



• WASHINGTON, D.C.

WATER.POWER.WEEK.

WASHINGTON, D.C. • MAY 19-21 2020

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SPONSOR, BOOTH AND TABLETOP PROSPECTUS



What is Waterpower Week?

The National Hydropower Association's Waterpower Week in Washington (WPW) is the nation's premier hydropower and marine energy event and this year only will be co-located with **The International Conference on Ocean Energy (ICOE)**. Each year, nearly 700 industry professionals and power producers and suppliers converge on the nation's capital to shape the future of waterpower.

This 3-day jam packed event provides you the opportunity to network, learn about legislative and regulatory initiatives, and discuss the issues impacting hydropower and marine energy industry.

About NHA

The National Hydropower Association is a nonprofit national association dedicated to promoting the growth of clean, affordable US waterpower in all of its forms, ranging from conventional hydropower, to pumped storage to marine energy. It seeks to secure waterpower's place as a climate-friendly, renewable and reliable energy source that serves national environmental, energy, and economic policy objectives.

NHA represents more than 240 companies in the North American hydropower industry, from Fortune 500 corporations to family-owned small businesses. Our members include both public and investor-owned utilities, independent power producers, developers, manufacturers, environmental and engineering consultants, attorneys, and public policy, outreach, and education professionals.

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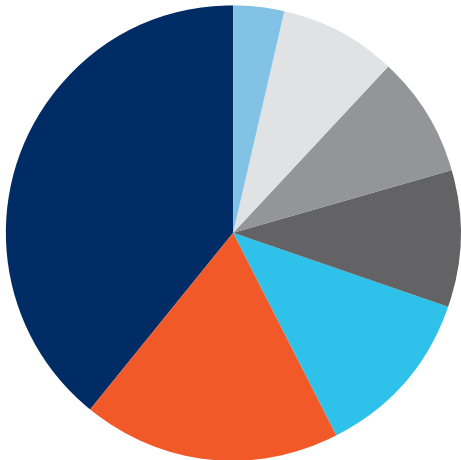
QUESTIONS?

Contact the Waterpower Week in Washington Exhibits Manager at +1 301-200-4616 ext. 105 or WPW@sponsorshipboost.com

Attendee Demographics

WPW Expected attendance – 700 waterpower professionals

- General or Corporate Management (32%)
- Engineering, Including Design, Systems & Planning (15%)
- Legal or Regulatory (10%)
- Operations Management and Maintenance (8%)
- Engineering Management (7%)
- Operations or Engineering (7%)
- Research (3%)



Why Exhibit?

- Exposure**

Market your company and raise brand exposure to decision makers in the waterpower industry while enhancing your company’s reputation.
- Network**

Enhance relationships and elevate your exposure with industry leaders and make new contacts.
- Product/Services Demonstration**

Give your potential clients hands-on access to your products and services.

Get your name in front of decision makers from:

- Bonneville Power Administration

Brookfield Renewable

Chelan County PUD

Cube Hydro

Duke Energy

Eagle Creek Renewable Energy

Exelon Generation

FirstLight Power

Georgia Power

Grand River Dam Authority

Grant County PUD
- Idaho Power

Minnesota Power

Missouri River Energy Services

Nebraska Public Power District

New York Power Authority

Northern California Power Agency

NorthWestern Energy

Pacific Gas and Electric Company

PacifiCorp

Sacramento Municipal Utility District
- Seattle City Light

Southern California Edison

Southern Company

Tacoma Power

Yuba County Water Agency

WPW COMMERCIAL TABLETOP DISPLAY

2 X 6 FOOT TABLETOP

Standard Rates:

\$3,950

NHA Rates:

\$2,950

Registration:

