



**Exhibits**



**Sponsorships**



**Advertising**

# Why Exhibit?

**Conference dates: December 14-16, 2021**

**Exhibition hours: December 15, 10 a.m. to 5 p.m.  
December 16, 10 a.m. to 3 p.m.**

**Groundwater Week is the only event bringing together the top groundwater industry decision-makers in one place! Make sure your company is part of the action!**

- **Make personal contact with key decision-makers**
- **Introduce new products and services**
- **Demonstrate equipment to key buyers**
- **Make valuable contacts and develop relationships**
- **Learn about the groundwater market and potential business opportunities**
- **Check out your competitors**
- **Increase your sales!**

**Reach buyers from around the globe. Last year's attendees represented:**

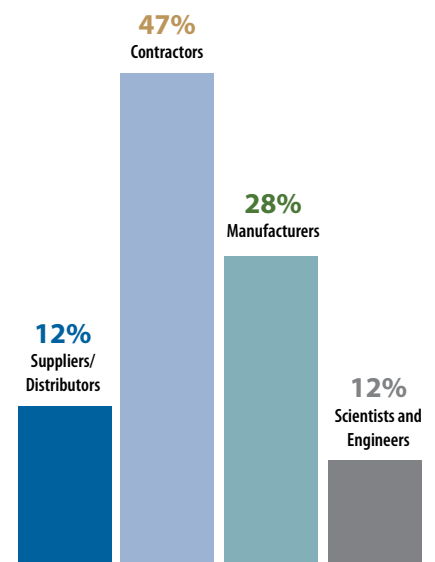


**37**  
countries

**50**

All 50 states plus Washington, D.C., Guam, and Puerto Rico

## Attendee breakdown





# Become an Exhibitor

## What's included with your booth?

- Company listing in on-site program\*
- Company listing in preshow brochure\*\* which is distributed in early September to all members and prospective attendees
- Listing on GroundwaterWeek.com and a hyperlink to your company's website
- Two free exhibitor registrations per 10'x10' area and the opportunity to purchase additional registrations for \$100 for booth staff\*\*\*
- Preshow mailing list
- Postshow mailing list
- "Groundwater Week Exhibitor" logo and Web banner to use in marketing and to post on your website
- Exclusive advertising and sponsorship opportunities
- Opportunity to register your customers at a discounted rate through the Exhibitor Incentive Program
- 8' high pipe and drape back wall with 3' high draped side rails
- Additional furnishings can be ordered through the official service contractor at the exhibitor's own expense.

\*If booth is ordered by September 4, 2021..

\*\*If booth is ordered by July 10, 2021.

\*\*\*Manufacturers may not share or sublet exhibit space. Company names on exhibitors' badges will be the name listed on the contract.

## 2021 Exhibit Space Pricing

### Member-company rates

#### Standard Space

- 10 X 10 inline booth: \$2,100.00
- 10 X 10 corner booth: \$2,300.00
- 20 X 20 island booth: \$8,400.00
- 20 X 30 island booth: \$12,600.00
- 20 X 40 island booth: \$16,800.00
- 20 X 50 island booth: \$21,000.00

#### Heavy Equipment Space

- 20 X 20 bulk space: \$5,000.00
- 20 X 30 bulk space: \$7,500.00
- 20 X 40 bulk space: \$10,000.00
- 20 X 50 bulk space: \$12,500.00
- 20 X 60 bulk space: \$15,000.00
- 20 X 70 bulk space: \$17,500.00

### Nonmember-company rates

#### Standard Space

- 10 X 10 inline booth: \$4,000.00
- 10 X 10 corner booth: \$4,200.00
- 20 X 20 island booth: \$16,000.00
- 20 X 30 island booth: \$24,200.00
- 20 X 40 island booth: \$32,000.00
- 20 X 50 island booth: \$40,000.00

#### Heavy Equipment Space

- 20 X 20 bulk space: \$7,000.00
- 20 X 30 bulk space: \$10,500.00
- 20 X 40 bulk space: \$14,000.00
- 20 X 50 bulk space: \$17,500.00
- 20 X 60 bulk space: \$21,000.00
- 20 X 70 bulk space: \$24,500.00

Contact NGWA sales for larger sizes.



