



June 14, 2011

**Reply to: CPWQA
c/o Richard Heinick
4 W. Schoolside Drive
Mechanicsburg, PA 17055**

To: Suppliers/Providers of Wastewater Treatment and Collection System Equipment, Related Products, and Professional and Construction Services, and those who are seeking an opportunity to market their products/services to Wastewater Treatment and Collection System operators and designers

From: Rich Heinick, CPWQA Trade Fair Committee Chairman

The Central Pennsylvania Water Quality Association will hold its 2011 Trade Fair and Training Exposition on Thursday, November 3, 2011, at the Sheraton Harrisburg Hershey Hotel, located at 4650 Lindle Road, Harrisburg, PA 17111.

The Trade Fair Committee and the CPWQA Board are well aware of the strain on the “continuing education” funds of our members, and are striving to make the Trade Fair an event that our membership, and others, will prioritize. Please see the attached document titled “*New for 2011*” for a summary of the steps we are taking to increase interest and attendance in the Trade Fair. Note that our membership consists of municipal and industrial wastewater treatment plant and collection system operators, laboratory technicians, and maintenance personnel, as well as municipal management personal, municipal authority members, and design and construction professionals and technicians.

CPWQA invites you to exhibit at the Trade Fair. The \$350.00 exhibitor fee will provide you with an exhibit table in the main exhibition hall, a business card ad in the Trade Fair brochure (distributed to all attendees), a listing of the pre-registered Trade Fair attendees, lunch for your firm’s primary representative, a souvenir baseball cap, and a chance in a random drawing for a free registration at the 2011 Trade Fair. For an optional additional \$50.00, an outdoor exhibit can also be displayed. **At the 2010 Trade Fair, Advanced Drainage Systems, Inc. was selected to receive free registration at the 2010 Trade Fair.**

If you are interested in exhibiting, please return the enclosed application, **with your business card and exhibit fee**, to CPWQA, c/o Richard Heinick, 4 W. Schoolside Drive, Mechanicsburg, PA 17055. Checks should be made payable to “CPWQA”.

Please remember that our event is titled “Trade Fair and Training Exposition. CPWQA will be utilizing our recently achieved “DEP Certified Training Sponsor” status to arrange DEP-Certified training sessions that we hope will attract the interest of licensed operators, AND licensed professional engineers, for whom continuing education requirements have recently been established. In order to optimize the benefit to you of exhibiting at the Trade Fair, we will restrict our training sessions to the hours of 8:00am through 10:00am, and 1:30pm through 2:30pm. Attendees will be encouraged to visit the exhibit hall between 10:00am and 1:30pm.

Should you have any comments or suggestions for improving the Trade Fair, please contact me at rheinick@gfnet.com or 717-805-5498. I look forward to seeing you in November.

Sincerely,

Rich Heinick
Trade Fair Committee Chairman

2011 CPWQA TRADE FAIR AND TRAINING EXPOSITION

EXHIBITOR INFORMATION SHEET

- DATE:** Thursday, November 3, 2011
- LOCATION:** Sheraton Harrisburg Hershey Hotel
4650 Lindle Road
Harrisburg, PA 17111
- EXHIBIT ROOM HOURS:** 10:00 AM to 2:00 PM. Exhibitors will be allowed to enter the exhibit room at 7:00 AM to set up their displays, but need not arrive until 9:00am. (Exhibitor breakfast will be served between 8:30am and 9:30am). Displays should remain in place until 2:00 PM.
- EXHIBITOR FEE:** \$350.00 per table
- OPTIONAL OUTDOOR EXHIBIT SPACE:** Exhibitors who register for a table top display may also register for an outdoor display (size limited to two automobile parking spaces). Fee \$50.00. **(Remember, to take advantage of the outdoor exhibit space, you must first register for an indoor table exhibit).**
- To register, complete the **Exhibitor Application** and mail, with a check (payable to CPWQA) and a business card to:
- CPWQA
c/o Richard Heinick
4 W. Schoolside Drive
Mechanicsburg, PA 17055
- EXHIBITORS WILL RECEIVE:** A display table in the main exhibition hall (120 volt power available to all tables)
A copy of your business card in the Trade Fair brochure (distributed to all attendees)
Event specific name badges and CPWQA lanyards for all registered representatives
A list of the pre-registered attendees
One CPWQA baseball cap
Entry in a random drawing for a free registration for the 2012 Trade Fair
Breakfast sandwiches, coffee and juice will be available for exhibitors only between 8:30am and 9:30am
Lunch for your primary representative. One additional lunch can be purchased for \$15.00; additional lunches must be purchased at the full price of \$25.00.
- EXHIBIT LIMITATIONS:** Registrations will be limited to the available space in the exhibit hall (48 tables). Table top displays are preferred, however, the table can be removed provided that your floor mounted display occupies no more than 8'x3'. Outdoor exhibits will be limited in size to two automobile parking spaces. Adjacent or lengthwise.
- TABLE ASSIGNMENTS:** Table locations will be pre-assigned, in the order that registrations are received.
- TRAINING ACTIVITIES:** Exhibitors are reminded that CPWQA will also be conducting training sessions before and after the time the exhibit hall is open. These training sessions will conclude at 10:00 am; and resume at 1:30pm.
- ROOM RESERVATIONS:** Room reservations should be made directly with the Sheraton Harrisburg Hershey Hotel (717-565-3325). CPWQA is working with the Sheraton to establish a discounted room rate, if you mention that you are with the Central Pennsylvania Water Quality Association Trade Fair. More details to follow when these arrangements have been finalized.
- RESPONSIBILITY/LIABILITY:** In registering for the Trade Fair, the exhibitor agrees to assume the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitor's displays, equipment or other property.
- DOOR PRIZES:** CPWQA solicits door prizes to be awarded to registered attendees at the close of the Trade Fair. If you wish to contribute, please bring the prizes to the Trade Fair. (Typical door prizes include caps, pens/pencils, mugs, calculators, golf balls, tee shirts, etc.) All door prize contributions are gratefully accepted. NOTE: you might wish to incorporate our Baseball theme into your door prize.
- EXHIBITOR PRIZE:** CPWQA will award one exhibitor (selected in a random drawing) a free registration for the 2012 Trade Fair.

