

CALIFORNIA
GROUNDWATER
ASSOCIATION

2021

Annual Conference

October 14-16, 2021
Montbleu Resort, Casino and Spa
South Tahoe, Nevada



- 💧 EXHIBITING
- 💧 SPONSORSHIP
- 💧 ADVERTISING



From the CGA Conference & Education Committee

Dear potential vendor:

Thank you for taking the time to review this Exhibitor and Sponsor form for the 2021 Conference! We are looking forward to being at MontBleu in S. Lake Tahoe. Please look through this prospectus and review the opportunities for Exhibiting, Advertising, and Sponsorship, and note the following:

- We have made the Vendor time more intimate with Table Tops instead of Booths.
- You will have 4 NON-INTERRUPTED or more hours with attendees on one day!
- Exhibitor set-up is Thursday afternoon and Friday morning, Show is Friday, and lunch is free for vendors on Friday!
- Exhibit hall bar will come out around 3:00 p.m. on Friday for attendees and vendors to enjoy!
- If you wish to be included in the on-site program, your registration will need to be returned by August 28, 2021.

Advertisements

ADVERTISING OPPORTUNITIES

- \$300 – Full-page ad, 4.875" wide x 7.875" high
- \$225 – Half-page ad, 4.875" wide x 3.825" high
- \$125 – Quarter-page ad, 2.375" wide x 3.825" high

Advertisements will be placed in the conference on-site brochure. This brochure will be given to attendees at the conference! All company logos and advertisements are due at CGA by August 28, 2021. Ads and logos must be BLACK & WHITE, high-resolution EPS or PDF files.

They can be emailed to daves@goundh2o.org. Please contact David Schulenberg at 916-231-2134 if you have any questions about the format of your files.

Reserve Your Hotel Room



**Montbleu Resort, Casino and Spa,
55 US-50, Stateline, NV 89449
Phone: (800) 235-8259**

Call the Reservations Dept. at 775.588.3515 ext 3015 and provide the group code STCGA21 to obtain the best rates. Room rates begin at \$119. Make your reservations ASAP.

Sponsorships



Become a sponsor by August 28, 2021 and take advantage of the special early bird rates. Event is marketed to more than 1,000 contractors. Use this opportunity to put your company's name in front of this audience.

SPONSORSHIP OPPORTUNITIES

Drill Rig Level — \$2,500

- Free table with premium location
- Free full-page ad in on-site program/directory
- Name and logo on all signage for the show
- Logo and link on CGA website
- 30 drink tickets for attendees (Beer and Rail)

Water Truck Level – \$1,500

- 50% off booth fee plus premium location (\$225-\$360 value)
- Free half-page ad in the on-site program/directory
- Name and logo on all signage for the show
- Logo and link on CGA website
- 25 drink tickets for attendees (Beer and Rail)

Pump Truck – \$1,000

- 25% off booth fee (\$138-\$180 value)
- Free quarter-page ad in on-site program/directory
- Name and logo on all signage for the show
- Logo and link on CGA website
- 20 drink tickets for attendees (Beer and Rail)

Trade Show Bar Sponsorship – \$750

- Multiple available
- 15 drink tickets
- Opportunity to place promotional materials at these location tables (responsibility of sponsoring company to produce and provide these materials)
- Recognition in on-site/directory piece
- Recognition in newsletter

Golf Hole Sponsor – \$100 (18 available)

- Thursday, October 14, from 8:30 a.m. to 5:00 p.m.

All companies participating in any level of sponsorship will be publicly thanked in the registration brochure (those committed to exhibit by the time it goes to print), at the convention, as well as in the follow-up newsletter that is sent out after the convention.

