



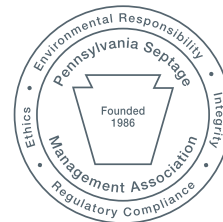
Invitation to Exhibit or Sponsor at the

Pennsylvania Decentralized Wastewater Conference and Trade Show

January 23 – 24, 2012

Lancaster County Convention Center
Lancaster, PA

Brought to you by:



In cooperation with:



Don't miss the **2012 Pennsylvania**

Decentralized Wastewater

Conference and Trade Show!

The 2011 Conference saw over 100

professionals in the septage industry

from the mid-Atlantic region. The

excitement is building already for the

2012 Conference so make sure your

company's name is in front of these

decision makers! The Conference offers

various opportunities to promote your

company including the exhibit hall and

sponsorship opportunities! This premier

statewide event is being held **January**

23-24, 2012 at the Lancaster

County Convention Center in

Lancaster, Pa. The Pennsylvania

Septage Management Association

(PSMA) is pleased to again welcome

cooperating associations: the National

Association of Wastewater Transporters

(NAWT), the Pennsylvania Association

of Professional Soil Scientists (PAPSS)

and the Pennsylvania Onsite Wastewater

Recycling Association (POWRA).

EXHIBIT HOURS

Monday, January 23	7:00 a.m. – 8:00 p.m.
Tuesday, January 24	7:00 a.m. – 1:30 p.m.

EXHIBITOR MOVE-IN/MOVE-OUT

Move-in:	Sunday, January 22	12:00 p.m. – 8:00 p.m.
Move-out:	Tuesday, January 24	1:30 p.m. – 5:00 p.m.

BOOTH RENTAL FEES

10'x8'	PSMA Member: \$725.00	Non-Member: \$975.00
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Additional inside floor space (for trucks, large equipment, etc.) available for \$200.00.

BOOTH RENTAL FEE INCLUDES

- 10' wide x 8' deep booth
- 8' high green & gold curtain backdrop and 3' high green side divider drape
- 6' skirted table and 2 chairs
- Standard headsign with company name and booth number
- 1 wastebasket
- Registration for ONE company representative, which includes full conference privileges (educational sessions, breaks, lunches). Additional booth personnel must register at the conference rate and should do so on the exhibitor registration forms.

ADDITIONAL OPTIONS

Additional options, such as electric, Internet and phone, will be available through the decorator. Those forms will be in the exhibitor service manual that will be provided electronically upon acceptance of the exhibitor application.

Additional floor space is available to exhibitors for a fee of \$200.00.

Note: This floor space is in addition to booth space and can be used for items such as trucks, large equipment, etc. For this option, please mark it on the exhibitor registration form.

Please note that upon receipt of the exhibitor application and payment, all exhibitors will receive the exhibitor services manual directly from the decorator, General Exposition.

SCHEDULE OF EVENTS

Sunday, January 22

12:00 p.m. – 8:00 p.m. Exhibitor Move-In

Monday, January 23

7:00 a.m. Registration Opens

7:00 a.m. Breakfast in Exhibit Hall

8:00 a.m. General Session

7:00 a.m. – 8:00 p.m. Exhibit Hall Open

10:00 a.m. Morning Break in Exhibit Hall

10:45 a.m. Educational Sessions

12:00 p.m. Lunch in Exhibit Hall

1:30 p.m. Educational Sessions

3:00 p.m. Afternoon Break in Exhibit Hall

3:45 p.m. Educational Sessions

5:30 p.m. PSMA Regional Meetings

6:00 – 8:00 p.m. Reception in Exhibit Hall

Tuesday, January 24

7:00 a.m. Registration Open

7:00 a.m. Breakfast in Exhibit Hall

7:00 a.m. – 1:30 p.m. Exhibit Hall Open

8:00 a.m. Educational Sessions

10:00 a.m. Morning Break in Exhibit Hall

10:45 a.m. Educational Sessions

12:00 p.m. Lunch in Exhibit Hall

1:30 p.m. Educational Sessions

1:30 – 5:00 p.m. Exhibitor Move-Out

3:00 p.m. Conference Closes





HOTEL INFORMATION & PARKING

Marriott Lancaster at Penn Square

25 South Queen Street
Lancaster, PA 17602
866.503.3786

Room Block Code: PA Septage Management Association Conference
Rate: \$115.00 per night plus tax for single or double occupancy

Deadline to receive group rate: Sunday, January 1, 2012

The hotel is attached to the Lancaster County Convention Center. Parking is available for overnight guests in the Penn Square Parking Garage. Parking fees are as follows and are subject to change without notification: \$2.00 for the first hour; \$1.00 each additional hour for a maximum of \$9.00 per day. Please note this is a special reduced rate for conference attendee/exhibitors only.