# Premier Sponsorship Opportunities

Premier-level sponsorship is the best way to increase brand awareness leading up to Groundwater Week and ensure your message remains top-of-mind as attendees enjoy the event. Our sponsorships can accommodate any budget, and each package has been designed to provide an ideal balance of pre-conference promotion, on-site advertising, and high visibility signage to help maximize your return on your investment. In addition to the unique branding aspects of each opportunity, sponsors receive several other benefits that aren't available to our other exhibitors/sponsors:

- Groundwater TV**  
*The 24-hour news channel dedicated to Groundwater Week is broadcast on the conference shuttles, in attendee guest rooms and several other locations throughout the venue.*
- Groundwater Week Highlights Emails**  
*With ad positions exclusively displaying our premier-level sponsors, this special email series provides attendees and all other NGWA members with a DAILY recap of Groundwater Week happenings.*
- Exhibit Hall Aisle Banner Signage**  
*Diamond, Platinum, Gold, and Silver Premier Sponsors are top-of-mind as attendees navigate the expo! Each banner will feature signage displaying the company logo and booth number for one of our Premier Sponsors.*
- Customization**  
*Premier Sponsors can design a plan with Groundwater Week-related advertising and on-site signage options that fit their unique objectives.*

Diamond Sponsorship: \$75,000 (1 available)	Platinum Sponsorship: \$25,000 (2 available)	Gold Sponsorship: \$18,500 (3 available)	Silver Sponsorship: \$12,500 (4 available)	Bronze Sponsorship: \$8,000 (5 available)
Welcome Party Diamond Partner Exclusive Sponsorship for Product Category	Package A: Welcome Party Sponsorship (Exclusive for Product Category)	Package A: Shuttle Service	Package A: Mobile App	Relax/Recharge Station Co-Sponsorship
<b>Additional Diamond-level Benefits:</b>	Package B: Groundwater Week Lobby Area	Package B: Registration & Welcome Area	Package B: Luggage & Coat Check	Additional Bronze-level Benefits:
GroundwaterWeek.com Exclusive Ad Position (728x90)   12 months	Additional Platinum-level Benefits:	Package C: Opening & Awards Ceremony	Package C (2 available): Morning Coffee Service	Double-sided Standing Meter Boards (2)
Groundwater Week Highlights Emails	Groundwater Week Highlights Emails	Additional Gold-level Benefits:	Additional Silver-level Benefits:	Groundwater TV   Bronze-level Package
Top Horizontal Banner (365x90)   5 deployments	Horizontal Banner 2 or 3* (365x90)   5 deployments	Groundwater TV   Gold-level Package	Groundwater TV   Silver-level Package	Budget for custom components: \$1,900
Groundwater TV   Diamond-level Package	Groundwater TV   Platinum-level Package	Exhibit Hall Aisle Banner Signage (2 rows)	Exhibit Hall Aisle Banner Signage (1 row)	Purchase an unlimited number of guest passes at a discounted rate of \$75.00.
Welcome Video & Sponsored content	Exhibit Hall Aisle Banner Signage (2 rows)	Budget for custom components: \$6,200	Budget for custom components: \$3,200	
Exhibit Hall Aisle Banner Signage (3 Rows)	Budget for custom components:	(15) Complimentary Registrations	10 Complimentary Registrations	
50 Complimentary Registrations	Package A: \$4,200 Package B: \$7,800	In addition to complimentary registrations included with booth space (reserved separately).	In addition to complimentary registrations included with booth space (reserved separately).	
In addition to complimentary registrations included with booth space (reserved separately).	25 Complimentary Registrations In addition to complimentary registrations included with booth space (reserved separately).	Purchase an unlimited number of guest passes at a discounted rate of \$75.00.	In addition to complimentary registrations included with booth space (reserved separately).	
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# Premier Sponsorship Opportunities



## Diamond Sponsorship: \$75,000 (1 available)

**Welcome Party Diamond Partner** (Exclusive for Product Category)  
NGWA handles all the planning and logistics for our annual bash kicking off Groundwater Week, supported by co-sponsors representing different product/service categories of the groundwater industry. As our Diamond Sponsor you'll have the exclusive Welcome Party sponsorship for your product category. The Diamond Sponsor's logo is displayed larger than and placed above all other co-sponsors' logos on everything related to the Welcome Party including promotional communications, mail invitation to pre-registrants, directional signage placed on-site, and the Welcome Party décor (table centerpieces, beverage napkins, gobo projection on back-wall of the ballroom).

