

EXHIBITOR & SPONSOR *PROSPECTUS*

ACWA'26 FALL CONFERENCE

Dec 1 – 3, 2026
Anaheim, CA

**JOIN
US!**

To learn more about the benefits of joining ACWA, please visit www.acwa.com/about/membership.

WHAT IS ACWA?

ACWA is the largest statewide association of public water agencies in the nation, representing approximately 470 public agency members. Since its inception in 1910, ACWA has been a guiding force in California water policy, advancing comprehensive statewide strategies to meet the state's future water needs.

ACWA's member agencies are responsible for 90% of the water delivered to California communities, farms and businesses. Together, they play an active role in managing the state's water resources and creating progress in groundwater management, safe drinking water, water use efficiency, water recycling and desalination.

WHO CAN MARKET WITH ACWA?

Any water-industry related company or organization can advertise, exhibit and become a sponsor with ACWA! ACWA members, associates and affiliates receive discounted advantage pricing on all opportunities, while non-member agencies and organizations receive standard pricing.

CURRENT OPPORTUNITIES

ACWA's Conference Exhibitor and Sponsorship Prospectus details all the opportunities available to partner with ACWA. Costs are listed in advantage (ACWA members, associates and affiliates) and standard (non-member) pricing. All opportunities are available on a first come, first served basis. Please note that ACWA reserves the right to refuse any advertisement, exhibit or sponsorship.

For questions about any of these opportunities, please email Joseph Ramos at josephr@acwa.com or call **(916) 669-2429**.

BENEFITS OF MARKETING WITH US

INCREASE BRAND VISIBILITY
WITH ABOUT

470

PUBLIC WATER AGENCIES



Gain recognition and respect in the water community



Exclusive Opportunities to develop relationships with California's water industry experts



Lead generation



Advantage pricing for members, associates and affiliates

WHO ATTENDS ACWA CONFERENCE

1,600 attendees per conference

34%

Senior Management & Staff

30%

Directors

14%

General Managers

11%

Other Water Industry Professionals

4%

Engineers

4%

Attorneys

3%

Operations



CONFERENCE & EXPO

Twice a year, in conjunction with ACWA's Spring and Fall conferences, ACWA offers water industry companies a chance to get one-on-one time with key water industry decision makers who are looking for new products and services.

By exhibiting at an ACWA conference you'll have access to exhibitor-only opportunities and a chance to:

- Network with more than 1,600 water industry professionals
- Establish and build long-lasting customer relationships
- Showcase your company's brand, products and services to water industry decision makers
- Maintain relationships with existing clients
- Connect directly with key water industry prospects in one place
- Display your company in front of your key audience through sponsorships

SAVE MONEY BECOME AN ACWA ASSOCIATE

Want to save 50% on your exhibit booths and receive other exclusive discounts and benefits?

Become an ACWA Associate today! Learn more about becoming an ACWA Associate at bit.ly/2EIJrrk.

CONFERENCE LOCATION & SCHEDULE

Anaheim Marriott
700 W Convention Way
Anaheim, CA 92802

Exhibitor Move In

Tuesday, 9:00 a.m. – 3:00 p.m.

Exhibit Hall Open

Tuesday, 4:00 p.m. – 6:30 p.m.

Wednesday, 7:30 a.m. – 6:00 p.m.

Thursday, 7:30 a.m. – 11 a.m.

Exhibit Hall schedule subject to change

Exhibitor Move Out

Thursday, 11:00 a.m. – 3:00 p.m.

Exhibitors are required to remain set-up until teardown time of 11:00 a.m.

The following opportunities and prices are related to the **2026 Fall Conference**.

Due to the variable nature of the Exhibit Hall and related exhibitor opportunities based on conference location, all prices and opportunities are subject to change.

EXHIBIT BOOTHS

All exhibit booth spaces are 8' deep x 10' wide. Exhibitors may choose a standard or a premium booth (high traffic areas in the Exhibit Hall).

Booth Type	Advantage	Standard
8' x 10' Standard Booth	\$1,800	\$3,600
8' x 10' Premium Booth*	\$2,050	N/A

***Premium booths only available to ACWA Public Agency Members, Affiliates and Associate+ Participants.**

What's Included:

- Exhibit booth space includes 8' draped back wall and 3' draped side walls
- Exhibitor I.D. sign and number
- Conference registration for up to two designated exhibit booth personnel – includes Wednesday continental breakfast, Wednesday networking lunch, and Thursday continental breakfast
- Pre-conference and post-conference attendees list (name, title, agency/company, mailing address and phone number)
- Listing on the conference mobile app with your company name, booth number, description, contact information, hyperlink to company website, and direct link to booth location on Exhibit Hall map

Note: Tables and Chairs are not included with booth registration but can be ordered for an additional discounted rate from AES.