Exhibit Hall Layout



Montbleu Resort Venue

October 14-16, 2021

Exhibit Hall Booth Layout

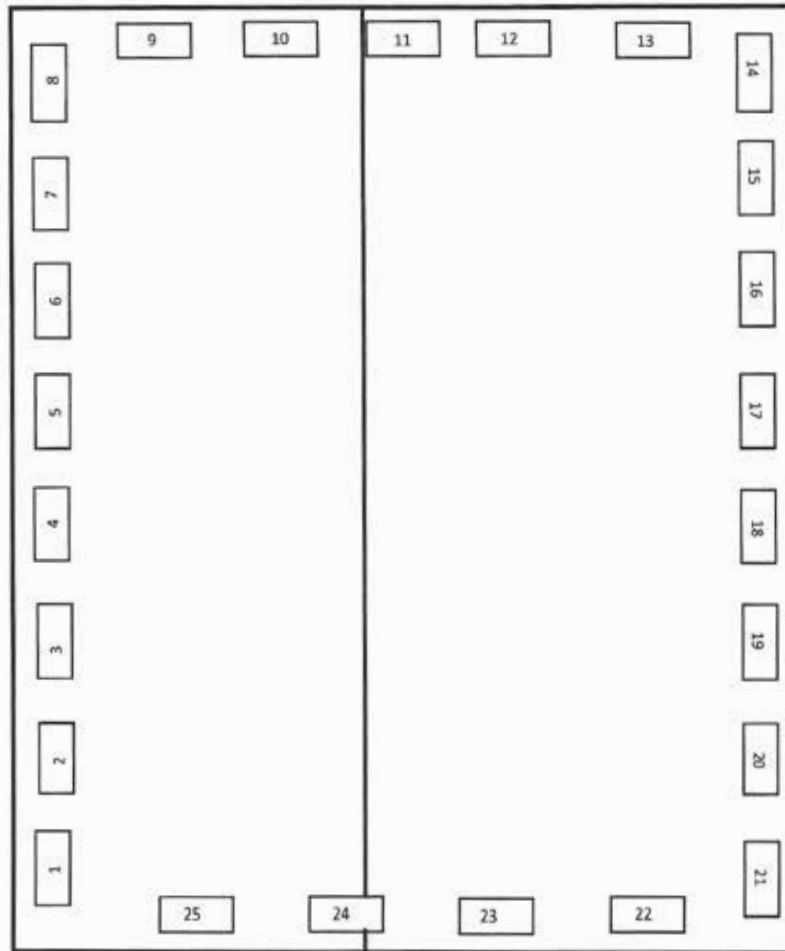


TABLE TOP

REGISTRATION INCLUDES:

- 6 ft table - skirted
- 2 free representatives
- Additional representatives are \$55/person
- All representatives may attend all sessions for free!
- Your company listed on the CGA's website!

EXHIBIT TABLE TOP*

MEMBERS

1st Table = \$800
Additional Table = \$300 each

NONMEMBERS

1st Table = \$1,150
Additional Table = \$400 each

* Prices reflect before August 28, 2021 date.
After date, prices increase.

Register early for reduced rates.

Booth Display Rules

1. TRADE SHOW SCHEDULE

Exhibitor Set-Up:	Thursday, October 14, 2021	8:00 a.m.–5:00 p.m.
	Friday, October 15, 2021	8:00 a.m.–12:00 p.m.
Trade Show:	Friday, October 15, 2021	12:00–4:30 p.m.
	Friday, October 15, 2021	6:30–10:00 p.m.

2. SPACE

No portion of the display area may be sublet or assigned to any other firm or person(s).

3. Display ASSIGNMENTS

Space assignments are made on a first come, first served basis. CGA reserves the right to alter trade show layout and vendor location. Indicate your first, second, and third booth choice. No private room displays. (See floor plan for space layout.)

4. FIRE/SAFETY CODES

Each table operator and vehicle equipment owner must comply with all federal, state, local, and Montblue Resort, Casino and Spa fire and safety codes. This includes disconnecting the battery and having gas tanks nearly empty.

5. INSURANCE

It is agreed that in no case shall CGA or its officers or directors or staff be responsible for any loss, theft, and damage by fire, or injury to any person or article.

6. 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. CGA and the Montblue Resort, Casino and Spa will not be responsible for any injury that may occur to table operators, their associates, or employees.

7. 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 916-231-2134.

8. FOOD and BEVERAGES

The sale and serving of food, beverage, and concessions of any kind is not permitted in the Montblue Resort, Casino and Spa except with prior written permission from the Montblue Resort, Casino and Spa.

9. 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 August 28, 2021, cancellations will receive a refund, less a \$100 administrative charge. Cancellations after August 28, 2021 are nonrefundable. Notices of cancellation must be faxed to the CGA office at 614-898-7786. No-shows will not receive refunds.

10. PAYMENT POLICY

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

Preliminary Schedule (subject to change)

THURSDAY-OCTOBER 14

7:30 am-5:00 pm	Registration, Badge Pickup
8:00 am-12:00 pm	NV Regulations Seminar (4-hour seminar put on by the Nevada Division of Water Resources)
8:30 am-5:00 pm	Golf (Offsite)
12:00-1:00 pm	Lunch (On your own)
12:00-5:00 pm	Vendor Set-Up
1:15-2:15 pm	Seminar A - Casing and Pump Selection
1:15-2:15 pm	Seminar B - NGWA Drilling Cost Calculator
2:30-3:30 pm	Seminar C - Best Business Practices – From Invoices to Liens
2:30-3:30 pm	Seminar D - VFD – Basics to Advanced/Troubleshooting
3:30-4:30 pm	Seminar E - Employee Retention and Building Capacity
3:30-4:30 pm	Seminar F - Using Mobile Tech – (Franklin, Grundfos, and more)
6:00-11:00 pm	Dinner Dance Cruise – M.S. Dixie