There are also parking lots with no height restrictions as well as additional garages in close vicinity of the hotel/convention center. Please visit the Lancaster Parking Authority's Website for more details: www.lancasterparkingauthority.com. Please note the following height limits: Penn Square Garage: 6'8"; East King Street Garage: 8'2"; Prince Street Garage: 6'4".



NEW EXPANDED EXHIBIT HOURS

We are excited to announce expanded exhibit hours at the 2012 Conference! Each break in the exhibit hall has been expanded on both days. And with 2 full hours of time to visit with attendees, the Monday evening reception now also boasts the legendary PSMA Auction and 50/50 raffle. Both events are popular with conference attendees and are sure to add to the excitement of the evening. Don't miss this opportunity to mingle with attendees while having the opportunity to talk to them about your company!

2012 PENNSYLVANIA DECENTRALIZED WASTEWATER CONFERENCE SPONSORSHIP PROGRAM!

PSMA is pleased to continue offering sponsorship packages that will increase your visibility with attendees while showing your support for the supporting organizations and industry. Each sponsorship has benefits that recognize your company before, during and after the Conference.

Questions? Contact Julie Sullivan at (717) 763-7762 or ads@psma.net.

	Ad in 8' x 10' booth	Ad in PSMA Newsletter (one-time)	Logo in PSMA Newsletter (one-time)	Logo in Attendee Brochure	Logo on Thank-You Signage at Conference	Signage in Booth Recognizing Sponsorship	Recognition from Podium	Badge Ribbon			
SPONSORSHIP LEVELS	Platinum \$2,000	✓	full	full	✓	✓	✓	✓	✓	✓	✓
	Gold \$1,550	✓	half	half	✓	✓	✓	✓	✓	✓	✓
	Silver \$500	n/a	quarter	quarter	✓	✓	✓	✓	✓	✓	✓
	Bronze \$250	n/a	n/a	n/a	listing only	listing only	listing only	listing only	✓	✓	✓
EXCLUSIVE SPONSORSHIPS	Lunch \$2,000 (up to 2 available, per day)	n/a	full	full	✓	✓	✓	✓	✓	✓	✓
	Monday Reception \$2,000 (up to 2 available)	n/a	half	half	✓	✓	✓	✓	✓	✓	✓
	Breakfast \$1,000 (up to 2 available, per day)	n/a	quarter	quarter	✓	✓	✓	✓	✓	✓	✓
	Onsite Book \$750 (one available)	n/a	full cover	quarter	✓	✓	✓	✓	✓	✓	✓

PENNSYLVANIA DECENTRALIZED WASTEWATER CONFERENCE & TRADE SHOW RULES & REGULATIONS FOR EXHIBITORS

1. Exhibit Hours:

Monday, January 23 7:00 a.m. - 8:00 p.m.
Tuesday, January 24 7:00 a.m. - 1:30 p.m.

2. Shipping Instructions: Please note that no deliveries will be accepted at the Lancaster County Convention Center. The exposition services and drayage company, General Exposition, will handle advance shipments. All shipments must be fully prepaid. Necessary forms and further instructions will be available through the exhibitor services manual which will be provided electronically upon acceptance of application.

3. Installation of Exhibits: Setup will be on Sunday, January 22 from 12 p.m. to 8 p.m. All exhibits must be completely installed by 8 p.m. on Sunday, January 22. No installation work will be permitted during exhibit hours.

4. Dismantling: Dismantling of exhibits must not begin until 1:30 p.m. on Tuesday, January 24, and must be removed from the exhibit hall no later than 5:00 p.m.

5. Booth Package to Include: Uniform booth background and dividers (8' high curtain back wall, 3' high matching dividers and aluminum uprights) will be supplied, as well as a sign (7' x 44" with company name, and booth number); 6' skirted table; 2 chairs; and wastebasket.