Don't wait, exhibit booths will sell out quickly!

BECOME AN ACWA EXHIBITOR

Exhibit booth sales and exhibitor-only opportunities require additional information to purchase. Please contact Joseph Ramos at josephr@acwa.com or call (916) 669-2429 for more information.

EXHIBITOR-ONLY OPPORTUNITIES

In addition to purchasing booth space, ACWA exhibitors may also choose to participate in the following opportunities.

For full details on exhibitor opportunities, please contact Joseph Ramos at josephr@acwa.com or (916) 669-2429.

Opportunity Type	Short Description (Additional requirements apply)	Advantage	Standard
Exhibitor Cash Prize Contribution	Sponsor cash prizes in the Exhibit Hall.	\$50 increments	\$75 increments
Exhibitor Spotlight Email (8 spots available)	Customize a specialized email message (50 word max.) to attendees so they can plan to visit your booth at the conference.	\$350	\$525
Exhibitor Sizzle Reel (6 spots available)	This unique option allows for you to create a video showcasing your products and services. ACWA will ensure your video will be shown on a large monitor placed in the registration area. You will also be recognized as a sponsor in our electronic program and other mediums.	2 min. \$1,000	\$1,500
		1.5 min. \$750	\$1,125
		1 min. \$500	\$750
		30 sec. \$250	\$375

To encourage attendees to visit your booth, create fun activities or provide a give-away. Food and beverage restrictions may apply – ask us about specific opportunities that may be available.

SPONSORSHIP



Throughout the year, ACWA hosts a variety of conferences and events that provide your company with a chance to connect with key decision makers in California's water community.

All sponsors are eligible to earn sponsor benefits. However, **non-members may only receive Bronze-level sponsorship benefits**, while ACWA members, associates, and affiliates may participate in any sponsorship level (Bronze, Silver, Gold, Platinum or Diamond) allowing them to receive additional benefits and special recognition at ACWA's Fall Conference.

By sponsoring any item associated with an ACWA conference and/or event, ACWA members, associates and affiliates will receive the benefit of each sponsorship level when they reach the specified dollar amount for that level during a single calendar year (January – December).

MAXIMIZE YOUR SPONSORSHIP

ACWA members, associates, and affiliates can take full advantage of all the sponsorship level benefits.

Become an ACWA Associate today! Contact Joseph Ramos at (916) 669-2429.

BECOME AN ACWA SPONSOR



SPONSORSHIP RESERVATION

Become an ACWA Sponsor by completing the Sponsorship Reservation Form on page 10.



QUESTIONS?

Please email josephr@acwa.com or call (916) 669-2429.

SPONSORSHIP BENEFITS

BENEFITS FOR 2026 UNLESS OTHERWISE NOTED	Available to ALL sponsors	Available ONLY to ACWA members, associates and affiliates.			
	BRONZE \$1,000+	SILVER \$3,000+	GOLD \$6,500+	PLATINUM \$10,000	DIAMOND \$15,000+
Company representatives identified as sponsors on their ACWA conference name badge	✓	✓	✓	✓	✓
Acknowledgment as a sponsor with sponsor level in ACWA News	✓	✓	✓	✓	✓
Listing on ACWA website with link to sponsor's website	✓	✓	✓	✓	✓
Company logo signage for specific sponsorship	✓	✓	✓	✓	✓
Recognition as sponsor in conference mobile app	✓	✓	✓	✓	✓
Company logo displayed on media presentation during Fall Conference main stage programs	✓	✓	✓	✓	✓
Receive pre-/post-conference attendee mailing list		✓	✓	✓	✓
Sponsorship level recognition on banners at Fall Conference (Gold, Platinum, Diamond includes logo)		✓	✓	✓	✓
Receive complimentary registration package(s) to be used for Spring or Fall conferences in 2027		1 Package	2 Packages	3 Packages	4 Packages
Receive complimentary quarter-page (3" w x 4.5" h) display ad in ACWA News in 2027 (issue determined by ACWA). See ad specs below.				✓	✓
Receive special sponsorship award at Fall Conference main stage program				✓	✓
Receive complimentary banner ad in conference mobile app during the 2027 Spring or Fall Conference					✓
Receive one complimentary exhibit booth to be used at the 2027 Spring or Fall Conference					✓

COMPLIMENTARY DISPLAY AD IN ACWA NEWS FOR PLATINUM AND DIAMOND SPONSORS

Ad Submission Deadline

Feb 1, 2027

Specifications

- Size: 3" wide x 4.5" height
- All ads are in color.
- High resolution (300 dpi) JPEG, TIFF or vector EPS files in CMYK color. Package all fonts or convert fonts to outlines.
- Ad can be hyperlinked. Please provide link when submitting your ad.
- Press-ready PDF files preferred.

