

Michigan Ground Water Association 96th Annual Education Conference and Trade Show

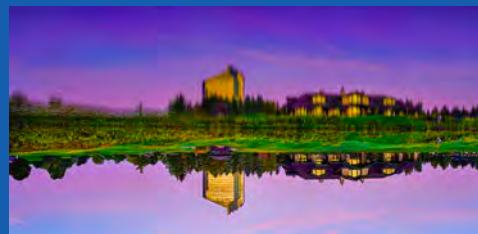
March 12-13, 2024
Grand Traverse Resort and Spa
Acme, Michigan



- 💧 EXHIBITING
- 💧 SPONSORSHIP
- 💧 ADVERTISING

Venue and Hotel Information

Grand Traverse Resort and Spa
100 Grand Traverse Village Blvd.
Acme, Michigan 49601
(800) 968-7352



Accommodations: MGWA has secured a limited block of rooms on a first come, first served basis at the group rate of \$169 per night, plus any applicable resort fees, taxes, etc. This rate applies to the MGWA room block and is valid until the February 1 cutoff date, unless our room block has been filled before that date. To make your reservations, call (800) 968-7352 and be sure to mention you are reserving a room for the Michigan Ground Water Association event. Remember, you are responsible for securing your own reservations. For guest check-in and checkout times, please contact the hotel directly.

Branding and Marketing Opportunities

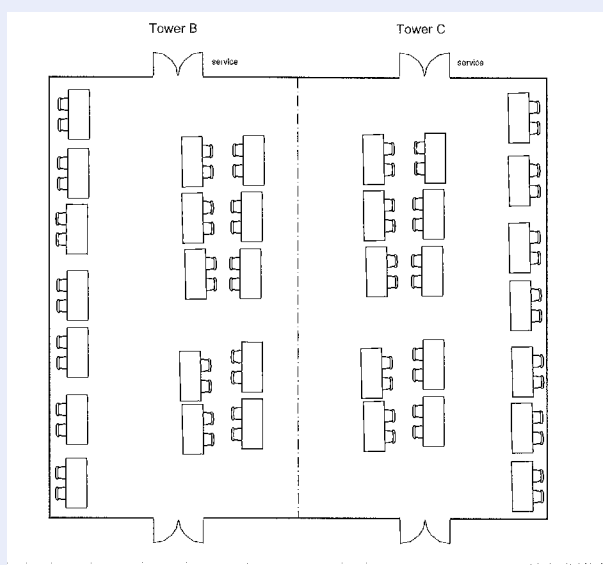
EXHIBIT OPPORTUNITIES

TABLETOP RATES

	Member	Nonmember
Single	\$700	\$1,200
Double	\$1,200	\$2,250

TABLETOP REGISTRATION INCLUDES:

- Skirted table and 2 chairs
- 2 free booth representatives
- Additional booth representatives at \$55/person



PROGRAM/DIRECTORY ADVERTISING OPPORTUNITIES

- \$500 — Full-page ad, 8.375" wide x 11.125" high
- \$375 — Half-page ad, 7.125" wide x 4.875" high
- \$250 — Third-page ad, 4.694" wide x 4.75" high
- \$125 — Quarter-page ad, 3.475" wide x 4.75" high

All company logos and advertisements should be emailed to info@michigangroundwater.com by December 29, 2023. Ads and logos may be b&w or color, and must be high-resolution (300 dpi or greater) EPS or PDF files.

SPONSORSHIP OPPORTUNITIES

All companies participating in any level of sponsorship will be publicly thanked in the on-site program/directory (those who have committed by the time they go to print) and at the convention, as well as in the follow-up newsletter that is sent out after the convention.