**GroundwaterWeek.com | Exclusive Ad Position (728x90): 12 months**  
Our official website for the industry's biggest event features a single horizontal banner position at the top of each page, which exclusively displays our Diamond Sponsor's message all year long.

### Groundwater Week Highlights Emails |

#### Top Horizontal Banner (365x90): 5 deployments

Top horizontal banner position in each deployment of NGWA's special email series providing DAILY recaps of all Groundwater Week happenings.

### Groundwater TV | Diamond-level Package

- Verbally recognized as "Groundwater Week Diamond Sponsor" in daily show updates
- 3-minute\* On-site Booth Interview or Pre-recorded Commercial
- (2) 20-second Billboard Banner Ads
- (1) 10-second Ticker Ad

\*Single 3-minute spot or any combination of 30-second/60-second/90-second spots totaling 3 minutes; will be shown full-screen with no other ads appearing.

### Groundwater Week Welcome Video and Sponsored Content

Share your company's message in Groundwater Week's attendee communication. Package includes:

- Welcome video to attendees in one daily email to all Groundwater Week attendees
- Sponsored content in all preshow attendee communication

### Exhibit Hall Aisle Banner Signage | 3 rows (max)

Signage hanging above selected aisles will feature your company logo and booth number.

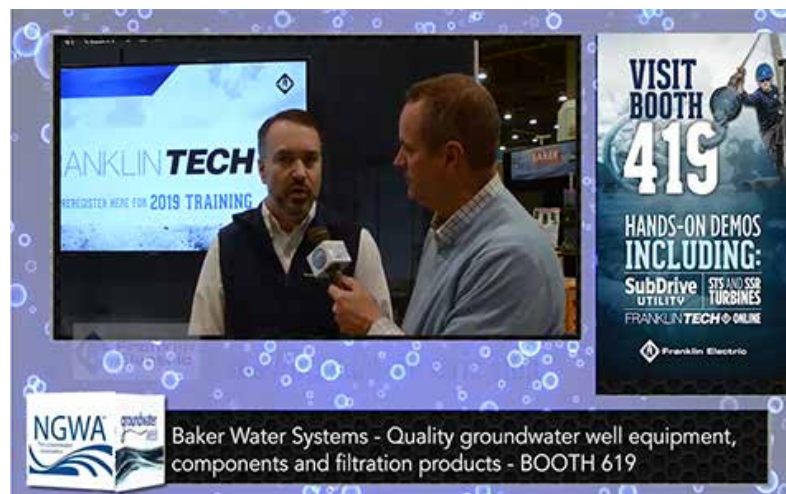
### 50 Complimentary conference registrations

In addition to complimentary registrations included with booth space (reserved separately).

**The opportunity to purchase an unlimited number of passes for the show at a discounted rate of \$75.00 each.**



Make plans to get together again  
this December!



# Premier Sponsorship Opportunities



## Platinum Sponsorship: \$25,000 (2 available)

### Package A: Welcome Party Sponsorship

(Exclusive for Product Category)

NGWA handles all the planning and logistics for our annual bash kicking off Groundwater Week, supported by co-sponsors representing each product/service category in the groundwater industry. With this Platinum package your company will have the exclusive Welcome Party sponsorship for your product category. We'll recognize your support by placing your company logo on all items related to the Welcome Party, including promotional materials leading up to the event, directional signage placed on-site, as well as on the Welcome Party table centerpieces, beverage napkins, and the back wall of the ballroom.

