2023 MARKETING OPPORTUNITIES

GROUNDWATER WEEK
LAS VEGAS, NEVADA • DECEMBER 5-7, 2023
LAS VEGAS CONVENTION CENTER

NGWA®
The Groundwater Association

EVENTS
SPONSORSHIP
ADVERTISING
What comes with each sponsorship level?

<table>
<thead>
<tr>
<th>DIAMOND ($100,000 +)</th>
<th>PLATINUM ($25,000 - $99,999)</th>
<th>GOLD ($10,000 - $24,999)</th>
<th>SILVER ($5,000 - $9,999)</th>
<th>BRONZE (under $5,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition of company’s support in promotional emails</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition of company’s support on website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition of company’s support in on-site program</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition of company’s support on signage displayed throughout the show</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition of company’s support on NGWA social media</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>NEW – Recognition of company’s support on mobile app</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>NEW – Sponsor badge ribbons for all company booth staff</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

**ADDITIONAL BENEFITS FOR EACH LEVEL**

- **Bronze (under $5,000)**
  - One 10-second ticker ad (scrolling along bottom of GWTV screen)

- **Silver ($5,000 - $9,999)**
  - Groundwater TV Silver Package
    - One 20-second billboard ad (rotating on right side of screen)
  - 10 complimentary guest passes
  - Save 5% on branding and advertising

- **Gold ($10,000 - $24,999)**
  - Groundwater TV Gold Package
    - One 20-second billboard ad (rotating on right side of screen)
    - One 10-second ticker ad (scrolling along bottom of screen)
  - One aisle banner sign
  - 15 complimentary guest passes
  - Save 7.5% on branding and advertising

- **Platinum ($25,000 - $99,999)**
  - Groundwater TV Platinum Package
    - One 1-minute on-site booth interview or pre-recorded commercial
    - One 20-second billboard ad (rotating on right side of screen)
    - One 10-second ticker ad (scrolling along bottom of screen)
  - Two aisle banner signs
  - 25 complimentary guest passes
  - Ad in Groundwater Week Daily Highlights Email
  - Save 10% on branding and advertising

- **Diamond ($100,000 +)**
  - Groundwater TV Diamond Package
    - One 2-minute on-site booth interview or pre-recorded commercial
    - Two 20-second billboard ad (rotating on right side of screen)
    - Two 10-second ticker ad (scrolling along bottom of screen)
  - Three aisle banner signs
  - 50 complimentary guests passes
  - Top banner ad position on Groundwater Week Daily Highlights Email
  - Welcome video on GroundwaterWeek.com and one Groundwater Week Daily Highlights Email
  - Exclusive top ad position on GroundwaterWeek.com
  - Save 15% on branding and advertising

Contact NGWA’s Sales Team at (614) 898-7791 or sales@ngwa.org
Groundwater Week 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.

**Groundwater Week Diamond Sponsorship (includes Welcome Party):**

$115,000.00

Welcome Groundwater Week attendees to the show Tuesday night at our annual Welcome Party! As our Diamond Sponsor you’ll have the exclusive Welcome Party sponsorship for your product category. The Diamond Sponsor’s logo will always be displayed larger than all other co-sponsors’ logos on everything related to the Welcome Party including promotional communications, mail invitation to preregistrants, directional signage placed on-site, and the Welcome Party decor (table centerpieces, beverage napkins, and a gobo projection on back-wall of the ballroom).

NGWA handles all the planning and logistics and your company can enjoy networking with conference attendees.

**Wi-Fi Sponsorship:** $35,000.00

Help all attendees get connected at the Groundwater Week as the Official Wi-Fi sponsor. Wi-Fi access areas will include all of the Groundwater Week public areas, concourses, and meeting rooms at the Las Vegas Convention Center. Sponsor selects a branded Wi-Fi name and pass code.

**Welcome Party Co-sponsorship:** $20,000.00

Join the diamond sponsor in welcoming thousands of Groundwater Week attendees when we kick off the fun at the Tuesday evening Welcome Party.

**Closing Reception Exclusive Sponsorship:** $15,000.00

Or Closing Reception Co-sponsorship (up to 3, if exclusive rights are not sold): $5,000.00

Promote your company and network with attendees during this reception in the exhibit hall. Reception includes light snacks and cash bars. Your logo will be listed on napkins and signage through the event.

