



39th Annual Tri-State Seminar

August 5 - 8, 2024

South Point Hotel & Casino, Las Vegas, NV

SPONSOR PROSPECTUS

TRI-STATE SEMINAR, LLC

Through our annual three-day seminar, Tri-State Seminar, LLC (TSS) provides affordable, high-quality educational training opportunities to water and wastewater professionals from across the United States. The technical sessions and workshops hosted at the seminar are designed to provide continuing education, professional development, and technical advances to support the mission and vision of our Member Associations; AZ Water Association (AZ Water), California Water Environment Association (CWEA), and the Nevada Water Environment Association (NWEA).

In a world where treatment, production, and water quality demands are ever increasing, the Exhibit Hall offers our corporate partners the appropriate venue to share their technologies and solutions with our attendees.

Becoming a sponsor is the best way to differentiate your company from the competition! Your company's sponsorship at the seminar supports the mission and vision of TSS to develop and provide quality education and training programs that serve our attendees while keeping registration costs to a minimum.

Benefits of being a sponsor, even if you are not exhibiting, are:

- Opportunity to strengthen brand awareness and exposure with attendees
- Increased exposure for your company through branded merchandise and signage
- Foster a positive reputation and reinforce your position as a premier leader in the water community
- Exclusive Exhibit Hall registration access for Premium Sponsorship Levels

PREMIUM SPONSORSHIP LEVELS & BENEFITS

Avoid the rush! TSS now offers three (3) levels of Premium Sponsorship - Silver, Gold, and the newest Platinum Sponsorship Level. Companies securing one or more sponsorship opportunities at this level will be afforded early priority access to the exhibit booth registration process. If you purchase one or more sponsorship opportunities at the Platinum, Gold, or Silver Sponsorship Level, you will be given an opportunity to secure exhibit booth space at least three (3) weeks before general Exhibit Hall registration opens. You will **not** need to register for booth space during the Exhibit Hall General Registration period as we will contact you directly to select and secure your booth space!



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PLATINUM SPONSORSHIP - \$10,000

- Includes five (5) complimentary seminar registrations (valued at ~\$500)
- Company logo recognition on the seminar website with a link to the sponsor company's website
- Company logo recognition on signage at the seminar
- Company logo recognition in the Program Guide and post-conference magazine that reaches over 4,500 readers
- Full page advertisement in the Program Guide (valued at ~\$1,100 – *camera ready art must be received by **May 01, 2024** or ad page will be forfeit*)
- Golf Tournament Tee Sponsor sign
- One of the following sponsorship options:

Seminar Lanyards

Approximately 5,500 lanyards will be printed with the title of the seminar and your company name and/or logo.

Limited to one (1) sponsor.

Seminar Mobile App "Splash Page"

The "splash page" is a full screen ad that displays when the seminar mobile app is launched or refreshed, giving the sponsor excellent brand visibility.

Limited to one (1) sponsor.

Seminar Wi-Fi Access

Wi-Fi login page and access code will be designed and programmed to use your company name, slogan, or exhibit booth number.

Limited to one (1) sponsor.



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GOLD SPONSORSHIP - \$6,000

- Includes three (3) complimentary seminar registrations (valued at ~\$300)
- Company logo recognition on the seminar website with a link to the sponsor company's website
- Company logo recognition on signage at the seminar
- Company logo recognition in the Program Guide and post-conference magazine that reaches over 4,500 readers
- Half-page advertisement in the Program Guide (valued at ~\$550 – *camera ready art must be received by **May 01, 2024** or ad page will be forfeit*)
- Golf Tournament Tee Sponsor sign
- One of the following sponsorship options:

Conference Bags

Every registered attendee will receive a conference bag stuffed with “goodies”. Bags will be co-branded with sponsor logo(s) and the Tri-State Seminar logo. These conference bags are a “walking” advertisement for your company during the conference and used throughout the year by the attendees!

Limit two (2) sponsors.

Golf Simulators

Two (2) golf simulators will be installed in strategic locations within the Exhibit Hall. We anticipate heavy use and attendee excitement for the opportunity to play a little golf while visiting our exhibitors. Sponsor logo(s) will be displayed on the golf simulator screen (two per simulator).

Limited to four (4) sponsors.

Hotel Room Key Cards

South Point Hotel guests will carry customized key cards to access their hotel room for the duration of their stay. Approximately 6,000 hotel room key cards will bear your company logo co-branded with the Tri-State Seminar logo.

Limited to two (2) sponsors (~3,000 hotel room key cards per sponsor).

Attendee Notepads

Every registered attendee will receive a notepad in their conference bag. This premium spiral-bound notepad comes with sticky notes and a pen. The hard cover is a great place to advertise with a company logo.

Limited to four (4) sponsors (1,000 units per sponsor).



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GOLD SPONSORSHIP (cont.)

Poo Emoji Stress Reliever

Every registered attendee will receive a stress reliever in their conference bag; some will receive the “poo” emoji while others will receive the water drop emoji. This is a fun way to advertise your company and watch the “horse trading” among the attendees.