6. Additional Requests: Electric, Internet & phone are available upon request for an additional fee. This information will be provided in the exhibitor services manual. Additional floor space may also be purchased. Please check appropriate box on application for additional floor space.

7. Activities: Souvenirs and standard literature may be freely distributed. However, exhibitors must confine their displays and activities to the space assigned. No exhibitor shall assign, sublet or share the whole or any part of the booth space allotted. Noisy or undignified displays, sound motion pictures, sound devices, megaphones, loudspeakers or side-show tactics are prohibited. Non-exhibitors are prohibited from soliciting at the show.

8. Arrangement of Exhibit: No construction of any kind within exhibit space shall exceed 8' in height without the written approval of Management. Any construction along booth sides exceeding 4' in height must be kept within 2-1/2' of the back line of exhibit space, with the exception that lighting fixtures may be suspended so as not to interfere with clear view of neighboring exhibits. Fixture hangers or special backgrounds required by exhibitors should be arranged for in advance and brought to the exhibit hall ready for assembly. Installations are subject to approval of all inspection authorities having jurisdiction.

9. Liability & Insurance: Neither the Pennsylvania Septage Management Association (PSMA) and its contractors nor the Marriott Lancaster at Penn Square or Lancaster County Convention Center (LCCC) will be liable for any damage done to exhibits by fire or any other natural element, nor will they be liable for injuries to exhibitors or their employees, or for damage to property in their custody, owned and controlled by them, and each exhibitor shall indemnify and hold harmless PSMA and its contractors against any claims for damage, injury etc., which may be incident to, arise from or be in any way connected with such exhibitor's use or occupation of exhibit space. Each exhibitor agrees to carry and maintain in force at all times commercial general liability insurance with minimum limits of \$1 million for bodily injury and property damage per occurrence, and \$1 million in the aggregate, with respect to its operations during the course of the exhibition. The Exhibitor also agrees to indemnify and hold harmless the Pennsylvania Septage Management Association, Marriott Lancaster at Penn Square and the Lancaster County Convention Center for all Bodily Injury and Property Damage claims or suits arising from their

negligence. The exhibitor's insurance policy shall name the Pennsylvania Septage Management Association, the Marriott Lancaster at Penn Square and the Lancaster County Convention Center as additional insured's. Failure to provide such certification will not absolve the exhibitor of any of its responsibilities or indemnity obligations under this agreement. The Management shall not be liable to the Exhibitor for the acts or omissions of any members, exhibitors or suppliers attending the Pennsylvania Decentralized Wastewater Conference & Trade Show. PSMA and its employees will not be liable for failure to hold the exhibition as scheduled. Payment for booth space will be returned in that event, except that any actual expense incurred in connection with the exhibits will be deducted if the exhibition is cancelled because of fire, or any act of God, or the public enemy, or strike, or epidemic, or any law or regulation or public authority or any other act beyond the control of PSMA which makes it impossible or impractical to hold the exhibition. Safekeeping of the exhibitor's property is the sole responsibility of the exhibitor. Each exhibitor must keep an attendant in his/her display area during the hours listed under "Exhibit Hours." In all cases, exhibitors wishing to insure their exhibits and display materials against fire, theft, etc., must do so at their own expense. The exhibit hall will be closed and locked after hours.

10. Payment: All exhibit space must be paid in full prior to January 2, 2012. No exhibitor will be allowed to enter the exhibit hall until payment in full is received by PSMA.

11. Cancellations: No refunds will be given for booth cancellations after the January 2, 2012 payment deadline. All cancellations received prior to January 2, 2012 will be assessed a \$100 cancellation fee per booth.

12. Hotel Accommodations: Contact the Marriott Lancaster at Penn Square directly at 866.503.3786 for room reservations. Room reservations must be made directly with the Hotel by January 1, 2012. When making your reservation, mention that you are with the PA Septage Management Association Conference. Space is limited and provided on a first-come-first-served basis. A special rate of \$115 single- and double-occupancy (plus applicable service charges and taxes) has been provided for our group.