**Shuttle Service Exclusive Sponsorship:** $15,000.00

Or Shuttle Service Co-sponsorship (up to 3, if exclusive rights are not sold): $5,000.00

Showcase your brand to every attendee who rides the shuttle buses to and from the show. Groundwater Week shuttles run continuously between the headquarters hotel and the convention center, and all directional signage will display your company’s 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.

Contact a sales representative at (800) 551-7379 or (614) 898-7791, option 5.
**Sponsorship Opportunities**

**Coffee Exclusive Sponsorship: $15,000.00**

Coffee Co-sponsorships (up to 3, if exclusive rights are not sold): $5,000.00

Learning is hard work and people need a break. Be the hero, while gaining premium exposure, by offering conference attendees that much-needed cup of coffee so they get the jump start they need for the rest of the day. Coffee breaks are offered in premium locations, and your company logo will appear on signage posted at coffee stations as well as on napkins and coffee sleeves.

**Registration Sponsor (includes signage, registration forms, lanyards): $10,000.00**

Get high-level visibility through this exclusive sponsorship. 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. Lanyards are distributed to each attendee at registration, and your logo will be prominently featured!

**Hotel Keycards Sponsorship: $10,000.00**

Increase your visibility by branding the hotel key cards that attendees will be using countless times to enter their rooms. Place your company name directly in their hands, from the time they check in to the time they leave Las Vegas.

**Notepads and Pens Sponsorship: $10,000.00**

Highlight your company logo on notepads and pens that will be distributed in each meeting room. Notepads and pens are always some of the most requested items at the show, and attendees will take these items home with them.

Sponsor provides the design, and NGWA will provide the pens and paper.

**Keynote Sponsorship: $7,500.00**

This event is always a hit, and this year will be no different as we welcome Daniel “Rudy” Ruettiger who carved his name into history books as perhaps the most inspiring graduate of the University of Notre Dame. As fans cheered “RU-DY! RU-DY!” (which is now considered to be the underdog chant of a lifetime), this “five foot nothin’, a hundred and nothin’… without a speck of athletic ability”, sacked the quarterback in the last 27 seconds of the only play in the only game of his college football career. He is the first player in the school’s history to be carried off the field on the shoulders of his teammates.

Sponsor’s logo will be displayed on all signage promoting the event, on stage signage, and a representative from the sponsoring organization will have the option to introduce and welcome Rudy to the stage.

**Delegates Reception: $7,500.00**

Get facetime with the voting members and board of the National Ground Water Association by sponsoring this member-exclusive event. You can leave your company’s brochure, literature or giveaway at each seat, and a representative from your company will have the opportunity to provide brief welcome remarks to attendees.

**Mobile App Sponsorship: $10,000.00**

Gain brand visibility over and over again as attendees pull up the Groundwater Week mobile app throughout the week! NGWA uses the mobile app to provide all show information including events, classes, and the exhibitor directory and map. Your logo will be featured on the mobile app page, splash page, and the top of every page on the app. Sponsor will also receive three push notifications during the show!

Contact Sales at Sales@NGWA.org
Sponsorship Opportunities

Massage Relaxation Station Sponsorship: $7,500.00
This is one of our most popular trade show sponsorships, the Massage Relaxation Station offers attendees a moment of Zen to re-center and recharge in a serene island of calm. The Relaxation Station includes massage chairs, and comfy chairs for those waiting in line.

On-site Program Sponsorship: $7,500.00
Feature your brand on the front cover of the #1 resource attendees use to navigate the show.
Your brand will be visible on the cover of each and every printed show program, granting your company brand recognition among any attendee that grabs a show program on their way into the show. Show programs are distributed at multiple locations throughout the convention center, including hall entrances and registration. Don’t miss out on this opportunity for prime brand exposure!

Pocket Guide: $5,000.00
Put your logo and ad on the guide attendees will be pulling out of their pockets to quickly navigate the schedule, floor plan, exhibitors, and show highlights.

Luggage Check Sponsorship: $5,000.00
Every attendee appreciates having a place to stow their luggage during their time at an event. Your company name and logo will be prominently displayed in the bag check area during the entire conference.

Tradeshow Bags (bags provided by sponsor): $5,000.00
Highlight your company to attendees before they even step onto the show floor. Tradeshow bags featuring your logo will be available for attendees to pick up in the Groundwater Week lobby area, and participants use tradeshow bags throughout the duration of the show and long after!

