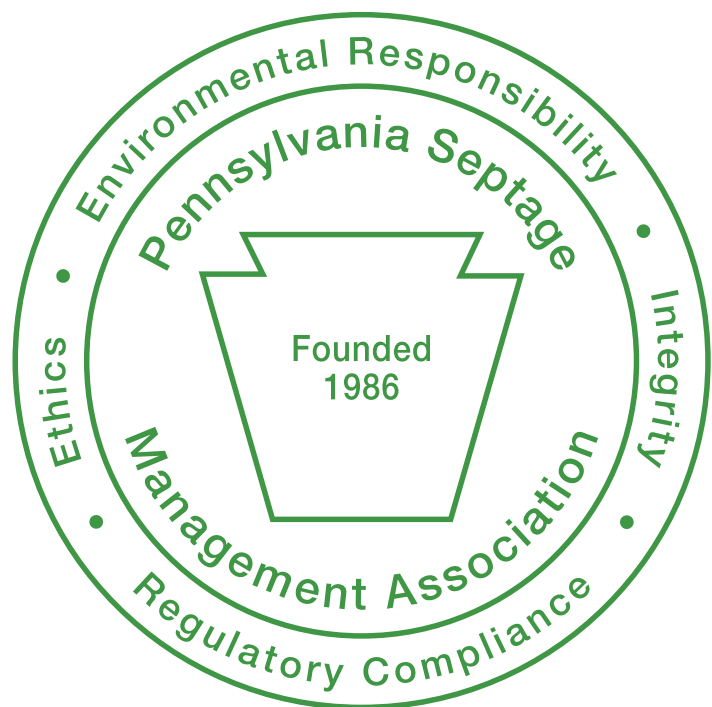




Invitation to Advertise or Sponsor

Pennsylvania's **VIRTUAL** Decentralized Wastewater Conference and Trade Show

January 25 - February 2, 2021



PSMA's **2021 Pennsylvania Decentralized Wastewater Conference** is **going VIRTUAL!** Due to safety concerns over COVID-19 and restrictions on indoor gathering sizes, PSMA has made the difficult decision to cancel this year's annual face-to-face conference and trade show. But because the need for wastewater education is constant, PSMA has developed a plan to deliver virtual training courses and seminars to its membership and the wastewater community at large. These **LIVE TRAINING** sessions will permit septic system professionals to access education from the comfort and safety of their home or business over the last week of January and the first week of February 2021.

This also presents a **UNIQUE OPPORTUNITY** to vendors who have supported PSMA conference & trade shows in the past or want to place their products & services in front of the wastewater community for the first time. We have created a number of diverse advertising packages at varied price points that will reinforce your company's message to participants in the training seminars as well as across the entire PSMA membership.

Take advantage of advertising packages that contain options ranging from **BROADCASTING VIDEO COMMERCIALS** to online seminar participants, to **FULL COLOR PRINT ADS** in the PSMA newsletter, to **TRAINING SPONSORSHIPS** that put you in front of inspection course students, to **SPECIAL PROMOTIONAL EMAILS** to PSMA members highlighting your support, and more!



SCHEDULE OF ONLINE SEMINARS

PSMA is pleased to offer critical wastewater education to the onsite community during these challenging times. All seminars and courses will be offered virtually via Zoom. Because of the delivery format, none of the seminars or courses are approved for PA SEO continuing education credit. However, all training is eligible for PSMA SRI continuing education credit. Inspector certifications (the optional Drip certification test and the I03 Experienced certification course are open only to currently certified PSMA inspectors.)

Company logo sponsors and 30-second video commercials will be broadcast to attendees while they wait for the various courses & seminars to begin as well as during breaks (as possible). These sponsorships are for all courses & seminars offered -- the order will be rotated with other sponsors to ensure fair exposure to everyone.

JANUARY 2021 *Subject to Change*

Mon, Jan 25th	Drip System Inspection Course (with optional PSMA certification test)
Tue, Jan 26th (AM)	Online Advertising Strategies for Your Wastewater Business Seminar
Tue, Jan 26th (PM)	Eljen Geotextile Sand Filters Seminar
Wed, Jan 27th (AM)	Ecoflo Coco Biofilter Seminar
Wed, Jan 27th (PM)	Microbial Induced Corrosion of Concrete Seminar (tentative)
Thu, Jan 28th (AM)	Spatial Requirements for PA Absorption Areas Seminar
Thu, Jan 28th (PM)	Control Panels & Basic Electrical Theory Seminar
Fri, Jan 29th (AM)	Infiltrator Chambers Seminar

