

SPONSORSHIP PROSPECTUS

Tri-State Seminar, LLC (TSS) provides affordable, high quality education to water and wastewater operators from the Western United States through our annual three-day seminar designed to provide professional development, continuing education, and technology transfer to support the vision and missions of our partner organizations; AZ Water Association, California Water Environment Association, and the Nevada Water Environment Association.

Your company's sponsorship of the seminar will help TSS continue to develop quality education programs that serve our attendees, while keeping registration costs to a minimum. Sponsorships are used to help offset annual seminar expenses such as the facility, exhibition, and training materials.

Becoming a sponsor at the seminar is the best way to differentiate your company from the competition! This year TSS is offering several different sponsorship opportunities in addition to exhibiting to help position your company as an industry thought leader and committed industry supporter.

Potential benefits of sponsoring:

- Increased exposure and awareness for your company
- More traffic to your booth
- Opportunity to strengthen your brand awareness with attendees
- Reinforce your position as a premier leader in the water community
- A way to get your name out if you are not exhibiting

NEW FOR 2022: EARLY-BIRD EXHIBIT BOOTH REGISTRATION WITH GOLD OR SILVER LEVEL SPONSORSHIP!

This year, we have a new "early-bird" option available for Sponsorship that will benefit you as an Exhibitor! Registration for Early-Bird Sponsors will open at least two weeks prior to regular Exhibit Booth registration. If you select GOLD or SILVER sponsorship during this early-bird time period, you will have an opportunity to secure your booth registration (i.e. no need to register separately when regular Exhibitor Registration opens!!) and select your booth space in the Exhibit Hall! We will call you personally so that you can select your booth spots.

GOLD LEVEL SPONSOR BENEFITS – \$4,000

Includes three (3) complimentary attendee seminar registrations – valued at \$300, company logo recognition on the seminar website with a link to sponsor company's website, logo recognition on signage at the seminar, logo recognition in on-site seminar program guide and post-seminar magazine reaching over 4,500 readers, list of post-seminar attendees, half-page advertisement in the on-site program guide– valued at \$550 (camera-ready art* must be received by June 15, 2022), golf tournament tee sponsor sign and choice of one of the following sponsorship options:

• Conference Bags

Every registered attendee will receive a conference bag. Bags will be co-branded with sponsor logo and Tri-State Seminar logo. The conference bags are a walking advertisement for your company during the conference and used throughout the year by the attendees! Limited to two (2) sponsors.

• Golf Simulators

With this year's theme, we will have Golf Simulators set up in the Exhibit area. We anticipate heavy use and attendee excitement for the opportunity to play a little golf while visiting our exhibitors. Your company logo will be co-branded with Tri-State Seminar logo and displayed at the Golf Simulator area. Limited to four (4) sponsors.

• Hotel Room Key Card

All hotel guests will carry customized key card designed by your company for accessing their hotel room throughout the duration of their stay. Approximately 5,000 hotel room key cards will be co-branded with your company logo and Tri-State Seminar logo. Limited to two (2) sponsors (approx. 2,500 hotel room key cards per sponsor).

• Seminar Lanyards

Approximately 3,500 lanyards will be printed with the title of the Seminar and your Company name and/or logo. Sponsor chooses lanyard color. 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. o Social media post thanking Wi-Fi sponsor during the seminar.

- Half-Page ad in the on-site seminar program guide with instructions on how to connect to the Wi-Fi.
- Sponsor recognized wherever Wi-Fi is mentioned in print or by moderators and Wi-Fi signs displayed throughout the conference facility (locations to be determined by TSS).

KEEPING WATER on PAR

SILVER SPONSOR BENEFITS – \$2,000

Includes two (2) complimentary attendee seminar registrations, – valued at \$200, company logo recognition on the seminar website with a link to sponsor company's website, logo recognition on signage at the seminar, logo recognition in on-site seminar program guide and post-seminar magazine reaching over 4,500 readers, golf tournament tee sponsor sign and choice of one of the following sponsorship options:

- **Seminar Mobile App “Banner Ad”**

Rotating banner ad will appear at the top of the mobile app screen serving as a very cost-effective way to create brand awareness. Limited to four (4) sponsors.

- **Staircase Signage**

Adhesive signage will be adhered to the hotel staircase leading to exhibit hall (6” high x 9’ long). Signage will be co-branded with sponsor logo and company name and the Tri-State Seminar logo. Limited to four (4) sponsors.

- **Welcome Reception**

Social event with entertainment on Monday evening attended by approximately 400 seminar attendees at the South Point Showroom. Limited to four (4) sponsors.

- Opportunity to display a sponsor provided retractable banner at the pool entrance.
- Opportunity to address attendees from the stage.
- Sponsor logos will appear on the event advertisement in the on-site seminar program guide.

COPPER SPONSOR BENEFITS – \$1,000

Includes one (1) complimentary attendee seminar registration, – valued at \$100. Company name listed on the seminar website, logo recognition in on-site seminar program guide and post-seminar magazine reaching 5,000 readers, golf tournament tee sponsor sign and choice of one of the following sponsorship options:

- **Seminar Java Jolt Break & Morning Break**

Your company logo will be co-branded with Tri-State Seminar logo on signage at break stations. Limited to six (6) sponsors total, two (2) sponsors per day.

- **Educational Tours**

Sign acknowledging sponsor near or on the shuttle bus. Limited to one (1) sponsor per tour, for a total of two (2) sponsors.

BIG BEND SPONSOR – \$500

Includes one (1) complimentary attendee seminar registration and company name with logo listed in the on-site seminar program, post seminar magazine and website.

GOLF TOURNAMENT TEE SPONSOR – \$250

Includes golf tournament tee sign, recognition at golf tournament lunch and company name listed in the on-site seminar program and post seminar magazine.

Seminar advertisements included with the Gold level sponsor packages must be submitted by the below deadlines with print-ready art in PDF format (save at PDF/X-1a:2001 resolution setting) or InDesign format. All screen and printer fonts must be provided, images at 300 dpi at final size. Halfpage advertisement specifications are 7 inches by 4.625 inches.

LOGO AND ADVERTISEMENT DEADLINE

Print ready art must be received by **June 15, 2022** to be acknowledged in the on-site Seminar Program Guide. Acceptable formats for logos include: PNG (preferred), GIF, JPEG or PDF.

Advertisements, logos and sponsorship questions can be sent to Raj Chavan at raj.chavan@atkinsglobal.com or 775.848.2672.

HOW DO YOU REGISTER AS A SPONSOR OF THE 37TH ANNUAL TRI-STATE SEMINAR?

It's as easy as swinging your club on the golf course! Just go to our website, click on the register button, then select “SPONSOR REGISTRATION.” After the early-bird sponsor registration time period, if you plan to exhibit and sponsor, you will need to register twice. Remember, each registration needs a unique email address, so consider using a co-worker's email address for one of them.