### Package B: Groundwater Week Lobby Area

Showcase your brand around the highest traffic area of Groundwater Week! Whether attendees are checking in, on their way to a session, or heading to the exhibit hall, they will be passing through our Lobby Area to get there. Your sponsorship includes several high visibility components placed around the Lobby to ensure your brand makes a lasting impression on everyone who comes through.

**Packages A & B include the following:**

#### Groundwater Week Highlights Emails|

#### Horizontal Banner #2 or #3\* (365x90): 5 deployments

Our Platinum Sponsors have the second and third horizontal banner positions in each deployment of NGWA's special email series providing DAILY recaps of all Groundwater Week happenings.

\*Horizontal positions will be assigned to Platinum Sponsors first come, first serve.

#### Groundwater TV | Platinum-level Package

- 90-second\* On-site Booth Interview or Pre-recorded Commercial
  - (1) 20-second Billboard Banner Ad
  - (1) 10-second Ticker Ad
- \*Single 90-second spot or any combination of 30-second/60-second spots totaling 90 seconds.

#### Exhibit Hall Aisle Banner Signage | 2 rows (max)

Signage hanging above selected aisles featuring your company logo and booth number.

**Platinum A budget for custom advertising/signage components: \$4,200**

**Platinum B budget for custom advertising/signage components: \$7,800**

#### 25 Complimentary conference registrations

In addition to complimentary registrations included with booth space (reserved separately).

**The opportunity to purchase an unlimited number of passes for the show at a discounted rate of \$75.00 each.**



## Gold Sponsorship: \$18,500 (3 available)

### Package A: Shuttle Service

Capture the attention of attendees every day as they ride the official Groundwater Week shuttles going to and from the Las Vegas Convention Center. The shuttles pick up and drop off at the Westgate as well as Mirage, and all directional signage will display our shuttle sponsor's company logo. Each bus will feature TV screens broadcasting Groundwater TV, along with a looping "Thank You" message to our shuttle sponsor which appears alongside your company logo.

### Package B: Registration & Welcome (+ Lanyards)

Your company will be intertwined throughout the entire attendee registration process, and your brand will be showcased in the highest traffic area at Groundwater Week. Your company logo will be placed on the Registration page of GroundwaterWeek.com, and it will also be included in our confirmation letter each registrant receives. Once attendees arrive on-site, they'll see your company logo displayed on signage directing them to Registration as well as the panels on our sign-in counters and registration desk. When picking up their badge and conference materials, each attendee will receive a lanyard featuring your logo — ensuring your company will stay on their minds the entire week!

### Package C: Opening Ceremony & Awards Presentation

Your company logo will be prominently displayed as attendees stop and grab a cup of coffee on their way into the annual Opening Ceremony & Awards Presentation. Our sponsor will also receive 2 minutes on the mic to say a few words to the attendees.

**A, B, and C all include the following:**

#### Groundwater TV | Gold-level Package

Gold Sponsor A receives verbal recognition as "the Groundwater Week shuttle service sponsor" on the edition of GWTV playing on NGWA's shuttles going between LVCC and The Westgate & Mirage. All Gold-level sponsors receive the following advertising components:

- 30-second On-site Booth Interview or Pre-recorded Commercial
- (1) 20-second Billboard Banner Ad
- (1) 10-second Ticker Ad

#### Exhibit Hall Aisle Banner Signage | 2 rows (max)

Signage hanging above selected aisles will feature your company logo and booth number.

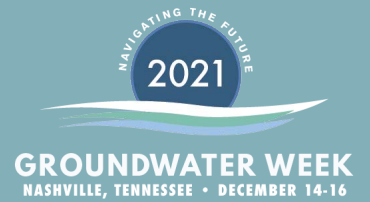
**Budget for custom advertising/signage components: \$6,200**

#### 15 Complimentary conference registrations

In addition to complimentary registrations included with booth space (reserved separately).

**The opportunity to purchase an unlimited number of passes for the show at a discounted rate of \$75.00 each.**

# Premier Sponsorship Opportunities



## Silver Sponsorship: \$12,500 (4 available)

### Package A: Groundwater Week Mobile App

Speak directly to our tech-savvy attendees as they navigate Groundwater Week through the event's official Mobile App. As the Mobile App sponsor, your company logo will be displayed on our splash page that appears full-screen each time a user opens the app and you'll have the exclusive banner ad placed at the top of each page. Your sponsorship also includes (2) announcements to attendees which will be pushed out via the Mobile App on the days/times you specify.