FRIDAY-OCTOBER 15

7:30 am-4:00 pm	Registration, Badge Pickup
9:00-10:00 am	McElhiney Lecture or Keynote
10:15-11:15 am	Water Systems Council Update - Jesse Richards
11:00 am-Noon	Buffet Lunch - Vendors
11:30 am-Noon	General Membership Meeting
12:00-1:00 pm	Buffet Lunch - Attendees
12:00-4:30 pm	Vendor Time
4:30-5:15 pm	Manufacturer Supplier Meeting
4:30-6:00 pm	Past Presidents Meeting
6:00-10:30 pm	Reception-Banquet -Vendor Time-Silent Auction

SATURDAY-OCTOBER 16

8:00-10:00 am	Registration, Badge Pickup
8:45-9:45 am	Seminar G - OSHA Standards and Updates
9:00-10:00 am	Seminar H - Mud Shakers – The Ins and Outs
10:00-11:00 am	Seminar I - CARB Updates for 2024
11:15 am-12:00 pm	Lunch
11:15 am-2:00 pm	CGAA Luncheon and Program



Exhibitor/Sponsor Application

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

TABLE PREFERENCE:

1st: _____
 2nd: _____
 3rd: _____

Check all that apply:

	Early Bird		After September 1	
	Member	Nonmember	Member	Nonmember
Single	\$800	\$1,150	\$1,000	\$1,500
Additional	\$300	\$400	\$350	\$450

BULK EQUIPMENT SPACE

Yes! We would like bulk equipment space.
 Only available for outside display
 Member Only - \$350 in addition to purchasing a Table Top

ADDITIONAL EXHIBITOR OPTION

YES! We will donate items for the Silent Auction!
 I will donate the following item(s):

 Ladies Program

SPONSORSHIPS

Our company would like to sponsor the following:

	After Sept 1
<input type="radio"/> Drill Rig Sponsor	\$2,500
<input type="radio"/> Water Truck Sponsor	\$1,500
<input type="radio"/> Pump Hoist Sponsor	\$1,000
<input type="radio"/> Trade Show Bar Sponsorship	\$750
<input type="radio"/> Golf Hole ____# of Holes	\$100
<input type="radio"/> Drink Tickets-Trade Show Floor	
\$70 per pack of 10, No. of packs _____ x \$70 = \$_____ Total	

ADVERTISEMENTS (AUGUST 28 DEADLINE)

Our company would like to buy the following b&w ads for the convention program.

- \$300 Full-page ad (4.875" wide x 7.875" high)
- \$225 Half-page ad (4.875" wide x 3.825" high)
- \$125 Quarter-page ad (2.375" wide x 3.825" high)

SCHOLARSHIP FOUNDATION

I would like to donate to the Clint Burden Memorial Scholarship.
 Amount I wish to donate: \$ _____

I would like to donate to the CGA Memorial Scholarship.
 Amount I wish to donate: \$ _____

PAYMENT INFORMATION

To be considered preregistered, CGA must receive your payment with this form. Any registrations received prior to August 28, 2021 receive the early bird rate.

Grand total: \$ _____

Check enclosed (made payable to CGA)
 Visa
 MasterCard

Credit Card Number _____

Card Exp. Date _____ 3-Digit Security Code _____

Cardholder Name _____

Cardholder Phone Number _____

Cardholder Address _____

I approve the above amount to be charged to the credit card indicated.

Cardholder Signature _____

Date _____

AGREEMENT

Signer agrees to the rules governing all aspects of exhibit and equipment space, as printed in this packet, including all Booth Display Rules on page 5.

Printed Name _____

Signature _____

Date _____

(For office use only.)

initials		fin.
date		
CK/CC		
amt. paid		
bal. due		

PLEASE RETURN FORM WITH PAYMENT TO:

California Groundwater Association
 1017 L Street – PMB #312
 Sacramento, CA 95814-3805
 916-231-2134 Office
 614-898-7786 Fax



California Groundwater Association
1017 L Street, PMB #312
Sacramento, CA 95814-3805
(916) 231-2134 Phone
(614) 898.7791 Fax
www.groundh2o.org

Thank you to YOUR CGA Conference and Education Committee

Cliff Fasnacht – Co-Chair
Tim Guishard – Co-Chair
Keri Greenwood
Erik Haley
John Hofer
Dennis Quindt
Ronnie Stewart

Special Discount Offers!

AUGUST 28, 2021 IS THE MAGIC DATE!

Exhibit with us: Register your company by August 28, 2021 to receive the Early Bird Rate!

Registration form AND payment must be received by August 28, 2021 in order to qualify for these discounts.