QUESTIONS: Contact Rich Heinick (717-805-5498 or rheinick@gfnet.com)

**2011 CPWQA TRADE FAIR AND TRAINING EXPOSITION
TABLETOP EXHIBITOR APPLICATION**

for CPWQA use
date received: _____

Thursday, November 03, 2011
Sheraton Harrisburg Hershey Hotel

We hereby register to display a tabletop exhibit at the 2011 CPWQA Trade Fair and Training Exposition. By completing this form, we agree to all of the stipulations noted in the exhibitor's information sheet that was distributed with this application.

Company/Organization Name

Street Address/P.O. Box Number

City, State, Zip

Telephone

E-mail

Company Contact Person

We request tables @ \$350.00 per table = \$ - **A**

Primary Representative at the Trade Fair

We understand that the above registration fee includes lunch for one representative. That representative will be:

Second Representative at the Trade Fair

We understand that one additional lunch can be purchased for \$15.00.

We wish to order that additional lunch and have enclosed: \$ - **B**

Second Representative's Name:

Additional Representatives at the Trade Fair

We understand that additional lunches can be purchased for \$25.00.

We wish to order _____ lunches and have enclosed: \$ - **C**

These lunches will be used by:

Outdoor Exhibit

We understand that an outdoor exhibit space is available for an additional fee of \$50.

We wish to order _____ spaces and have enclosed: \$ - **D**

Enclosed is our check for: \$ - **A + B + C + D**

(Make checks payable to: CPWQA)

Please return this application form and fees by August 31, 2011 to:

CPWQA
c/o Richard Heinick
4 W. Schoolside Drive
Mechanicsburg, PA 17055

Attach business card here



2011 CPWQA TRADE FAIR AND TRAINING EXPOSITION

NEW FOR 2011

- This year's theme will be our **National Pastime, Baseball**. All exhibitors will be provided with adhesive stickers with a designated infield position; all attendees must obtain a sticker for all five positions in order to "earn" their lunch.
- Exhibitors (for a nominal additional fee), will be given the option to set up an outdoor exhibit (for example, a trailer mounted pump); CPWQA will encourage attendees to visit the outdoor exhibits in the time interval following lunch and prior to the business meeting. Exhibitors who choose to set up an outdoor exhibit will be provided with an adhesive sticker with a designated outfield position; attendees who collect a sticker for all three outfield positions will be entered into a drawing for a baseball themed prize.
- The number of exhibitors will be limited to 48; immediately after CPWQA receives your registration check, you will be contacted to select the location of your exhibit table.
- CPWQA is working to come up with a "Grand Door Prize" that will likely consist of vouchers for a weekend trip to Baltimore's Inner Harbor, including food, lodging, and baseball tickets. Suggestions and contributions from exhibitors are welcomed.

SUCSESSES FROM 2010 THAT WILL BE REPEATED

- New exhibit room schedule: exhibitors can arrive anytime between 7:00am and 9:00am; exhibitor breakfast will be provided between 8:30am and 9:30am; table locations will be pre-selected in the order that registrations are received. Exhibit hall officially opens at 10:00am; exhibits should remain in place until 2:00pm
- New training schedule: training sessions will be conducted between 8:00am and 10:00am, and between 1:30pm and 2:30pm. Between 10:00am and 1:30pm, all attendees will be encouraged to visit the exhibit hall.

2011 CPWQA TRADE FAIR AND TRAINING EXPOSITION

EXHIBITORS – ARE YOU INTERESTED IN CONDUCTING A TRAINING SEMINAR?

CPWQA is soliciting proposals to conduct 50 to 60 minute training seminars on topics of interest to wastewater collection and treatment professionals, including operators and engineers. DEP certified training providers will be given preference. CPWQA conducts these seminars not as sales presentations, but for the benefit of our member operators (to assist them in fulfilling their continuing education requirements for license renewal) AND for our member registered engineers, for whom continuing education requirements have also been established. Each seminar attendee will receive a certificate of completion; seminar presenters will be required to work with CPWQA to develop the content of the certificate.

TRAINING SEMINAR APPLICATION

I am interested in presenting a seminar at the CPWQA Trade Fair on November 3, 2011:

NAME: _____

COMPANY: _____

ADDRESS: _____

PHONE/e-mail: _____

TOPIC: _____

Please include a brief description and/or outline of your proposed seminar. All proposals will be reviewed by the CPWQA Personnel Advancement Committee and the Trade Fair Committee. **Proposals must be received by August 1, 2011.** You will be notified of the status of your proposal by August 15, 2011. Please return this form to:

CPWQA
c/o Rich Heinick
4 W. Schoolside Drive
Mechanicsburg, PA 17055

Direct questions about seminar topics to: Rich Heinick, 717-805-5498 or rheinick@gfnet.com