### Package B: Luggage & Coat Check Station

When the final day of Groundwater Week arrives, attendees no longer need to wait in line to have the hotel hold their bags! Our Luggage & Coat Check sponsor makes it possible for attendees to grab their bags and head straight over to LVCC for one more day at the expo. Your company logo will be displayed on directional signage to the Luggage & Coat Check Station which will be a stand-alone structure positioned at the front of the exhibit hall, with panels on each side also displaying our sponsor's logo. Attendees will drop their bags off with our attendant who will hand them a claim ticket along with your company literature.

### Package C (2 available): Morning Coffee Co-Sponsorship

Your company logo will be prominently displayed as attendees stop and grab a cup of coffee on their way into the annual Opening Ceremony & Awards Presentation. Our sponsor will also receive 2 minutes on the mic to say a few words to the attendees.

**A, B, and C all include the following:**

### Groundwater TV | Silver-level Package

All Silver-level sponsors receive:

- 30-second On-site Booth Interview or Pre-recorded Commercial
- (1) 10-second Ticker Ad

### Exhibit Hall Aisle Banner Signage | 1 row

Signage hanging above a selected aisle will feature your company logo and booth number.

**Budget for custom advertising/signage components: \$3,200**

### 10 Complimentary conference registrations

In addition to complimentary registrations included with booth space (reserved separately).

**The opportunity to purchase an unlimited number of passes for the show at a discounted rate of \$75.00 each.**



## Bronze Sponsorship: \$8,000 (5 available)

### Relax/Recharge Station Co-Sponsorship

Company logo will be prominently displayed on signage in two lounge areas inside the exhibit hall where attendees can rest their feet, charge their devices, and watch Groundwater TV!

### Oversized Standing Meter Boards | (2) Double-sided

Make sure attendees remember to visit your booth while they're in the exhibit hall! Sponsor provides graphics and selects placement for meter boards from a map of strategic locations in the exhibit hall.

### Groundwater TV | Bronze-level Package

All Bronze-level sponsors receive:

- 30-second On-site Booth Interview or Pre-recorded Commercial
- (1) 10-second Ticker Ad

**Budget for custom advertising/signage components: \$1,900**

**The opportunity to purchase an unlimited number of passes for the show at a discounted rate of \$75.00 each.**





# First Time Exhibitor Opportunities

## First-time Exhibitor Package \$5,000 (6 available)

### Co-sponsorship of the “First-time Exhibitors’ Closing Party”

Place your brand front-and-center as we celebrate and wrap up another successful Groundwater Week! NGWA will provide food, drinks, and entertainment for attendees to enjoy as they mix and mingle with your staff at the 2019 Closing Party, hosted by our first-time exhibitor sponsors. Your logo will be included in all Closing Party promotion prior to the event, on Groundwaterweek.com, and in sponsor signage on-site.

### Groundwater Week On-site Show Program OR Water Well Journal, December | ¼-page, color

Quarter-page ad placement in your choice of the official guide to Groundwater Week, or the final 2019 issue of NGWA’s flagship publication. Both will be distributed to attendees on-site!

### Groundwater TV | First-time Exhibitor Package

All Silver-level sponsors receive:

- 30-second On-site Booth Interview or Pre-recorded Commercial
- (1) 10-second Ticker Ad

### Groundwater Week Mobile App | (1) Announcement to Attendees

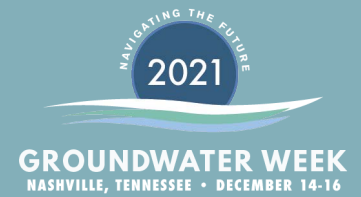
You select the day and time to have a message pushed out to attendees through the official Groundwater Week Mobile App. Max of 4 app announcements per day.