Limited to two (2) sponsors (1,000 units per sponsor).

Water Drop Emoji Stress Reliever

Every registered attendee will receive a stress reliever in their conference bag; some will receive the water drop emoji while others will receive the “poo” emoji. This is a fun way to advertise your company and watch the “horse trading” among the attendees.

Limited to two (2) sponsors (1,000 units per sponsor).

Poker Chip Thumb Drive

Every registered attendee will receive in their conference bag a portable thumb drive designed to look like a poker chip. This is a great way to advertise your company on a product that is sure to be used well into the future and talked about at future events.

Limited to four (4) sponsors (1,000 units per sponsor).



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SILVER SPONSORSHIP - \$4,000

- Includes two (2) complimentary seminar registrations (valued at ~\$200)
- Company logo recognition on the seminar website with a link to the sponsor company's website
- Company logo recognition on signage at the seminar
- Company logo recognition in the Program Guide and post-conference magazine that reaches over 4,500 readers
- Golf Tournament Tee Sponsor sign
- One of the following sponsorship options:

Welcome Reception

The Monday evening Welcome Reception is hosted in the South Point Hotel Showroom and attended by approximately 500 seminar attendees. Sponsor logos will appear in the Program Guide on the event advertisement. Company logo recognition will be on signage at the event entrance and napkins bearing company logo(s) will be used during the event.

Limited to four (4) sponsors.

Exhibit Hall Bars

The TSS Exhibit Hall is extremely well attended each evening as attendees gather to see the "latest and greatest" in "tried and true" as well as new technology and solutions for industry problems. Company logo recognition will be on signage at the bars and cocktail napkins bearing company logo(s) will be used during the event.

Limited to four (4) sponsors.

Seminar Mobile App Video

A rotating video will appear on the homepage of the mobile app screen serving as a very cost-effective way to create brand awareness. Sponsor shall provide video clip up to 15 seconds in length.

Limited to four (4) sponsors.

Staircase Signage

Adhesive signage will be affixed to the large hotel staircase leading to the Exhibit Hall. Stairs are approximately 6" high x 9' long. Signage will be the sponsor company logo(s) co-branded with the Tri-State Seminar logo.

Limited to four (4) sponsors.



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COPPER SPONSORSHIP - \$1,500

- Includes one (1) complimentary seminar registration (valued at ~\$100)
- Company name recognition on the seminar website
- Company logo recognition in the Program Guide and post-conference magazine that reaches over 4,500 readers
- Golf Tournament Tee Sponsor sign
- One of the following sponsorship options:

Seminar Java Jolts

Coffee is the elixir of life – and that is especially true when our technical sessions and workshops begin at 0730! Sponsor logo(s) displayed on signage at the break stations.

Limited to six (6) sponsors.

Educational Tours

Education can be fun and that is especially true of our tour offerings. With staples like the Hoover Dam and the Venetian Hotel, we are adding more facility tours and tours to venues that feature water. Sponsor logo(s) will be on signage near the shuttle bus pick-up locations.

Limited to six (6) sponsors.

Young Professionals Luncheon

Young Professionals are the future of our industry. We are proud to continue hosting a luncheon so they can meet and network with peers to establish long term relationships. Sponsor recognition at the event and signage are a great way to showcase your support of the industry.

Limited to two (2) sponsors.



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BIG BEND SPONSORSHIP - \$500

- Includes one (1) complimentary seminar registration (valued at ~\$100)
- Company logo recognition in the Program Guide and post-conference magazine that reaches over 4,500 readers

GOLF TEE SPONSORSHIP - \$250

- Includes Golf Tournament Tee Sign
- Recognition at Golf Tournament Lunch
- Company name recognition in the Program Guide and post-conference magazine that reaches over 4,500 readers

LOGO & ADVERTISEMENT DEADLINE

Camera ready art must be received by **May 01, 2024** to be acknowledged in the Program Guide. Acceptable formats for logos include PNG (preferred), GIF, JPEG, or PDF. The TSS Sponsorship Task Force shall make reasonable efforts to secure an approved logo from the Sponsor prior to publication deadlines. The Sponsor shall indemnify, defend, and hold harmless Tri-State Seminar, LLC against any liability, damage, loss, or expense resulting from the unintentional use of an incorrect logo.

Advertisements included with the Platinum and Gold level sponsorships must be submitted by **May 01, 2024** to be included in the Program Guide. Advertisements must be print-ready art in PDF format (save at PDF/X-1a:2001 resolution setting) or InDesign format. All screen and printer fonts must be approved images at 300 dpi at final size. Half-page advertisement specifications are 7 inches by 4.625 inches.

HOW DO I REGISTER AS A SPONSOR?

Go to our website (www.tristateseminar.com) and click on the SPONSOR REGISTRATION button. Follow the registration prompts to secure your selection.

QUESTIONS?

Questions about sponsorships, logos, camera ready art, and advertisements can be sent to Raj Chavan and Nikita Lingenfelter at sponsors@tristateseminar.com.