- One complimentary full-conference registration

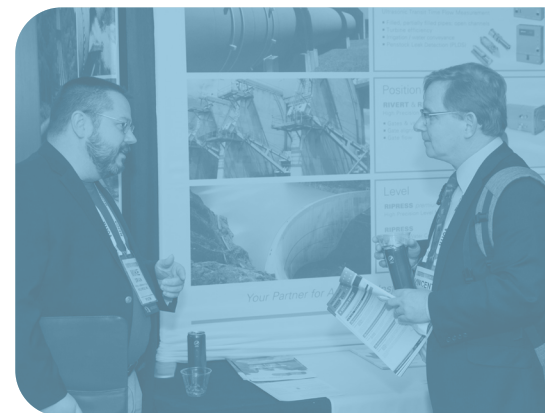
Tabletop:

- 18 total Exhibit Hall hours over 2 days
- 2 x 6 foot draped table with one chair
- One wastebasket
- One small easel-backed sign with company name and assigned table number
- 24-hour security

Marketing/Networking:

- Complimentary evening receptions in the Exhibit Hall
- Coffee breaks provided throughout the event in the Exhibit Hall
- Listing on the WPW mobile app and website
- Complimentary one-time use of the post-conference mailing list (mailing addresses only; no phone numbers or email addresses)

**Confirm by April 15, 2020 to be included in the Exhibitor Directory.*



Tabletop Payment Terms

Full payment is due with your online application. Online payment by credit card results in immediate tabletop rental.

Payment by check results in a temporary tabletop rental. You may select the option to pay by check through February 7, 2020. Payments by check must be received within one month of tabletop rental. If the check is not received within this timeline, the tabletop will be released for general sale.

NHA cannot accept partial payment. Payment for exhibit tabletop rental, advertising, and/or marketing opportunities must be paid in full.

Payment must be in USD and payable to the National Hydropower Association. All international bank fees are the responsibility of the exhibitor.

Cancellation Policy

Cancellation requests must be submitted in writing to the Waterpower Week Exhibits Manager. If written cancellation is received before February 7, 2020, the tabletop fee will be refunded less 50% of the contracted tabletop rental fee. No refunds, cancellations, or space reductions will be made after February 7, 2020. If a tabletop is canceled, all complimentary full-conference registrations will be forfeited and immediately canceled.

WPW EXHIBIT BOOTH PACKAGE

10X10 FOOT BOOTH

(Larger booths can be created using multiples of the rate)

Member Rate:

\$3,800

Standard Rate:

\$5,800

Registration:

- Two complimentary full-conference registrations

Booth:

- One 10 x 10 foot booth space
- 18 total Exhibit Hall hours over 2 days
- 2 x 6 foot draped table with two chairs
- One wastebasket
- Standard 7 in x 44 in identification sign
- 10-foot background drape and 36-inch side drape
- 24-hour security

Marketing/Networking:

- Evening receptions in the Exhibit Hall
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EXHIBITOR SCHEDULE

Monday, May 18, 2020

12:00 pm - 4:00 pm Exhibitor Installation

Tuesday, May 19, 2020

9:00 am - 10:30 am Committee Meetings & Advocacy Workshop
10:00 am - 7:00 pm Exhibit Hall Open (Shared with ICOE exhibitors and attendees)
10:30 am - 12:00 pm Visits to Capitol Hill
12:00 pm - 1:00 pm Lunch on your own
1:00 pm - 2:30 pm Opening Plenary Session
2:30 pm - 3:00 pm Coffee Break in the Exhibit Hall
3:00 pm - 4:15 pm Sessions
4:15 pm - 4:45 pm Coffee Break in the Exhibit Hall
4:45 pm - 6:00 pm Sessions
6:00 pm - 8:00 pm Networking Reception in the Exhibit Hall

Wednesday, May 20, 2020

9:30 am - 10:45 am Plenary Session
10:00 am - 7:00 pm Exhibit Hall Open (Shared with ICOE exhibitors and attendees)
10:45 am - 11:15 am Coffee Break in the Exhibit Hall
11:15 am - 12:30 pm Sessions
12:45 pm - 2:15 pm Awards Luncheon
2:30 pm - 3:45 pm Sessions
3:45 pm - 4:15 pm Coffee Break in the Exhibit Hall
4:15 pm - 5:30 pm Sessions
5:30 pm - 6:45 pm Networking Reception in the Exhibit Hall
7:00 pm - 9:00 pm Off-Site Baseball Game & HPC Dinner
7:00 pm - 11:00 pm Exhibitor Dismantle

