

Section:	NDR-5 Non-Dues Revenue	Approval Date:	9/28/2018
Policy:	NDR-5.6 Marketing Program	Latest Revision:	

NDR-5.6 Marketing Program

5.6.1 Purpose

The Association has developed a marketing program to enhance its non-dues revenue and member services programs. As part of the marketing program, any water-industry related company or organization can advertise, exhibit, and become a sponsor of the Association. This policy sets forth the provisions for participation in each of the marketing elements.

5.6.2 Use of Member Information

As part of the Association's Marketing Program, the Association will provide limited member information to exhibitors and sponsors for their use in business development related activities. Exhibitors and sponsors will receive the pre- and post-conference attendee lists for each event in which they participate. The attendee lists do not include email address information.

5.6.3 Pricing

Association members, associates, and affiliates receive advantage pricing on each of the marketing elements, while non-member agencies and non-support organizations receive standard pricing.

5.6.3.1 Advertising and Sponsorships

Standard pricing for advertising and sponsorships will be one and one-half times higher than advantage pricing.

5.6.3.2 Exhibiting

Standard pricing for exhibiting will be two times higher than advantage pricing.

5.6.4 Advertising

The Association will provide advertising opportunities to water-industry related companies and organizations through its print, digital, and classified platforms.

5.6.5 Exhibiting

As part of the exhibiting element of the marketing program, the Association will feature an exhibit hall in conjunction with its spring and fall conferences. Through exhibiting, the Association will offer 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.

Staff will develop and implement activities that promote foot traffic in the exhibit hall to enhance the exhibitors' experience and enhance opportunities to generate non-dues revenue.

5.6.6 Sponsorships

The Association encourages members, associates, and affiliates to sponsor, co-sponsor, or participate in the programs of the Association. Association members, associates, and affiliates may participate in any sponsorship level allowing them to receive additional benefits and special recognition at the Association's Fall Conference. Non-member agencies and non-support organizations will be given a forum to sponsor or co-sponsor programs or to provide sponsored events or products for Association members at standard pricing rates. Non-member agencies and non-support organizations may only receive Bronze-level sponsorship benefits.

By sponsoring any item associated with an Association conference and/or event, 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 1 – December 31).

References:

Previous Board Policy D.1.g; Section 115 Guidelines and Application to Proposed Business Development Activities Memorandum from Best Best & Krieger dated April 21, 2015

See Administrative Procedure: *To be determined.*

Revision History:

Revision Date	Description of Changes	Requested By
9/28/2018	Initial Release	ACWA Staff and Governance Workgroup