Platinum Level — \$4,000

- Free tabletop with premium location
- Free full-page ad in the on-site program/directory
- Name and logo on all signage for the show
- 4 dinner tickets

Gold Level — \$3,000

- 50% off tabletop with premium location
- Free half-page ad in the on-site program/directory
- Name and logo on all signage for the show
- 2 dinner tickets

Silver Level — \$2,000

- 25% off tabletop with premium location
- Free quarter-page ad in the on-site program/directory
- Name and logo on all signage for the show

Bronze Level — \$500

- Name and logo on all signage for the show

Reception/Banquet Bar Sponsorship — \$750 (multiple available)

- Sponsorship signage at the event

Banquet Sponsorship — sponsorship at the following levels and tickets associated with each —

- \$6,000 = 10 tickets
- \$4,000 = 5 tickets
- \$3,000 = 4 tickets
- \$2,000 = 3 tickets
- \$1,000 = 2 tickets

Day 1 Lunch Sponsorship — call to discuss with MGWA staff

Day 2 Lunch Sponsorship — call to discuss with MGWA staff

Breaks Sponsorship — call to discuss with MGWA staff

Breakfast Sponsorship — call to discuss with MGWA staff

MGWA 96th Annual Education Conference and Trade Show Exhibitor/Sponsor/Advertiser Application



PLEASE RETURN FORM WITH PAYMENT TO:

Michigan Ground Water Association
PO Box 12089
Lansing, MI 48901
You may also fax the form to
(614) 898-7786, phone (855) 225-6492, or
register online at MichiganGroundWater.com.

Company name _____
Contact _____
Address _____
City/State/Zip _____
Phone _____ Fax _____
Email _____

TABLETOP

	Member	Nonmember
Single	<input type="radio"/> \$700	<input type="radio"/> \$1,200
Double	<input type="radio"/> \$1,200	<input type="radio"/> \$2,250

TABLETOP PREFERENCE

1st _____ 2nd _____ 3rd _____

TABLETOP REPRESENTATIVES

Please print names clearly.

FREE! 1. _____ \$55 3. _____
 FREE! 2. _____ \$55 4. _____

SPONSORSHIPS

Our company would like to sponsor the following:

Platinum Sponsor \$4,000
 Gold Sponsor \$3,000
 Silver Sponsor \$2,000
 Bronze Sponsor \$500
 Reception/Banquet Bar Sponsorship \$750
 Banquet Sponsorship \$6,000
 Banquet Sponsorship \$4,000
 Banquet Sponsorship \$3,000
 Banquet Sponsorship \$2,000
 Banquet Sponsorship \$1,000
 Day 1 Lunch Sponsorship — call to discuss with MGWA staff
 Day 2 Lunch Sponsorship — call to discuss with MGWA staff
 Breaks Sponsorship — call to discuss with MGWA staff
 Breakfast Sponsorship — call to discuss with MGWA staff

ADVERTISEMENTS (DECEMBER 29 DEADLINE)

Our company would like to buy the following black-and-white ads for the convention program/directory:

\$500 — Full-page ad, 8.375" wide x 11.125" high
 \$375 — Half-page ad, 7.125" wide x 4.875" high
 \$250 — Third-page ad, 4.694" wide x 4.75" high
 \$125 — Quarter-page ad, 3.475" wide x 4.75" high

SANITARIAN SPONSORSHIP

I would like to donate toward sponsoring a local sanitarian (suggested amount \$100.00). Amount I wish to donate \$ _____

SCHOLARSHIP FUND

I would like to donate to the MGWA Scholarship Fund. Amount I wish to donate \$ _____

LEGAL DEFENSE FUND

I would like to donate to the MGWA Legal Defense Fund. Amount I wish to donate \$ _____

PAYMENT INFORMATION

To be considered preregistered, MGWA must receive your payment with this form.

Grand total: \$ _____

- Check enclosed (made payable to MGWA)
 Visa
 MasterCard

Credit card number _____

Card exp. date _____ 3-digit security code _____

Cardholder name _____

Cardholder signature _____

AGREEMENT

Signer agrees to the rules governing all aspects of exhibit and equipment space, as printed in this packet, including all booth display rules as shown below.

Printed name _____

Signature _____

Date _____

DISPLAY SCHEDULE AND RULES

TRADE SHOW SCHEDULE

Exhibitor setup — Tuesday, March 12, 8:00 a.m.-2:00 p.m. • Exhibits open — Tuesday, March 12, 3:00-6:00 p.m. • Exhibitor teardown — Tuesday, March 12, 8:00 p.m.