**The opportunity to purchase an unlimited number of passes for the show at a discounted rate of \$75.00 each.**





# Groundwater Week Welcome Party



## Groundwater Week Welcome Party Tuesday, December 14, 2021 5:30–8:00 PM

### Exclusive Sponsorship for Your Product Category: \$15,000

NGWA handles all the planning and logistics for our annual bash kicking off Groundwater Week, which is supported by co-sponsors representing each product/service category in the groundwater industry. Each co-sponsor will be recognized for providing the following for attendees to enjoy at the Welcome Party:

- Several open bars
- Multiple hors d'oeuvres stations
- Hot food passed by attendants
- Mix of open space, high-top tables, and round tables
- Live entertainment from 7:00-8:00 PM

### All Welcome Party co-sponsors will have their company logos displayed on:

- Signage throughout the venue and during the event
- Table decorations/centerpieces and beverage napkins
- All promotional items for the Welcome Party/Groundwater Week leading up to the event, including:
  - Welcome Party invitation mailed to all pre-registered attendees
  - GroundwaterWeek.com
  - NGWA email blasts
  - Water Well Journal print ads
  - Groundwater Week schedule (online & print), where Welcome Party appears

### Additionally:

- Co-sponsors may provide company literature and/or tchotchkes to be distributed at the Welcome Party
- Co-sponsors are encouraged to position staff inside the Welcome Party to meet and greet attendees

### Categories available for sponsorship:

- Drilling rigs
- Environmental equipment (including water level measurement and monitoring)
- Insurance
- Mud pumps and mud systems
- Pumps, motors, and control systems
- Rig components and drilling supplies (including bits, hammers, drilling fluids)
- Service trucks, pump hoists, and rig tenders
- Water tanks
- Water treatment and well rehabilitation supplies
- Water well accessories (including screens, caps, pipes, casing, and valves)



# A La Carte Sponsorship Opportunities

## A LA CART SPONSORSHIP OPTIONS

### **Exhibit Hall & Meeting Rooms Wi-Fi | a la carte price: \$33,000**

Help attendees stay connected at Groundwater Week! Sponsor selects Wifi name and passcode.

### **Relax/Recharge + REVIVE (massage service, 2-days) | \$11,000**

Attendees visit our Relax/Recharge Stations to take a break and charge their devices. Your REVIVE sponsorship will upgrade those stations to include chair massage service during both expo days!

### **Exhibit Hall Water Refill Stations\* (2-days) | \$8,000**

Keep attendees hydrated as they navigate 80,000 square feet of Groundwater Week exhibits! Water bottles featuring our sponsor's logo will be conveniently placed at each station.

### **Meeting Room Notepads & Pens\* | \$8,000**

Notepads and pens featuring your logo will be placed in each meeting room for attendees' convenience.

### **Conference Tote Bags\* | \$6,000**

Tote bags featuring our sponsor's logo will be available for attendees to pick up in the Groundwater Week lobby area.

### **Delegates Reception Sponsor | \$6,000**

Place your brand front-and-center at the reception for the voting delegates and their guests. Sponsor's logo will be prominently displayed at the open bar, food stations, and reception room. Sponsor will also be thanked during the delegates meeting and given 2 minutes to address the delegates.

### **Opening Ceremony & Awards Presentation | a la carte price: \$10,000**

Sponsor's logo will be prominently displayed as attendees stop and grab a cup of coffee on their way into the Opening Ceremony & Awards Presentation. Sponsor receives 2 minutes on the mic to address attendees.

### **Shuttle Service | a la carte price: \$10,000**

Our shuttles pick up and drop off at the Westgate and Mirage, and all directional signage will display our sponsor's company logo. Each bus will feature a screen broadcasting Groundwater TV with a looping "Thank You" message to our shuttle sponsor displayed alongside your company logo. Sponsor also receives a 90-second spot on GWTV.

### **Registration & Welcome Area + Lanyards\* | a la carte price: \$9,000**

Sponsor's logo will be placed on the GroundwaterWeek.com Registration page, in the confirmation letter registrants receive, on signage directing attendees to the on-site Welcome Area, and on our sign-in counters and registration desk panels. Attendees will also receive a lanyard featuring your logo when picking up their badge and conference materials!