Young and Early Career Professionals Programs: $5,000.00
Put your brand in front of the decision-makers of tomorrow by sponsoring programs and events for the next generation of groundwater professionals. Sponsorship includes logo placement on signage throughout the events, and an opportunity to provide brief welcome remarks, napkins, and a small attendee giveaway.

Groundwater TV Sponsorship: $2,500.00
Groundwater TV is the 24-hour news channel that is broadcast continuously throughout the event, and in guest rooms. The announcer will thank our sponsor throughout the program, and this sponsorship includes a 2-minute commercial, 20-second billboard ad rotating on the right of the screen, and a 10-second banner ad that rotates on the bottom of the screen.

Exhibitor Locator (in lobby): $2,500.00
Make sure your company name is front and center on the sign every attendee is sure to look at multiple times while on the tradeshow floor.

Conference Room Sponsorship: $1,500.00 (per room)
The Conference Room sponsorship will include your company’s logo on the conference room signage, and a banner promoting your company in the room.

Water Stations Sponsorship: $1,500.00 (per 2 stations)
Keep attendees hydrated as they navigate 80,000 square feet of Groundwater Week exhibits!

Aisle Signs: $1,250.00 (per sign)
Sponsor aisle banners at Groundwater Week and have your company logo present throughout the exhibit hall. Every time an attendee looks up to find the aisle they are looking for, they will see your logo.

Contact NGWA’s Sales Team at (614) 898-7791 or Sales@NGWA.org
On-site Program Advertising
Show programs are distributed at multiple locations throughout the show. Make sure that your company’s ad is in the program!

- Show Program: 2-page center spread (4-color) $3,300.00
- Show Program: Full-page (4-color) $1,350.00
- Show Program: Full-page (b/w) $975.00
- Show Program: Half-page (4-color) $1,075.00
- Show Program: Half-page (b/w) $735.00
- Show Program: Quarter-page (4-color) $925.00
- Show Program: Quarter-page (b/w) $575.00

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 $2,200.00
- 90-second interview or commercial $1,100.00
- 30-second interview $850.00
- 20-second billboard ad $650.00
- 10-second ticker ad $200.00

Groundwater Week Mobile App
- Banner Ad – 4 available $800.00
- App Survey – max 4 per day $650.00
- App Announcement – max 4 per day $350.00

Lobby Entrance Door and Window Clings
- Window Panel – 6ft x 5ft (6 available) $1,835.00
- Door Panel – 2ft x 6ft (18 available) $1,160.00
## Advertising and Branding Opportunities

### Lobby Area Signage

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Square Wall Graphic</td>
<td>$5,640.00</td>
</tr>
<tr>
<td>Opposite Escalator (10ft x 10ft)</td>
<td></td>
</tr>
<tr>
<td>Overhead Banner, Expo Entrance 1</td>
<td>$8,260.00</td>
</tr>
<tr>
<td>Opposite New Products Showcase (39ft x 5ft)</td>
<td></td>
</tr>
<tr>
<td>Overhead Banner, Expo Entrance 2</td>
<td>$8,260.00</td>
</tr>
<tr>
<td>Opposite Bookstore (39ft x 5ft)</td>
<td></td>
</tr>
<tr>
<td>Large Wall Graphic 1</td>
<td>$12,880.00</td>
</tr>
<tr>
<td>Near Meeting Room Hallway (24.5ft x 11.7ft)</td>
<td></td>
</tr>
<tr>
<td>Large Wall Graphic 2</td>
<td>$12,880.00</td>
</tr>
<tr>
<td>Near Meeting Room Hallway (24.5ft x 11.7ft)</td>
<td></td>
</tr>
</tbody>
</table>

### Exhibit Hall Floor Graphic

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular – 4ft x 5ft</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Large (6ft x 6ft)</td>
<td>$1,500.00</td>
</tr>
</tbody>
</table>

### Exhibit Hall Aisle Banner Signage

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$1,250.00 each</td>
</tr>
</tbody>
</table>

### Exhibit Hall 10-ft Standing Meter Boards

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single-sided (1 graphic - 39&quot; x 84&quot;)</td>
<td>$750.00</td>
</tr>
<tr>
<td>Double-sided (2 graphics - 39&quot; x 84&quot; each)</td>
<td>$1,200.00</td>
</tr>
</tbody>
</table>

### New Products Showcase Panel

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>New products showcase panel</td>
<td>$600.00</td>
</tr>
</tbody>
</table>

Contact NGWA’s Sales Team at (614) 898-7791 or Sales@NGWA.org