

An Invitation to Exhibit



Exhibit Dates

December 9-11, 2009

Caesars Palace, Las Vegas, Nevada

Colorado River Water Users Association

Dear Prospective Exhibitor:

The 2009 Colorado River Water Users Association (CRWUA) Annual Conference offers you an excellent opportunity to meet with many current and new clients over three days, all in one fantastic location - Caesars Palace, Las Vegas, Nevada.

The Conference will be held December 9-11, 2009. This year's theme is, "Cost of Change: Challenges and Opportunities"

The 2009 Conference will feature a multitude of informative speakers, panel discussions, and committee meetings of interest to the Colorado River water users.

The 2009 CRWUA Annual Conference will be a significant meeting for key decision makers from the Colorado River Basin states. Last year, the conference registrants included over 900 CEOs, public agency board members, public works engineers, federal officials, attorneys, farmers, ranchers and others from the western states.

If you have a product or service, or if you just want to increase your exposure and provide a better understanding of you company or agency, this is the place to be!

One of the highlights of the conference is the "Percolation and Runoff" party, hosted by CRWUA, which is held in the exhibit area. Virtually all of the hundreds of registrants and guests attend this event.

The exhibit area is open throughout the three days of the conference. Conference attendees visit the exhibits regularly, including refreshment breaks and even a continental breakfast. Registrants must visit the exhibits several times in order to qualify for the door prize drawings.

Many of the exhibitors return each year. Because of the excellent exposure, some sign up a year in advance.

Space is limited, so reservations are made on a first-come, first served basis.

To reserve a booth, please complete and return the enclosed registration form or contact Amy Gumm by phone at (702) 938-6030, or by e-mail at amy.gumm@hdrinc.com.

We hope to see you at Caesars Palace in December!



B. Dennis Hugh, Chairman
CRWUA Exhibit Committee



What does this conference have to offer an exhibitor that others do not?

The exhibit booths are the magnetic core of four door-prize drawings. For each drawing, tickets of a particular color must be deposited in buckets located at the individual booths - and this must be repeated four times throughout the two-day conference. They cannot be deposited all at once.

Percolation and Runoff - a hosted cocktail party that draws virtually every participant and guest at the conference - will be held in the exhibit area in the Palace Ballroom on Thursday, December 10th from 5 to 7 p.m. Exhibitor's can't get much more exposure than that!

What is the fee and what else does the exhibitor get for their money?

Exhibit space is priced at only \$675, which includes one full registration package. Additional registrations are available at member prices. Each 10' x 10' booth will be set with an 8' high blue back drape, 3' high blue side dividers, a 7" x 44" one-line identification sign, one 6' draped table, two side chairs and one wastebasket. For payment questions please contact Isabel Luna at iluna@cvwd.org.

CRWUA has arranged with The Freeman Companies in Las Vegas to provide for your additional exhibit needs. Material will be mailed to you upon receipt of your reservation. Encore Productions can provide power for booth lighting or other uses.

Here's what to do to be part of the excitement!

Exhibit space is limited; only 60 booths to occupy so complete the exhibit space application and return with your check - a nonrefundable \$250 deposit or paid in full - as soon as possible. You will then be sent a confirmation. If you want a booth, but it takes a little time to urge your accounting department to cut a check, contact Amy Gumm with HDR at (702) 938-6030 or at amy.gumm@hdrinc.com and ask her to reserve a booth for you. It will be held unless other paid applications are received, edging you out. In such an event, we will contact you for the first right of refusal. Please fill out and sign the Agreement for Exhibit Space in this brochure and mail it with your check.