13. Exhibit Personnel: All participants affiliated with exhibits must be registered. Each person will be issued an exhibitor's badge and must be employed by the exhibitor or have a direct business affiliation. One exhibitor badge will be issued per booth.

14. Management: The Pennsylvania Septage Management Association retains the right to discontinue any exhibit, which, in its opinion, is objectionable to exhibitors, the industry or the public.

15. General: All matters and questions not covered by these rules and regulations are at the discretion of Management, and all amendments that may be so made shall be equally binding upon publication on all parties affected by them as the original regulations.

16. For those companies displaying trucks or equipment, the following criteria must be met:

- Batteries shall be disconnected in an approved manner
- Vehicles or equipment shall not be fueled or defueled within the building or on the surrounding property
- Fuel in the fuel tank shall not exceed one-quarter of the tank capacity or five gallons, whichever is less.
- Fuel tank openings shall be locked and sealed to prevent the escape of vapors
- All exhibit vehicle keys must be in the possession of the Event Manager in case of emergency

**You must submit signed contract and full payment in order to reserve booth space.
Questions? Contact Julie Sullivan at 717.763.7762 or ads@psma.net.**

2012 PENNSYLVANIA DECENTRALIZED WASTEWATER CONFERENCE EXHIBIT BOOTH RENTAL FORM

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

E-Mail: _____ Website: _____

Please list additional booth personnel you are registering here:

Please reserve the following exhibit space:

Booth Preference: 1st Choice: _____ 2nd Choice _____ 3rd Choice _____

10'x8' PSMA Member _____ # of booths @ \$725.00 \$ _____

10'x8' Non-Member _____ # of booths @ \$975.00 \$ _____

Additional Floor Space \$200.00 \$ _____

Additional Booth Personnel Registrations _____ @ \$199.00 \$ _____

Please select Sponsorship Opportunity

Levels: Platinum (\$2,000) Gold (\$1,550) Silver (\$500) Bronze (\$250)

Exclusives: Lunch (\$2,000) Reception (\$2,000) Breakfast (\$1,000) \$ _____

TOTAL AMOUNT DUE \$ _____

Payment:

Make check payable to PSMA

Credit Card: Visa MasterCard Discover (PSMA does not accept American Express)

Credit Card Number: _____ Exp. Date: _____ Security Code: _____

Name on Card: _____ Signature: _____

EVENT POLICIES – THIS FORM MUST BE COMPLETED TO SET UP AN EXHIBIT

SHOW POLICY: The undersigned agrees to abide by all policies, restrictions and regulations as set forth in this agreement or as may be especially designated by the Pennsylvania Septage Management Association (Management), the Marriott Lancaster at Penn Square or the Lancaster County Convention Center. Failure to abide by such policies will result in the forfeiture of all monies paid or due Management under the terms of this agreement. The Exhibitor or Local Representative cannot add or transfer this contract to another company. Upon acceptance by the Pennsylvania Septage Management Association, this application, including space assignment and policies as set forth on the Rules & Regulations page hereof, will constitute a contract between the exhibitor and Management. If you have any questions regarding the show, please call the Pennsylvania Septage Management Association at 717.763.7762.

PAYMENTS: Payment in full must be submitted with this completed application by January 2, 2012. NO SPACE WILL BE ALLOCATED WITHOUT A COMPLETED APPLICATION. If not fully paid, Management cannot guarantee booth location. Checks should be made payable to PSMA (Pennsylvania Septage Management Association).

CANCELLATIONS: No refunds will be given for booth cancellations after the January 2, 2012 payment deadline. All cancellations received prior to January 2, 2012 will be assessed a \$100 cancellation fee per booth.

Print Name: _____ Print Title: _____

Signature: _____ Date: _____

Please submit completed application, along with full payment to:

PSMA, 4305 N. Sixth Street, Suite A, Harrisburg, PA 17110 or fax to 717.238.9985



Pennsylvania Septage Management Association
4305 North Sixth Street, Suite A
Harrisburg PA 17110

2012 Decentralized Wastewater Conference & Trade Show

EXHIBITOR AND SPONSORSHIP OPPORTUNITIES INSIDE!

Sold on a first-come, first-served basis...Apply today to reserve yours!

January 23 – 24, 2012
Lancaster County Convention Center, Lancaster, PA

For further conference details, visit www.PSMA.net!