The conference sponsorship amounts listed are **cost per conference** and co-sponsorships of items/events unless otherwise noted. Any item listed also may be exclusively sponsored.

Each sponsorship opportunity below includes the Bronze-level sponsorship benefits listed on page 6. Additional benefits for each sponsorship opportunity appear under the listing.

EXCLUSIVE ANNUAL MATERIALS FOR ATTENDEES

Description	Advantage	Standard
Notebooks – Sponsor the conference notebooks that are distributed during registration. Includes your logo on the front cover, display wall logo recognition, and mobile app listing. SOLD	\$8,000 annually	N/A
Tote Bags – Includes your logo on 1,000 tote bags provide to ACWA conference attendees at check-in. SOLD	\$8,000 annually	N/A
Badge Pouches – Includes your logo on all name badge pouches which are required for admittance to sessions and meal functions and provided to ACWA conference attendees at check-in. SOLD	\$6,000 annually	N/A
Badge Lanyard – Includes your logo on all name badge lanyards which are required for admittance to sessions and meal functions and provided to ACWA conference attendees at check-in. SOLD	\$5,000 annually	N/A

MAIN STAGE

Description	Advantage	Standard
Wednesday Welcome Keynote Main Stage – Reach approximately 1,200 attendees by sponsoring the Wednesday Main Stage program. Receives recognition as a sponsor during program, including mobile app listing. 8 opportunities available.	\$3,500	\$5,250
Wednesday Water Talk Main Stage – Reach approximately 600 attendees by sponsoring the Water Talk. Receive visual recognition and mobile app listing. 2 opportunities available.	\$2,500	\$3,750
Thursday Keynote & Awards Main Stage – Reach approximately 900 attendees by sponsoring the closing main stage program. Receive visual recognition and mobile app listing.	\$3,000	\$4,250

MEAL FUNCTIONS

Description	Advantage	Standard
Tuesday Networking Lunch – Reach Tuesday attendees by sponsoring this networking lunch on day one of the conference. Includes visual recognition and mobile app listing.	\$2,500	\$3,750
Wednesday Networking Breakfast – Reach approximately 800 attendees by sponsoring Wednesday's Networking Breakfast in the exhibit hall. Includes visual signage and mobile app listing.	\$2,500	\$3,750
Wednesday Networking Lunch – Reach approximately 1,200 attendees by sponsoring our most popular meal function. Includes visual signage and mobile app listing.	\$3,500	\$5,250
Thursday Rise & Shine Sponsorship – Reach approximately 700 attendees by sponsoring this networking brunch. Includes visual signage and mobile app listing.	\$2,000	\$3,000

CHARGING STATION

Description	Advantage	Standard
Charging Station in the Exhibit Hall – Your organization logo printed on our popular charging station. Includes visual signage and mobile app listing.	\$2,750	\$4,125



Advantage pricing applies to ACWA public agency members, associates & affiliates.
Standard pricing applies to non-members of ACWA.

SESSIONS

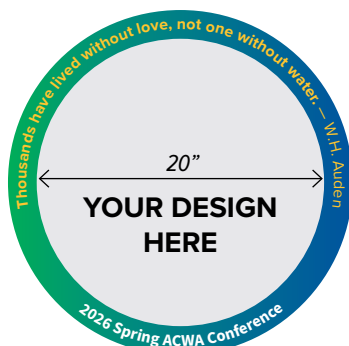
Description	Advantage	Standard
Policy Program Session – Reach 300–400 attendees by sponsoring a Policy Program Session. Includes session room signage and company logo placement in the conference mobile app. Limited to one sponsor per session. Three opportunities available.	\$1,500	\$2,250
Track Sessions – Reach approximately 1,000 attendees by sponsoring a two-day track session in Finance, Water Trends or Region. Includes session room signage and company logo placement in the conference mobile app. Limited to one sponsor per track.	\$2,000	\$3,000
Tuesday Coffee Sponsor – Help attendees kick start the week with this Tuesday Coffee Sponsorship. Includes custom signage and mobile app recognition.	\$1,000	\$1,500

