

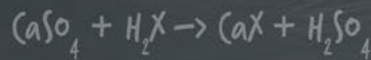
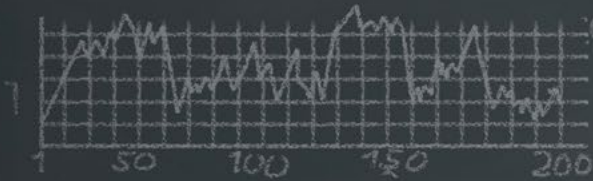


2017 Annual Convention and Exposition

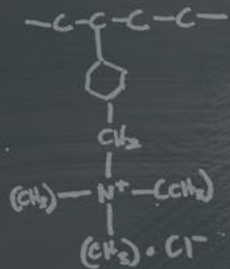
September 13-16, 2017

Devos Place and Amway Grand Plaza Hotel
Grand Rapids, Michigan

awt.org/annualconvention17



$$\text{HTI} = 0.693 \times \frac{\text{capacity} \times (\text{CR} - 1)}{Q_c \times \Delta T \times 0.001}$$



Exhibitor Prospectus

Benefits of Exhibiting



Contact new prospects and generate leads.

Promote company image and maximize market exposure.

Discuss the needs of your clients firsthand and demonstrate the solutions offered by your company.

Research competition and develop ways to differentiate your company.

Gain insight into market trends to aid in your strategic planning.

Test new products or services at the customer level.

Develop your database to strengthen your overall sales and marketing programs.

Build relationships with an audience of qualified buyers.

2015 Attendee Stats

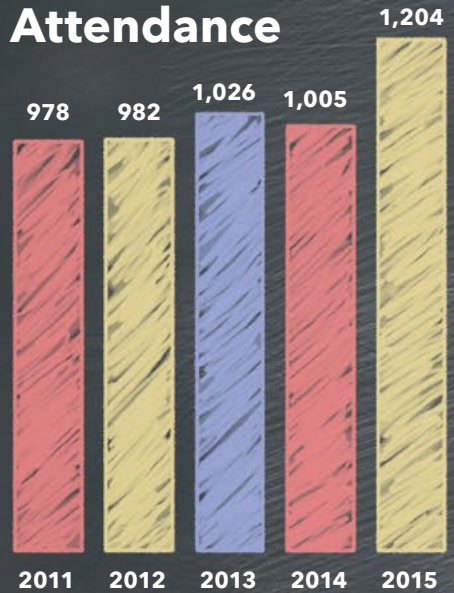
- 102** Non-member attendees
- 179** First-time attendees
- 426** Different companies represented

2016 Exhibitor Stats

(as of 7/15/16)

- 12%** First-time exhibitors
- 78%** Companies exhibiting three or more times in the last five years
- 122** Companies purchased 18,600 net square feet of exhibit space
- 91%** Exhibit floor sold

