

Dear Associate Members & Exhibitors:

First, let me sincerely thank you for your continued support of this organization and the industry we represent. We greatly appreciate all that participated in our 44<sup>th</sup> Annual Technical Training Workshop & Exhibition at the Lake Placid Conference Center, making it a huge success. It was especially nice to come together while our attendees were in class to discuss and share ideas to improve this event.

**Professional's Day:** On Wednesday of the conference, between 8:30 a.m. – 11:30 a.m., we will allow “Professional Visitors” to access the exhibit hall. For each exhibit hall booth registered, the exhibitor will receive (4) Professional Visitor Passes, which you can give to clients, customers, elected officials, or any industry professionals who may wish to attend. As we discussed, this is an attempt to increase exhibit hall foot traffic while the training sessions are presented. Professional's Day attendees will not be eligible for training, meals, or prizes, but will be granted full access to the exhibit hall.

**Door Prizes:** As always, there will be hats, t-shirts, or portfolios. We are now committed to offering larger, more desirable door prizes. Exhibition hall attendance will be a component of door prize eligibility and a roving audio system will announce door prize winners from the booths of Gold Level Sponsors bringing the crowds directly to their booths. To accomplish this, we will be using the proceeds raised from the sponsorship program.

**Tiered Sponsorship Program:** This sponsorship program will provide opportunities for vendors to gain more exposure. Vendors will now have the opportunity to choose how they advertise and interact with attendees.

- 3 Premier Sponsorships include: 1) The Official Conference Shirts; 2) Tuesday Coffee Break with your company banner; 3) Wednesday Coffee Break with your company banner. For those interested in any of these premier sponsorships please contact Kimberly Bennett at [bennett@nyruralwater.org](mailto:bennett@nyruralwater.org) or call (518) 828-3155 ext. 150 for more information.
- Gold Sponsorship: \$500 includes conference related advertising. These Gold Sponsors will have a gold indicator at their booth. We will have a roving audio system to announce all door prizes from Gold Sponsor booths, bringing the crowd directly to these booths. Contact Kimberly Bennett at [bennett@nyruralwater.org](mailto:bennett@nyruralwater.org) or call (518) 828-3155 ext. 150 for more information.
- Silver Sponsorship: \$100 includes conference related advertising only. Contact Kimberly Bennett at [bennett@nyruralwater.org](mailto:bennett@nyruralwater.org) or call (518) 828-3155 ext. 150 for more information.
- Advertising will be based on payment for the sponsorship. Payments received by Tuesday, January 2, 2024, will be advertised in our Spring Aquafacts Magazine, monthly newsletter, and Facebook. Payments received after January 2, 2024, will be advertised in our monthly newsletter and Facebook.

Attached is a form for anyone interested in sponsorship, please complete the attached and send it back to our office via fax (518) 828-0582 or email [bennett@nyruralwater.org](mailto:bennett@nyruralwater.org) – attention Kimberly Bennett, no later than **January 2, 2024**.

Again, thank you and we look forward to your participation next May 2024, in Verona at the Turning Stone Resort.

Thank you,  
J. Andrew Herman, CEO