Thursday, May 21, 2020

7:00 am - 10:00 am Exhibitor Dismantle
8:00 am - 9:15 am Committee Meetings & HPC Meeting
9:30 am - 10:45 am Sessions
10:45 am - 11:00 am Coffee Break
11:00 am - 12:15 pm Sessions
12:15 pm - 1:30 pm Lunch on your own
1:30 pm - 5:00 pm Workshops



IMPORTANT DEADLINES

- SEPTEMBER** Online registration for exhibit tabletop personnel and housing reservations begin.
- FEBRUARY 15** Exhibitor kit sent to confirmed exhibitors.
- MARCH 29** Last day to be included in the printed conference program and exhibitor directory. Tabletops purchased after this date will be in the mobile app only.
- APRIL 17** First day for freight shipments to arrive at Freeman warehouse.
- APRIL 26** Deadline for discounted hotel rate.
- MAY 1** Deadline to pre-register tabletop personnel.
- MAY 11** Last day freight items can be received at the Freeman warehouse.
- MAY 18** WPW exhibitor move-in and installation.
- MAY 19-20** WPW Exhibit Hall open.
- MAY 20** WPW exhibitor move-out.



FLOORPLAN

FLOORPLAN GOES HERE

How to Purchase a Tabletop or Exhibit Booth

1. Visit the exhibit sales website to view the floor plan.
2. Select “Rent Booth Now”
3. Type your organization’s name.
4. Enter the administrative tabletop contact information for your organization.
5. Indicate the tabletop you would like to rent.
6. Enter the payment information and submit payment or select “Check” as your form of payment.
7. An email confirmation of your contract submission will automatically be sent to the tabletop coordinator.

QUESTIONS?

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To help you stand out from the competition, we offer numerous sponsorship opportunities that can enhance your presence and visibility at the meeting:

- Maximize your brand exposure to attendees through exclusive promotional opportunities.
- Highlight innovations in your products and services in the Exhibit Hall.
- Increase your tabletop traffic through targeted advertising.

For more information, contact:

Ty Wilson
WPW 2020 Sponsorship Manager
+1 301-200-4616 ext. 106
WPW@sponsorshipboost.com

Please review the available opportunities below to help you build a customized sponsorship package that fits the needs of your budget and helps you surpass your company's marketing goals. These are identified below.

EXCLUSIVE OPPORTUNITIES

~~Platinum Sponsorship Package~~ | **Onsite Event Guide**

Member Rate: \$8,500

Standard Rate: N/A

Sponsorship benefits include:

- Logo on front cover of the On-Site Event Guide and website URL address on each page inside the guide
- Non-Exclusive Sponsorship of Hydraulic Power Committee (HPC) Dinner (Includes logo on welcome signage, table tents, and four (4) tickets to the HPC Dinner)
- Logo on the Event website
- Logo on Onsite Sponsorship Thank You signage identified as a Platinum Sponsor
- Pre and Post Registration list

Print

- Outside Back Cover advertisement placement on the On-Site Event Guide.
Ad materials supplied by Sponsor and must be submitted per event management requirements.