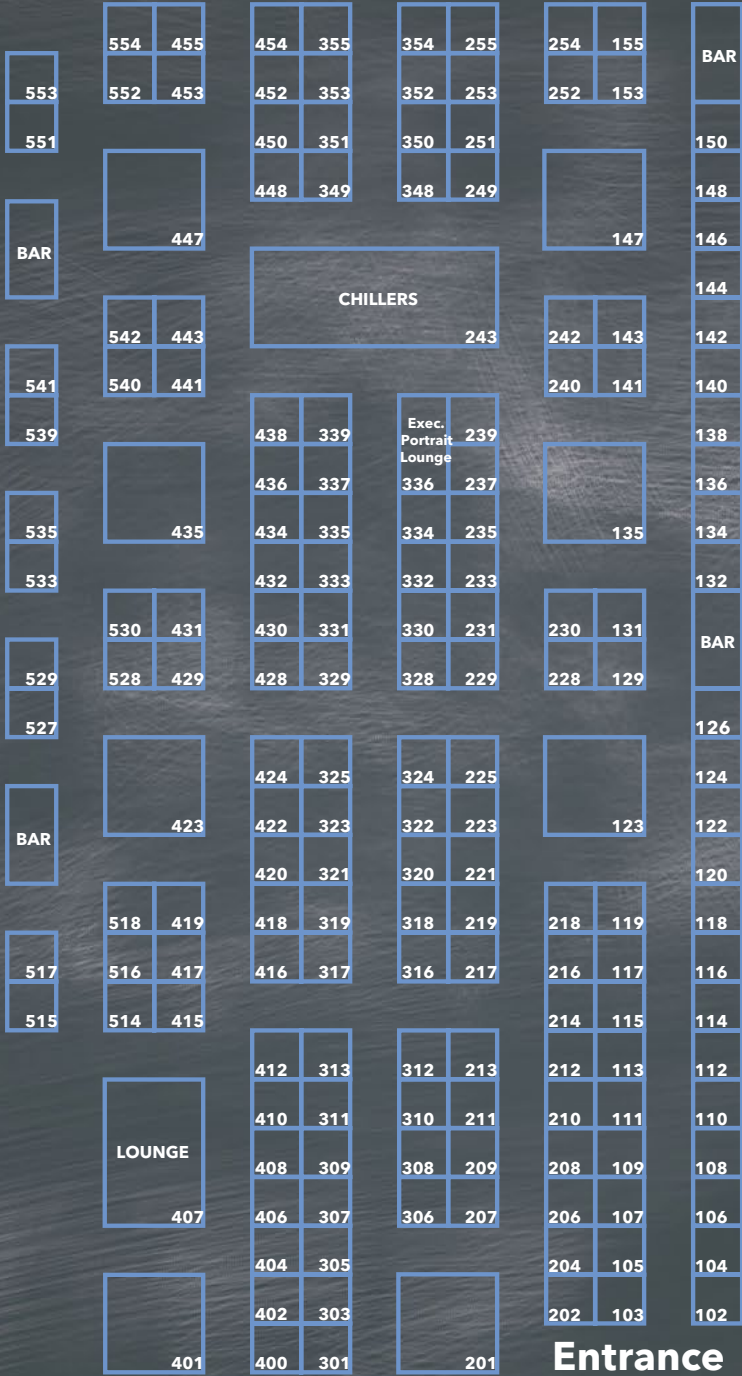
Past Convention Attendance



Exhibitor Floor Plan

FOOD AND BEVERAGE

EXHIBITOR LOUNGE
158



General Information

2017 Important Dates to Remember

Priority Points Advance Deadline **Wednesday, January 25, 2017**

Initial Booth Assignment Notification **Wednesday, February 22, 2017**

Exhibitor Service Kit Emailed **Wednesday, March 29, 2017**

General Booth Information

Booth Sizes	Member Booth Fee	Non-Member Booth Fee
10' x 10'*	\$1,900	\$2,800
10' x 20'**	\$2,800	\$4,150
10' x 30'***	\$3,700	\$5,500
20' x 20'**** Island	\$5,500	\$8,200

* (1) Complimentary full conference registration and (1) complimentary booth staff

** (1) Complimentary full conference registration and (2) complimentary booth staff

*** (1) Complimentary full conference registration and (3) complimentary booth staff

**** (2) Complimentary full conference registrations and (4) complimentary booth staff

Additional exhibitor staff is \$150/person. Included in the booth space rate:

- 8' back wall
- 3' side wall
- Identification sign

Exposition Hours

Exhibitor Move-In

Tuesday, Sept 12 10:00 am–5:00 pm

Wednesday, Sept 13 8:00 am–2:00 pm

Exposition Hours

Wednesday, Sept 13 4:00 pm–8:00 pm

Thursday, Sept 14 10:00 am–3:00 pm
(lunch in hall)

Friday, Sept 15 10:00 am–2:00 pm

Exhibitors' Meeting

Friday, Sept 15 9:30 am–10:00 am

Hall Teardown

Friday, Sept 15 2:00 pm–7:00 pm

Questions and Information

Exhibit/Sponsorship Questions

Barbara Bienkowski, CEM

bbienkowski@awt.org

(240) 404-6481

Membership Questions

Angela Pike

apike@awt.org

(240) 404-6477



Terms and Conditions

Space Assignment

Preference for space assignment will be awarded to previous exhibitors based on priority points. Priority points are determined based on several factors, including participating in previous expositions, sponsoring an event at the convention, advertising and/or having an article in *the Analyst*, and/or presenting a paper at the convention. More weight is given to being active within the past five years.

All exhibit space is assigned using priority points and then on a first-come, first-served basis. Please list six booth choices. In the event that all your choices have already been assigned, we will call you prior to space assignment. Applications received without full payment will not be processed. Payment for space must be received in U.S. dollars.

Priority points only apply to exhibitors who return their contract and full payment by Wednesday, January 25, 2017. If two companies have the same number of points in the priority listing, booth space will be assigned based on the date the contract is received. Companies not having priority points will be assigned booth space according to the date their contract and full payment are received. After January 25, space will be assigned upon receipt of the contract and full payment.