EXHIBIT HALL FUNCTIONS

Description	Advantage	Standard
Fruit-Infused Water Stations – Sponsor fruit-infused water stations offered in the Exhibit Hall during the conference. Includes water station signage and mobile app listing.	\$2,000	\$3,000
Tuesday Bar Sponsor at Welcome Reception – Be the co-sponsor to host the bar at ACWA's Welcome Reception that kicks off the conference. Opportunity includes custom signage in and at the entrance of the exhibit hall, complimentary sizzle reel video, two floor clings and a mobile app activity feed ad.	\$5,000	\$6,250
Wednesday Snack Break – An attendee favorite, help provide a much needed jolt of energy to finish the afternoon strong by sponsoring this assorted snack activation. Sponsorship includes snack area signage, a mobile app push notification, and app listing.	\$2,500	\$3,750
Wed. & Thur. Morning Coffee Break – Sponsor our morning coffee breaks on both Wednesday and Thursday in the exhibit hall. Includes sponsor logo on coffee cup sleeves, logo on printed At-A-Glance schedule, and mobile app listing.	\$3,500	\$5,250
Wednesday Reception in the Exhibit Hall – Be the exclusive beverage sponsor for a reception reaching 700 attendees. Includes custom cocktail napkins, exhibit hall signage, mobile app banner ad, sizzle reel video, and At-A-Glance schedule listing.	\$10,000	\$13,000

ACWA REGISTRATION AREA

Description	Advantage	Standard
NEW Session Saver Sponsor – Keep attendees energized by sponsoring ACWA's popular candy bowls at registration, the service counter and the ACWA Lounge. Includes logo signage on the candy bowls at each location, plus recognition in the printed at-a-glance schedule and the conference mobile app.	\$1,500	\$2,250
Ribbon Wall Sponsor – Spotlight your company on the highly visible ribbon wall at registration. Includes logo above the ribbon wall, listing in the printed at-a-glance schedule and mobile app listing. SOLD	\$2,500	\$3,750
Floor Cling 24" – Highlight your organization, direct attendees with a QR code, or promote your exhibit booth with these unique floor clings designed to make a lasting impression.	\$200	\$300



FLOOR CLING SPECS

Provide Your Own Design

- **Design area:** 20" circle
- **File format:** Print-ready PDF or JPEG (300 dpi)
- **Content approval:** Subject to ACWA approval

If ACWA is Designing for You (to highlight your exhibit booth)

- Provide your **logo** in **vector format** (EPS) with two versions – one in **full color** and one in **white (one-color)**

Illustration is for reference only. Floor cling design will vary by conference.

CUSTOM SPONSORSHIPS

NEW	Description	Advantage	Standard
	ACWA New Member Mixer – Be one of the first to help welcome new member agencies into the fold by serving as a sponsor for our customary New Member Mixer. Includes mixer signage and acknowledgment, and mobile app listing. (2 Opportunities Available)	\$1,000	\$1,500
	Networking Lounge – A designated space that functions as a work, meeting and networking spot near high traffic spots during conference. Sponsor is welcome to bring in their own banner and swag, and also includes visual signage and mobile app listing.	\$3,500	\$5,250
	General Sponsorship – “Name your price” with this flexible sponsorship opportunity. General sponsorship funds are used for conference costs at ACWA's discretion.	\$500 minimum	\$750 minimum
	Directional Signage Sponsor – Be a beacon for attendees and have your company logo featured on various directional signage throughout the conference. Includes additional visual signage and mobile app listing. 3 opportunities available.	\$1,000	N/A
	Additional Branding Opportunities – Create a splash from top to bottom by inquiring about hotel and convention center branding opportunities. Custom signage, elevator wraps, and more are available to help you showcase your brand's unique services with a vast amount of attendees and guests alike. Please inquire for more information.	Request Pricing	Request Pricing

PRINTED SCHEDULE

Description	Advantage	Standard
Onsite At-A-Glance Schedule (10 spots available) – Get your logo in front of all conference registrants by sponsoring the at-a-glance schedule. This valuable reference schedule is distributed at conference check-in.	\$500	\$750

MOBILE APP ADVERTISING

Description	Advantage	Standard
Banner Ad (5 spots available) – Feature your brand with a banner ad displayed in the conference mobile app. Ads must be 720 pixels wide x 160 pixels high.	\$2,000	\$3,000
Activity Feed Ad – Get your ad featured in the activity feed of the conference mobile app. Ads must be 410 pixels wide x 410 pixels high.	\$1,500	\$2,250
Mobile App Push Notifications – Promote your business or district with a shout-out through the ACWA Conference Mobile App. Push notifications can be scheduled at various points of the day to encourage attendees to check out exhibit booths, sessions, and other functions. 3 Opportunities available.	\$350	\$525



ACWA's Conference Mobile app provides all attendees with conference information such as maps, schedules, exhibitor information and speaker details and also allows them to interact with peers at the conference.