~~Platinum Sponsorship Package~~ | **Attendee Bags**

Member Rate: \$8,500

Standard Rate: N/A

Sponsorship benefits include:

- Logo on Attendee Bags (1-color, single sided)
- Non-Exclusive Sponsorship of Hydraulic Power Committee (HPC) Dinner (Includes logo on welcome signage, table tents, and four (4) tickets to the HPC Dinner)
- Logo on the Event website
- Logo on Onsite Sponsorship Thank You signage identified as a Platinum Sponsor
- Pre and Post Registration list

Platinum Sponsorship Package | Badge Holders

SOLD

Member Rate: \$8,500 **Standard Rate: N/A**

Sponsorship benefits include:

- Logo on Badge Holders (1-color logo on both sides and lanyard)
- Non-Exclusive Sponsorship of Hydraulic Power Committee (HPC) Dinner (Includes logo on welcome signage, table tents, and four (4) tickets to the HPC Dinner)
- Logo on the Event website
- Logo on Onsite Sponsorship Thank You signage identified as a Platinum Sponsor
- Pre and Post Registration list

Plenary Session Sponsor | Opening Tuesday or Wednesday Morning Plenary

Member Rate: \$6,800 **Standard Rate: \$10,000**

Sponsorship benefits include:

- Gobo light with sponsor logo to shine in the Ballroom during the Plenary Session
- Opportunity to have a one (1) page flier placed on chairs in the Plenary Session
- Logo on the Event website
- Logo on Onsite Sponsorship Thank You signage identified as the Plenary Sponsor
- Pre and Post Registration list

Networking Lounge

Member Rate: \$6,500 **Standard Rate: \$9,000**

NHA will offer a Networking Lounge (dimensions approx. 10x30) for attendees, located in foyer. Attendees can chat with colleagues, relax between visiting booths, or recharge their wireless devices. This lounge will be exclusively branded by your sponsorship.

Sponsorship benefits include:

- Power strips for charging devices
- 2 large floor stickers (your custom graphics)
- Logo on the Event website
- Logo on Onsite Sponsorship Thank You signage identified as the Networking Lounge Sponsor
- Pre and Post Registration list

Wi-Fi Access

Exclusive: \$15,000 **Non-Exclusive Member Rate: \$6,500** **Non- Exclusive Standard Rate: \$9,000**

As a sponsor of this opportunity, help attendees stay connected by sponsoring the Wi-Fi connection and highlighting your brand.

Sponsorship benefits include:

- Custom network name, password and custom redirect to sponsor's website (Exclusive only)
- Redirect to sponsors' websites through the NHA website (Non-Exclusive)
- Logo on the Event website
- Logo on Onsite Sponsorship Thank You signage identified as the Wi-Fi Sponsor
- Pre and Post Registration List

Conference Note Pads & Pens Sponsor

SOLD

Member Rate: \$5,500

Standard Rate: \$8,250

Sponsorship benefits include:

- Four (4) color logo and website URL printed on 5 ½ x 8 ½ ruled note pads which will be included in the attendee bags as well as set out in the back of each conference session room
 - One (1) color logo imprint on basic pen which will be included in the attendee bags as well as set out in the back of each conference session room.
 - Logo included in all future marketing pieces, identified as the Conference Note Pad & Pens Sponsor
 - Logo on the Event website
 - Logo on Onsite Sponsorship Thank You signage identified as a Conference Note Pad & Pens Sponsor
 - Pre and Post Registration list
-

Online Registration & Fast Track

Member Rate: \$2,600

Standard Rate: \$4,600

Sponsorship benefits include:

- Sponsor of Online Registration form, which includes one (1) banner position on each page of the six (6) online registration pages. Upon submittal of the artwork by the Sponsor based on event management-provided specifications, banner runs from the month of signing of contract through end of 2020 event.
 - Sponsor banner included on the Fast Track email blast sent to all pre-registered attendees for the event, which will be sent out approximately 3-4 days prior to the event and allows for the attendee to walk up and scan the QR Code included in the email at the Fast Track Registration counter.
 - Logo on the Event website
 - Logo on Onsite Sponsorship Thank You signage identified as Online Registration Sponsor
 - Pre and Post Registration list
-

Conference Session Water Station

Member Rate: \$2,600

Standard Rate: \$4,600

Sponsorship benefits include:

- Exclusive sponsor of conference session room water station which is located at the back of the room
- Black and white logo on disposable cups and Full Color logo on table tents, which will be placed on the water stations
- Logo on the Event website
- Logo on Onsite Sponsorship Thank You signage identified as a Bronze Sponsor
- Pre and Post Registration list