TRADE SHOW RULES

- SPACE:** No portion of the display area may be sublet or assigned to any other firm or person(s).
- TABLE ASSIGNMENTS:** Table and/or equipment space assignments are made on a first come, first served basis. MGWA reserves the right to alter trade show layout and vendor location. Indicate your first, second, and third table choice. No private room displays. (See floor plan for table and equipment space layout.)
- FIRE/SAFETY CODES:** Each table operator and vehicle equipment owner must comply with all federal, state, local, and Grand Traverse Resort and Spa fire and safety codes. This includes disconnecting the battery and having gas tanks nearly empty.
- INSURANCE:** It is agreed that in no case shall MGWA or its officers or directors or staff be responsible for any loss, theft, and damage by fire or injury to any person or article.
- LIABILITY:** Each table operator will be responsible for the space leased during the convention and will keep it free from hazards to persons on the premises. MGWA and the Grand Traverse Resort and Spa will not be responsible for any injury that may occur to table operators, their associates, or employees.
- ELECTRICAL, INTERNET, and SHIPPING FREIGHT:** After signing up to exhibit, companies will be able to place orders for additional services online or via forms that will be provided. If you have questions, please contact Dave Schulenberg at — (855) 225-6492.
- FOOD AND BEVERAGES:** The sale and serving of food, beverages, and concessions of any kind is not permitted in the Grand Traverse Resort and Spa except with prior written permission from the Grand Traverse Resort and Spa.
- CANCELLATION POLICY:** Cancellation policy applies to all items purchased on the exhibitor application form. With written cancellation notice received by 5:00 p.m. on February 2, 2024, cancellations will receive a refund, less a \$250 administration fee. Cancellations after February 2, 2024 are nonrefundable. Notices of cancellation must be faxed to the MGWA office at — (614) 898-7786. No-shows will not receive refunds.
- PAYMENT POLICY:** To be considered preregistered, MGWA must receive your payment with this form.



Michigan Ground Water Association
 PO Box 12089
 Lansing, MI 48901
 phone (855) 225-6492
 fax (614) 898-7786
 MichiganGroundWater.com

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Please note that registration opens at 7:45 a.m. each day and lunch is 12:00-1:00 p.m. each day.

TUESDAY, MARCH 12

FUNDAMENTALS

8:00 a.m.	Drilling Methods in Michigan
8:45 a.m.	Well Plugging, Grouting Code (Techniques and Conditions)
9:45 a.m.	Well Chlorination/Disinfection
10:30 a.m.	Well Classification, Wellhead Completion, Isolation
11:30 a.m.	Coordinate, Cooperate, Communicate (EGLE, MGWA, health departments, suppliers)
1:00 p.m.	Well Records
2:00 p.m.	Commonly Misinterpreted Rules
2:45 p.m.	Well Drillers and Pump Installers Exam — Qualifications and Application Process
3:15 p.m.	Vendor tabletop exhibits
6:00 p.m.	Reception and Banquet
10:00-11:00 a.m.	Webtrot
11:00 a.m.	Board Meeting

MGWA EDUCATION OFFERINGS

8:00 a.m.	Working on and with Flowing Wells
9:00 a.m.	Decode the Code
10:15 a.m.	Electrical Safety
11:00 a.m.	Business Management — NGWA Business Pro

1:00 p.m.	MDOT Update
2:00 p.m.	Hydrology and Hydraulics of Michigan Aquifers
3:00 p.m.	Vendor tabletop exhibits
6:00 p.m.	Reception and Banquet

WEDNESDAY, MARCH 13

FUNDAMENTALS

8:00 a.m.	Water System Sizing and Design
9:00 a.m.	Pump Principles, Design, and Application
10:15 a.m.	Pressure Tank Principles, Sizing and Installation
11:00 a.m.	VFD Principles and Installation (panel presentation)
1:00 p.m.	Sample Identification
3:15 p.m.	Water Conditioning and Treatment
4:00 p.m.	Electrical Equipment Testing Overview

MGWA EDUCATION OFFERINGS

8:00 a.m.	Annual Meeting
10:15 a.m.	EGLE and MGWA Roundtable
11:00 a.m. p.m.	Incorporating Water Treatment into Your Business
1:00 p.m.	Sample Identification
3:15 p.m.	Training and Retention of New Hires
3:45 p.m.	Safety on the Job

Current as of September 7, 2023 and subject to change; please visit MichiganGroundWater.com for the most up-to-date schedule.