### **Luggage & Coat Check Station | a la carte price: \$8,000**

No more standing in line at the hotel! Attendees can now grab their bags and head straight over to LVCC for one more day at the expo. Sponsor's logo will be displayed on directional signage to the station and when attendees drop off their bags, our attendant will hand them a claim ticket with your company literature.

### **Groundwater Week Mobile App Exclusive Sponsor | a la carte price: \$8,000**

Speak directly to our most tech-savvy attendees as they navigate Groundwater Week with the event's official Mobile App. Sponsorship includes placement of your logo on the full-screen splash page that appears each time the app is opened, the exclusive banner ad at the top of each page, and (2) announcements to attendees pushed out via the Mobile App.

\*Sponsored items provided by NGWA at no additional cost to the sponsor! Lower pricing if sponsor provides items – ask your sales rep for details.



# On-site Advertising and Signage Options

## Groundwater TV

Groundwater TV is the 24-hour news channel that is broadcast continuously throughout the event, and in guest rooms. From interviews to ticker ads featuring your booth number, Groundwater TV is a great way to be seen!

3-minute interview or commercial	<b>\$2,200</b>
90-second interview or commercial	<b>\$1,100</b>
30-second interview	<b>\$850</b>
20-second billboard ad	<b>\$650</b>
10-second ticker ad	<b>\$200</b>



## Groundwater Week Mobile App

Banner Ad – 4 available:	<b>\$800</b>
App Survey – max 4 per day:	<b>\$650</b>
App Announcement – max 4 per day:	<b>\$350</b>



## Lobby Entrance Door & Window Clings

Window Panel – 6ft x 5ft (6 available):	<b>\$1,835</b>
Door Panel – 2ft x 6ft (18 available):	<b>\$1,160</b>

## Lobby Area Signage

<b>Square Wall Graphic</b> Opposite Escalator (10ft x 10ft):	<b>\$5,640</b>
<b>Overhead Banner, Expo Entrance 1</b> Opposite New Products Showcase (39ft x 5ft):	<b>\$8,260</b>
<b>Overhead Banner, Expo Entrance 2</b> Opposite Bookstore (39ft x 5ft):	<b>\$8,260</b>
<b>Large Wall Graphic 1</b> Near Meeting Room Hallway (24.5ft x 11.7ft):	<b>\$12,880</b>
<b>Large Wall Graphic 2</b> Near Meeting Room Hallway (24.5ft x 11.7ft):	<b>\$12,880</b>

## Exhibit Hall Floor Graphic

Regular – 4ft x 5ft:	<b>\$1,000</b>
Large (6ft x 6ft):	<b>\$1,500</b>

## Exhibit Hall Aisle Banner Signage:

\$1,250 each

## Exhibit Hall 10-ft Standing Meter Boards

Single Sided (1 graphic - 39" x 84"):	<b>\$750</b>
Double Sided (2 graphics - 39" x 84" each):	<b>\$1,200</b>

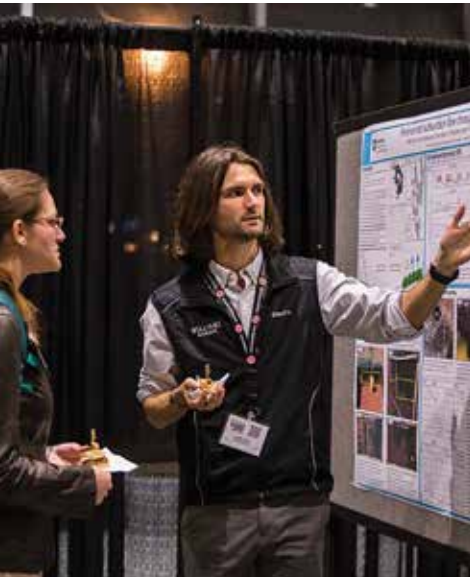
## New Products Showcase

New products showcase sponsors :	<b>\$5000</b>
New products showcase panel :	<b>\$600</b>





NGWA  
601 Dempsey Rd.  
Westerville, OH 43081  
USA



# Groundwater Week 2021 Marketing Opportunities