Exhibitors wishing to avoid assignment of space adjacent to a particular competitor should indicate so on their application; careful consideration will be given to such requests. AWT retains the exclusive right to revise the exhibit hall floor plan(s) and/or relocate any assigned exhibitors as necessary for the betterment of the AWT Annual Convention and Exposition, as determined solely by AWT.

Subletting Space

No exhibitor shall assign, sublet, or apportion all or any part of the space assigned, or have representatives, products, or materials from companies other than its own in said exhibit without the written consent of AWT.

Installation and Dismantling of Exhibits

The exhibit hall will be open on Tuesday, September 12, from 10:00 am–5:00 pm for exhibitor move-in, and on Wednesday, September 13, from 8:00 am–2:00 pm for final preparations, such as lighting, powering of equipment, etc.

At 2:00 pm, on Wednesday, September 13, an inspection will be made. Exhibits that are obviously not being set up and have no representative present will be assigned to the labor contractor for uncrating and erecting to facilitate crate removal and initial cleaning prior to the exhibit hall opening. Charges will be billed to the exhibitor. Permission for late setup on Wednesday, September 13, will be handled on a per-request basis with 30 days written notice given to AWT staff. No exhibit may be erected during open Exposition hours.

Dismantling of exhibits and packing of equipment may not begin until after 2:00 pm, Friday, September 15. Exhibitors who dismantle their booths prior to the announced closing risk losing their priority points and future exhibit invitations. All exhibits must be packed and ready for removal from the exhibit area no later than 7:00 pm on Friday, September 15.

Exhibitor's Service E-Kit

A complete Exhibitor's Service E-Kit containing all the necessary order forms for drayage, electrical, furniture rental, carpeting, cleaning, etc. will be available online. Information will be emailed to each exhibitor by NextShow, the general contractor/decoder, by Wednesday, March 29, 2017. Orders should be submitted by the "Key Dates" listed in the service manual to receive discounted rates.

Exhibitor Giveaways

Exhibitors are allowed to distribute giveaways at their booth(s). Exhibitors must confine their activities to the space for which they have contracted; this includes the distribution of printed materials.

Hospitality Events

Exhibitors agree not to host hospitality suites during the Annual Convention. Exhibitors also agree not to have any entertainment or other functions for large, organized groups during the course of the convention. This non-competition provision also applies to private demonstrations, facilities tours, etc. Exhibitors agree that these activities detract from the overall merit of the show. The types of activities listed above are prohibited unless approved in writing by AWT.

Liability and Insurance

AWT and its officers, directors, volunteers, employees, agents, and sponsors are not responsible or liable for damage to the exhibitor's property, owned or rented, his personnel or invitees, or that of his employees or agents, from personal injury, fire, theft, or any other cause.

Exhibitors are advised to secure insurance coverage for personnel, products, and exhibits at their own expense. Such coverage can usually be provided by requesting a rider to the company's existing policy if coverage is not already in force.

Exhibitors shall be bound by the terms of the contract held by AWT with DeVos Place. Exhibitors agree to indemnify, hold harmless, and defend AWT and its officers, directors, volunteers, employees, agents, and sponsors, and the DeVos Place Convention Center and its respective members, officers, directors, agents, and employees from and against any and all liabilities, damages, actions, costs, losses, claims, and expenses, including reasonable attorney's fees, on account of personal injury, death, or damage to or loss of property or profits arising out of or resulting, in whole or in part, from any act of omission, negligence, fault, or violation of law or ordinance of the exhibitor or its employees, agents, subcontractor, or invitees or any other person entering the facility with the implied or express permission of the exhibitor. Such indemnification by the exhibitor shall apply unless such damage or injury results from the sole negligence, gross negligence, or willful misconduct of the exhibitor, its employees, or its subcontractors.

Children/young adults under the age of 16 are not permitted on the exhibit floor during installation and dismantling hours.

Height Restrictions

Linear or "in-line" and corner booths are subject to an 8' height restriction. **Perimeter** booths (those that back to an outside wall rather than to another exhibit) are restricted to a height limitation of 12'. **20x20 islands** can be up to 16' high including signage.

Use of Space

The maximum height of 8' is allowed only in the rear half of the booth space, with a 4' height restriction on all materials in the remaining space forward to the aisle. When three or more linear booths are used in combination as a single exhibit, the 4' height limitation is applied only to that portion of exhibit space that is within 10' of an adjoining booth.

Sound

Public address systems are not permitted. The noise level from any demonstrations or sound system should be kept to a minimum and should not interfere with others. Electrical or mechanical apparatus must be muffled so that noise does not interfere with other exhibitors. AWT reserves the right to determine at what point sound constitutes interference with others.