FEBRUARY 2021 *Subject to Change*

Mon, Feb 1st (AM)	NORWECO Seminar
Mon, Feb 1st (PM)	PSMA Inspector Town Hall
Tue, Feb 2nd (AM)	Wastewater Piping Seminar
Tue, Feb 2nd (PM)	JET Seminar
Wed, Feb 3	PSMA/NOF I03 Experienced Inspector Certification Course
Thu, Feb 4th	Installation of Onsite Wastewater Treatment Systems (Day 1 of 2)
Fri, Feb 5th (AM)	Installation of Onsite Wastewater Treatment Systems (Day 2 of 2)

2021 ADVERTISING & SPONSORSHIP OPPORTUNITIES

PSMA is pleased to continue offering advertising & sponsorship packages that will increase your visibility with attendees while showing your support for the industry. Each package has unique benefits that recognize your company before, during & after the event.

All company logos, links to video commercials, and advertisements for the PSMA newsletter are due no later than **JANUARY 20, 2021**. To be included on the hardcopy conference mailer, your logo is needed by **DECEMBER 9, 2020**. Please email graphic files or PDF files to director@psma.net.

All sponsor packages include one complimentary seat in all the courses/seminars and a contact list of seminar attendees at the conclusion of the virtual conference.

PLATINUM -- \$2,900 (save over 20%)

Be a partner with PSMA in all events run throughout the year. This package will provide your company with the maximum exposure to membership at the most cost-efficient price.

- Your company logo included on hardcopy conference mailer & promo emails
- Four full-page, full-color advertisements in PSMA's quarterly print newsletter in 2021 – value \$1,440
- Your company logo included on hardcopy inspector training registration mailers in 2021 to include three mailings: Spring, Summer/Fall, and Winter – value \$450
- Tabletop display table at PSMA's March Spring Training & September Williamsport 101/102 Training Courses plus time to address students during each class – value \$500
- 30-Second video commercial (which you provide) that will be broadcast prior to live PSMA virtual training programs in January/February 2021 (an estimated 14 separate courses/seminars will replace the face-to-face conference & trade show) – value \$1,000
- Inclusion in quarterly "Platinum Supporters" email sent to all PSMA members acknowledging your company's support and providing members with links to your products & services – value \$250

GOLD -- \$2,100 (save over 15%)

Take advantage of this premium opportunity to place your business in front of PSMA members in a high-impact fashion.

- Your company logo included on hardcopy conference mailer & promo emails
- Four half-page, full-color advertisements in PSMA's quarterly print newsletter in 2021 – value \$1,100
- Your company logo included on hardcopy inspector training registration mailers in 2021 to include three mailings: Spring, Summer/Fall, and Winter – value \$450
- 30-Second video commercial (which you provide) that will be broadcast prior to live PSMA virtual training programs in January/February 2021 (an estimated 14 separate courses/seminars will replace the face-to-face conference & trade show) – value \$1,000

SILVER -- \$1,800 (save over 10%)

Cover all the key advertising bases and place your company in front of prospective customers in this budget-friendly package.

- Your company logo included on hardcopy conference mailer & promo emails
- Four half-page, full-color advertisements in PSMA's quarterly print newsletter in 2021 – value \$1,100
- Your company logo included on hardcopy inspector training registration mailers in 2021 to include three mailings: Spring, Summer/Fall, and Winter – value \$450
- Your company logo included on a sponsor slide prior to live PSMA virtual training programs in January/February 2021 (an estimated 14 separate courses/seminars will replace the face-to-face conference & trade show) – value \$500

BRONZE -- \$850 (save over 10%)

Put your company in front of PSMA members at all key events.

- Your company logo included on hardcopy conference mailer & promo emails
- Your company logo included on hardcopy inspector training registration mailers in 2021 to include three mailings: Spring, Summer/Fall, and Winter – value \$450
- Your company logo included on a sponsor slide prior to live PSMA virtual training programs in January/February 2021 (an estimated 14 separate courses/seminars will replace the face-to-face conference & trade show) – value \$500

ALA CARTE OPTIONS:

Customize your advertising effort based on individual opportunities.