NON-EXCLUSIVE OPPORTUNITIES

Gold Sponsorship Package | Tuesday & Wednesday Evening Receptions

Member Rate: \$4,200 Standard Rate: \$7,000

Sponsorship benefits include:

- Logo on table tents and welcome signage at the Tuesday and Wednesday Evening Receptions
 - Logo on the Event website
 - Logo on Onsite Sponsorship Thank You signage identified as a Gold Sponsor
 - Pre and Post Registration list
-

Silver Sponsorship Package | Award Luncheon

Member Rate: \$3,150 Standard Rate: \$5,500

Sponsorship benefits include:

- Logo on table tents, welcome signage and slide in a PowerPoint loop at the luncheon
 - Logo on the Event website
 - Logo on Onsite Sponsorship Thank You signage identified as a Silver Sponsor
 - Pre and Post Registration list
-

Bronze Sponsorship Package | Coffee Breaks

Member Rate: \$2,000 Standard Rate: \$3,500

Sponsorship benefits include:

- Logo on table tents and signage of all coffee breaks for attendees
 - Logo on the Event website
 - Logo on Onsite Sponsorship Thank You signage identified as a Bronze Sponsor
 - Pre and Post Registration list
-

Hydraulic Power Committee (HPC) Meeting Breakfast Sponsor

Member Rate: \$1,200

Sponsorship benefits include:

- Logo on table tents and welcome signage at the HPC and Logo on the Event website
- Logo on Onsite Sponsorship Thank You signage identified as a HPC Meeting Breakfast Sponsor
- Pre and Post Registration list of the HPC meeting

Women in Waterpower Breakfast Sponsor

Member Rate: \$1,200

Standard Rate: \$2,500

Sponsorship benefits include:

- Logo on table tents and welcome signage at the Women in Waterpower Breakfast and Logo on the Event website
 - Logo on Onsite Sponsorship Thank You signage identified as a Women in Waterpower Breakfast Sponsor
 - Pre and Post Registration list of the Breakfast Registrants
-

Young Professionals Networking Sponsor

Member Rate: \$1,200

Standard Rate: \$2,500

NHA will organize a no-host dinner at a local restaurant for the young professional where they can socialize and network with each other. Each participant pays his/her own bill for the dinner.

Sponsorship benefits include:

- Sponsor logo on table tent placed on table at the restaurant
 - Sponsor will receive the names and contact information for all dinner attendees
 - Logo on the Event website
 - Logo on Onsite Sponsorship Thank You signage identified as the Young Professionals Networking Sponsor
-

Meeting Rooms/Hospitality Suites

Member Rate: Custom

Standard Rate: Custom

Use a meeting room or hospitality suite for private meetings or one-on-one interviews. These rooms are available for a half day, full day or for the length of the conference on a first-come, first served basis. NHA will provide the room assignment and confirm set-up need.

This fee does not include:

- Catering costs
- Audiovisual equipment and labor
- Preregistration list of conference attendees
- Signage (recommended)



Hydraulic Power Committee (HPC) Meeting Breakfast Sponsor | \$650

Multiple Available to NHA members; must be a Sponsor, Exhibitor or Tabletop Displayer to Qualify for Discounted Rate

Upgrade benefits include:

- Logo on table tents and welcome signage

Women in Waterpower Breakfast Sponsor | \$650

Multiple Available to NHA members; must be a Sponsor, Exhibitor or Tabletop Displayer to Qualify for Discounted Rate

Upgrade benefits include:

- Logo on table tents and welcome signage

Attendee Bag Literature Participation | \$650

Multiple Available to NHA members; must be a Sponsor, Exhibitor or Tabletop Displayer to Qualify for Discounted Rate

Upgrade benefits include:

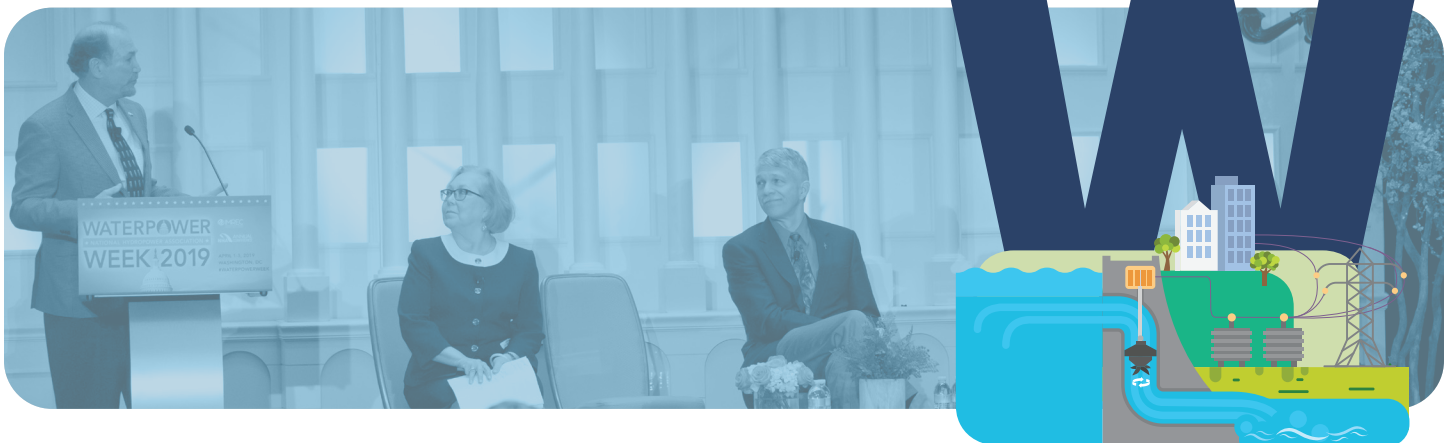
- Sponsor, Exhibitor or Table Top Displayer-provided literature inserted into the Attendee Bags, if received by the deadline. Shipping instructions, with deadline, are provided by Event Management upon contract signing
- Estimated total quantity to provide is 700 total pieces
- Literature is limited to one page 8 ½ x 11 in size

Terms and Conditions

All sponsors/tabletop displayers must follow the WPW 2020 rules, regulations and policies. These can also be found at the first step of the online tabletop rental process.

QUESTIONS?

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SPONSORSHIP GRID

EXCLUSIVE OPPORTUNITIES	Member Rate	Standard Rate
Platinum Sponsorship Onsite Event Guide	\$8,500	N/A
Platinum Sponsorship Attendee Bags	\$8,500	N/A
Platinum Sponsorship Badge Holders	\$8,500	N/A
Plenary Session Sponsor	\$6,800	\$10,000
Networking Lounge	\$6,500	\$9,000
Conference Notepads and Pens	\$5,500	\$8,250
Online Reg and Fast Track	\$2,600	\$4,600
Conference Session Water Station	\$2,600	\$4,600

NON-EXCLUSIVE OPPORTUNITIES	Member Rate	Standard Rate
Gold Sponsorship Tuesday and Wednesday Receptions	\$4,250	\$7,000
Silver Sponsor Awards Luncheon	\$3,150	\$5,500
Bronze Sponsorship Coffee Breaks	\$2,000	\$3,500
HPC Meeting Breakfast	\$1,200	N/A
Women in Waterpower Breakfast	\$1,200	\$2,500
Young Professionals Networking Dinner	\$1,200	\$2,500
Meeting Rooms / Hospitality Suites	Custom	Custom

UPGRADE OPPORTUNITIES	Member Rate	Standard Rate
HPC Meeting Breakfast	\$650	N/A
Women in Waterpower Breakfast	\$650	N/A
Attendee Bag Literature	\$650	N/A



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