Agreement

By signing the space application incorporating these terms by references, the exhibitor agrees to abide by these rules and regulations and the decisions of AWT. This contract will become binding for both the exhibitor and AWT upon its acceptance by AWT staff.

These terms and conditions have been developed to offer each exhibitor equality regardless of size. Each exhibiting company should be given equal opportunity, within reason, to present its products to the target audience in the most effective manner.

Application & Contract for Exhibit Space

AWT Annual Convention and Exposition • September 13–16, 2017 • Grand Rapids, MI

Priority Points Deadline: Wednesday, January 25, 2017!

1 Administrative Contact Information

Administrative Contact Name

Telephone

Email

2 Promotional Contact Information

The following information will be used in all Convention promotional materials.

Exhibiting Company Name

Promotional Contact Name

Address

City State ZIP

Country Telephone

Fax Email

Website

Exhibit Description and Company Logo

Describe in 250 words or less, exactly as you want it to appear in the official promotions, the products or services to be exhibited. You may attach a separate document or email it to bbienkowski@awt.org

Company Category: Please check the category that best describes your company: Chemical Equipment Other

Cancellation and Refund Policy: Cancellations must be submitted in writing to:

AWT Headquarters
9707 Key West Avenue, Suite 100 • Rockville, MD 20850
Fax: (301) 990-9771, **Email:** bbienkowski@awt.org

Cancellations received by Friday, June 9, 2017, will receive a 50% refund. No refunds will be made after Friday, June 9, 2017. Please note: If the exhibitor reduces the space reserved, the cancellation clause will apply to that portion of the space canceled.

3 Booth Fees

We understand that space will be rented according to the following fee structure (please check one):

Booth Size	Member	Non-Member
10' x 10'	<input type="checkbox"/> \$1,900	<input type="checkbox"/> \$2,800
Includes:	(1) complimentary full convention registration (1) complimentary booth staff	
10' x 20'	<input type="checkbox"/> \$2,800	<input type="checkbox"/> \$4,150
Includes:	(1) complimentary full convention registration (2) complimentary booth staff	
10' x 30'	<input type="checkbox"/> \$3,700	<input type="checkbox"/> \$5,500
Includes:	(1) complimentary full convention registration (3) complimentary booth staff	
20' x 20' Island	<input type="checkbox"/> \$5,500	<input type="checkbox"/> \$8,200
Includes:	(2) complimentary full convention registrations (4) complimentary booth staff	

Booth Selection: Select space as shown on the floor plan. End caps are not available.

1st choice 4th choice

2nd choice 5th choice

3rd choice 6th choice

Booth Separation: List companies from which you desire booth separation (identify by company name, NOT by products displayed). Booth separation is not guaranteed. Should booth separation supersede location requested? YES NO

1)

2)

3)

4 Booth Staff

Complimentary Full Registration: Each registration includes one complimentary ticket to the Annual Reception and Awards Dinner.

1) Name Email

2) Name (for 20' x 20' only) Email

Complimentary Booth Staff:

(1) Exhibitor Badge for each 10' x 10' space purchased.

1) Name (for 10' x 10' only) Email

2) Name (for 10' x 20' only) Email

3) Name (for 10' x 30' only) Email

4) Name (for 20' x 20' only) Email

Additional Booth Staff \$150/person: Attach additional sheets if necessary.

1) Name Email

2) Name Email

5 Total Fees

Booth Fee		\$
Additional Booth Staff	@ \$150/person	\$
Commercial Corner Presentation	@ \$950 (Exhibiting Company)	\$
	@ \$1,340 (Non-Exhibiting Company)	\$
TOTAL DUE		\$

6 Authorization

I am an authorized representative of the company, with the full power and authority to sign and deliver this application. The company listed on this application agrees to comply with all policies, rules, and regulations contained in the 2016 Exhibitor Prospectus, and all policies, rules, and regulations adopted after the publication of the Prospectus, which we accept as part of the agreement.

Authorized Signature (Required)

Date

7 Payment Information

To secure an exhibit booth or Commercial Corner presentation, full payment must be received with this application.

Check Enclosed Visa MasterCard American Express

Name on Card

Card #

Security Code

Expiration Date

Signature

Date

Return signed application and payment to:

AWT, Attention: Barbara Bienkowski
9707 Key West Avenue, Suite 100 • Rockville, MD 20850
Telephone (240) 404-6481 **Fax** (301) 990-9771

8 Questions

Please email or telephone Barbara Bienkowski, CEM
bbienkowski@awt.org, (240) 404-6481