive refunds.

Interpretation & Amendment: The exhibit coordinator has full power to interpret or amend these rules. The exhibit coordinator promises full cooperation for a successful show and will be pleased to work with exhibitors towards the end.

Unions: Many services in connection with displays are often under local union jurisdiction. Exhibitors must agree to comply with all applicable union requirements and must accept responsibility for making their own arrangements in this regard.

Endorsement: The Urban Water Institute, Inc. does not in any way imply endorsement of any product or service of any exhibitor by entering into this exhibitor contract.

I have read the above contract and agree to abide by terms specified herein

Company_____

Authorized Signature_____

EXHIBIT SPACE APPLICATION AND CONTRACT

Urban Water Institute's
17th Annual Water Conference

Hilton Mission Bay Resort
1775 East Mission Bay Drive
San Diego, CA 92109
(619) 276-4010

- 1.) Exhibit locations will be assigned on a first received basis
- 2.) Table top rental is **\$900.00** for one skirted table.
- 3.) Amount enclosed _____ **(Includes one complete conference registration)**

(PLEASE TYPE OR PRINT)

Name for complete registration: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____ Fax: _____

Email Address: _____

Visa

MasterCard

American Express

Credit Card #: _____ Exp. Date: _____

Name on charge card: _____ CSC Security Code: _____

Signature: _____

Billing Address: _____

4.) Name of contact person: _____

5.) Names of company representatives who need Exhibit only name badges.
(Maximum of two per table will be provided). Additional representatives must register for conference.

Please Type or Print

First: _____ **Last** _____ **Title** _____

First: _____ **Last** _____ **Title** _____

6.) Company identification sign should read exactly as follows:

7.) Conference program listing should read exactly as follows:

8.) Factual description of product or service to be exhibited (25 words or less)

9.) Table top exhibit physical description(i.e. dimensions, size, additional requirements):

10.) Will you need power hookups for exhibit? Yes_____ No_____

11.) I accept the terms and conditions of the exhibit regulations accompanying this contract.

Authorized Signature: _____ Date: _____

-Urban Water Institute accepts Visa, MasterCard & American Express payments. Checks, Money Orders, or Purchase Orders must accompany this contract.

-Please complete all sections of this application. Sign this form and the exhibit rules agreement before mailing.

-These forms must be returned no later than August 20th, 2010.

Submit full payment to:

Urban Water Institute, Inc.
18800 Von Karman Avenue, Suite 100
Irvine, CA 92612
Phone: (949) 679-9676
FAX: (949) 474-8258
www.urbanwater.com

Tax ID# : 33-0578523

These regulations become a part of the contract between the exhibitor and the Urban Water Institute, Inc. The show management respectively asks the full cooperation of the exhibitors in their observance. All points not covered are subject to the decision of the Show Management.

Applications will not be accepted unless accompanied by this signed agreement.