FILE SUBMISSION

Submit files electronically in one of two ways:

- Files under 20MB: Email to josephr@acwa.com
- Larger files: Send a **download link** from a file-sharing service to josephr@acwa.com.

1 ENTER YOUR CONTACT INFORMATION

Date: _____

Organization Name (Exactly as you want it printed for recognition): _____

Contact Person: _____ Email: _____

Full Address: _____ Phone: _____

2 MAKE YOUR SELECTION(S) Advantage pricing applies to ACWA public agency members, associates & affiliates. Standard pricing applies to non-members of ACWA.

EXHIBITOR ONLY

Conference Sponsorship Opportunities (pricing per conference or as noted)		Advantage	Standard
☐	Exhibitor Cash Prize Contribution (Adv. \$50 increments / Std. \$75 increments)	\$	\$
☐	Exhibitor Spotlight Email 10 SPOTS	\$350	\$525
☐	Exhibitor Sizzle Reel 6 SPOTS ☐ 2 min. \$1,000/\$1,500 ☐ 1.5 min \$750/\$1,125 ☐ 1 min \$500/\$750 ☐ 30 sec. \$250/\$375	\$	\$
☐	Activity Feed Ad	\$1,500	\$2,250
☐	ACWA New Member Mixer NEW 2 SPOTS	\$1,000	\$1,500
☐	Additional Branding Opportunities	Request Pricing	
☐	Badge Lanyard (annual) SOLD	~~\$5,000~~	N/A
☐	Badge Pouch (annual) SOLD	~~\$6,000~~	N/A
☐	Banner Ad	\$2,000	\$3,000
☐	Charging Station: Exhibit Hall	\$2,750	\$4,125
☐	Directional Signage Sponsor	\$1,000	N/A
☐	Floor Cling 24"x24"	\$200	\$300
☐	Fruit-Infused Water Stations	\$2,000	\$3,000
☐	General Sponsorship – Name your price (Adv. \$500 min./Std. \$750 min.)	\$	\$
☐	Mobile App Push Notifications	\$350	\$525
☐	Networking Lounge	\$3,500	\$5,250
☐	Notebooks (annual) SOLD	~~\$8,000~~	N/A
☐	Policy Program Session	\$1,500	\$2,250
☐	Printed Onsite At-A-Glance Schedule	\$500	\$750
☐	Ribbon Wall SOLD	~~\$2,500~~	~~\$3,750~~
☐	Session Saver Sponsor NEW	\$1,500	\$2,250
☐	Thur. Keynote & Awards Main Stage	\$3,000	\$4,250
☐	Thur. Rise & Shine	\$2,000	\$3,000
☐	Tote Bags (annual) SOLD	~~\$8,000~~	N/A
☐	Track Session (per track): ☐ Attorney ☐ Finance ☐ Region Programs ☐ Water Trends	\$2,000	\$3,000
☐	Tue. Bar Sponsor at Welcome Reception	\$5,000	\$6,250
☐	Tue. Coffee Break	\$1,000	\$1,500
☐	Tue. Networking Lunch	\$2,500	\$3,750
☐	Wed. & Thur. Morning Coffee Break	\$3,500	\$5,250
☐	Wed. Networking Breakfast	\$2,500	\$3,750
☐	Wed. Networking Lunch	\$3,500	\$5,250
☐	Wed. Reception in Exhibit Hall	\$10,000	\$13,000
☐	Wed. Snack Break	\$2,500	\$3,750
☐	Wed. Water Talk Main Stage	\$2,500	\$3,750
☐	Wed. Welcome Keynote Main Stage	\$3,500	\$5,250

3 CALCULATE TOTAL AMOUNT OF YOUR SPONSORSHIP

\$

4 MAKE PAYMENT

☐ **Credit card:** Contact ACWA Accounting at (916) 669-2443 ☐ **Check:** Payable to ACWA, mail to 980 9th St., Ste. 1000, Sacramento, CA 95814

File submission deadline is Oct. 16. Submit files electronically via one of two methods:

- Files under 20MB: Email to josephr@acwa.com
- Larger files: Send a **download link** from a file-sharing service to josephr@acwa.com.