- Advertisement in PSMA print newsletter (one full-color insertion):
Full-page - \$525 Half-page - \$395 Quarter-page - \$275
- Company Logo included on three training mailers sent out to members – \$450
- Training Sponsor: tabletop display & plus time to address students during each class (Reading Spring Training) - \$250
- Training Sponsor: tabletop display & plus time to address students during each class (Williamsport 101/102 Training) - \$250
- 30-Second video broadcast prior to all PSMA training webinars in Jan/Feb (an estimated 12 separate webinars will replace the face-to-face conference & trade show) - \$1,000
- Company logo included on sponsor slide prior to all PSMA training webinars in Jan/Feb (an estimated 12 separate webinars will replace the face-to-face conference & trade show) - \$500



APPLICATION FOR PSMA MEMBERSHIP



Please complete the following information:

Company Name _____

Primary Contact _____

Title _____

Address _____

City _____ State _____ Zip/Postal Code _____

County _____ Work Phone _____

E-mail _____ Website _____

Please check all that best describe your company's relationship to the Onsite Waste Treatment Industry:

- | | |
|---|---|
| <input type="checkbox"/> Pumping | <input type="checkbox"/> Inspecting |
| <input type="checkbox"/> Installing | <input type="checkbox"/> Distributor/Manufacturer |
| <input type="checkbox"/> Repair/Maintenance | <input type="checkbox"/> Other: _____ |

Payment Information:

☐ Regular Membership Fee \$ _____ (specify amount) ☐ Associate Membership Fee** \$ 250

*****Please note: Businesses performing inspections, installations and/or pumping and/or have someone in the company that is certified are considered a "regular member" of PSMA and should remit dues as such.***

Regular Member	Annual Gross Revenue	Annual Dues
Group A	≤ \$250,000	\$350
Group B	\$250,001 - \$500,000	\$400
Group C	\$500,001 - \$750,000	\$450
Group D	\$750,001 - \$1,000,000	\$500
Group E	\$1,000,001 - \$2,500,000	\$600
Group F	≥ \$2,500,001	\$750
Associate Member	Businesses not engaged in pumping, inspecting, or installing	\$250

*This is an honor system; we trust you. You will not be audited.
Revenue information about any individual member will be held in the strictest confidence*

☐ Checks should be made payable to PSMA. (U.S. funds only)

Credit Card: ☐ Visa ☐ MasterCard ☐ Discover ☐ AMEX

Name on Card: _____

Card Number: _____ Exp. Date: _____

Card Security Code: _____ Signature: _____

Your cancelled check will be your receipt. PSMA's Federal Tax ID number is 23-2719979

Please send this form with your payment to:

PSMA, PO Box 144, Bethlehem, PA 18016

or, complete the member application on-line at www.PSMA.net

2021 PENNSYLVANIA VIRTUAL DECENTRALIZED WASTEWATER CONFERENCE ADVERTISEMENT / SPONSOR FORM

Register online at www.PSMA.net

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ E-Mail: _____

Website: _____

Please select the opportunity that's right for your company:

Packages: ☐ Platinum (\$2,900) ☐ Gold (\$2,100) ☐ Silver (\$1,800) ☐ Bronze (\$850)

Al a Carte: *Customize your advertising effort based on individual opportunities:*

☐ Advertisement in PSMA print newsletter (one full-color insertion):

☐ Full-page (\$525) ☐ Half-page (\$395) ☐ Quarter-page (\$275)

☐ Company Logo included on three training course mailers sent out to members (\$450)

☐ Training Sponsor: tabletop display & time in front of class (Reading Spring Training) (\$250)

☐ Training Sponsor: tabletop display & time in front of class (Williamsport 101/102 Training) (\$250)

☐ 30-Second video commercial broadcast prior to all PSMA virtual training seminars in Jan/Feb (\$1,000)

☐ Company Logo included on sponsor slide prior to all PSMA virtual training seminars in Jan/Feb (\$500)

TOTAL AMOUNT DUE \$ _____

Please indicate your payment method:

☐ Check - make check payable to "Pennsylvania Septage Management Association"

☐ Visa ☐ MasterCard ☐ Discover ☐ AMEX

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

Name on Card: _____ Billing Zip Code: _____

Deadlines: All company logos, links to video commercials, and advertisements for the PSMA newsletter are due no later than **JAN 20, 2021**. To be included on the hardcopy conference mailer, your logo is needed by **DEC 9, 2020**. Email assets to director@psma.net

Please submit completed application, along with full payment to:

PSMA, P.O. Box 144, Bethlehem, PA 18016 or fax to 215.689.4263 or online at www.PSMA.net
Questions? (717) 763-7762 or director@psma.net



Pennsylvania Septage Management Association
P.O. Box 144
Bethlehem, PA 18016

Register at www.PSMA.net

For more details, visit www.PSMA.net

January 25 - February 2, 2021

**ADVERTISING & SPONSORSHIP
OPPORTUNITIES INSIDE!**

2021 PA VIRTUAL Decentralized Wastewater Conference & Trade Show