Caesars Palace - Palace Ballroom

Las Vegas, NV - December 9-11, 2009

60 - 10'X10' Booths

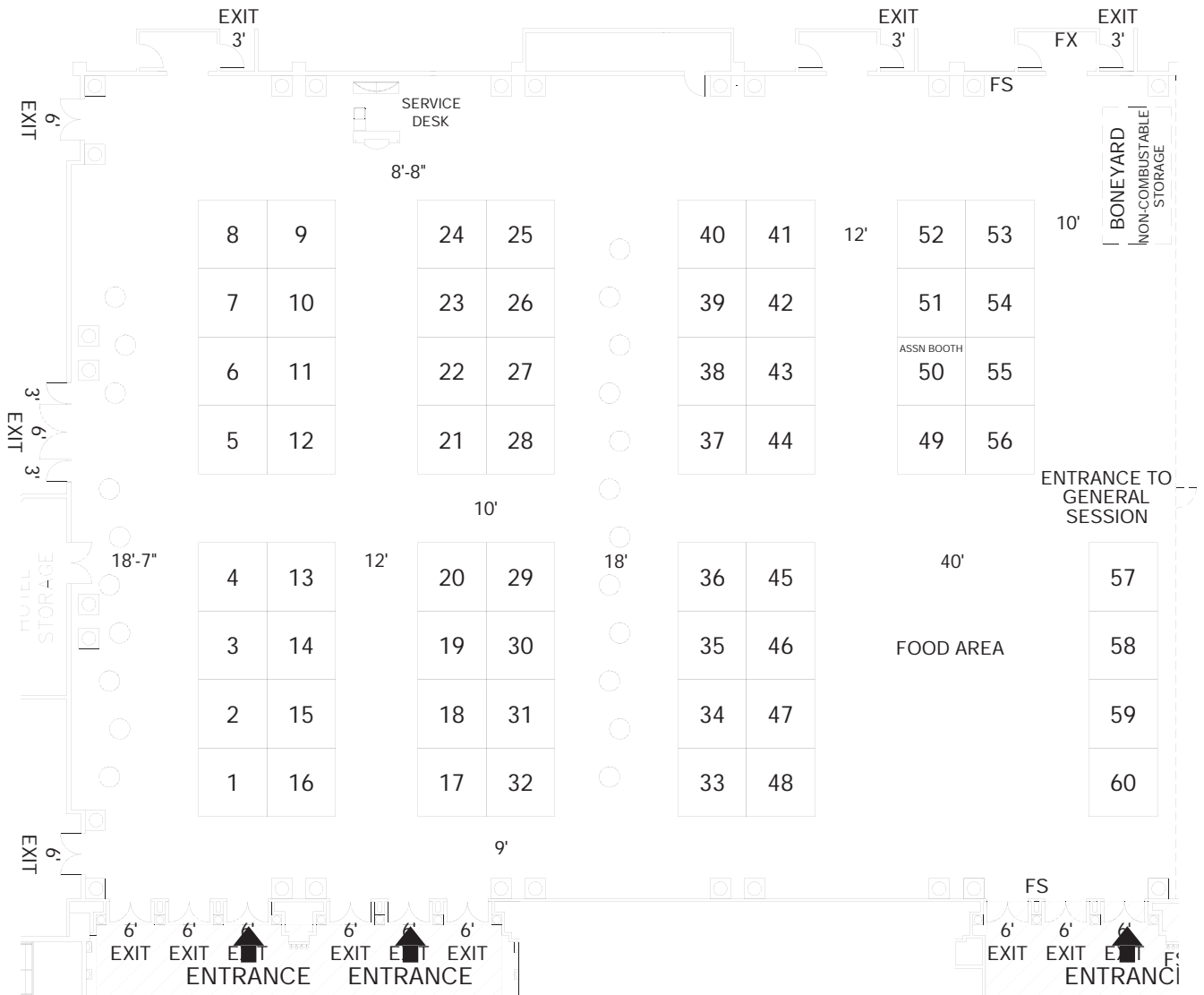


Exhibit Space Application

Booth space is assigned on a first-come, first-served basis as completed applications and payments are received. Booth assignments will be given to you upon receipt of signed Agreement for Exhibit Space form in this brochure. 1st Choice _____ 2nd Choice _____ 3rd Choice _____

Full Payment of \$675.00, or non-refundable deposit of \$250. Full payments not made in advance are due no later than November 6, 2009.

1. Company/Organization: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: (____) _____ Fax: (____) _____

E-Mail: _____ Website: _____

2. Name of Contact Person: _____

3. Identification Sign should read *exactly* as follows (30 characters or less, including spaces - if longer, will be edited at our discretion): _____

4. Conference Program Listing should read *exactly* as follows:

Company Organization: _____

Representative: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone: (____) _____

Description of product or service to be exhibited (25 words or less): _____

5. Please specify companies and/or products you would like to be close to: _____

or away from: _____

6. Names of persons in attendance at booth (as they will appear on name tags): _____

Agreement for Exhibit Space

Colorado River Water Users Association Annual Meeting December 9-11, 2009 - Las Vegas, Nevada

This agreement by and between _____, hereinafter called the "Exhibitor", and the Colorado River Water Users Association, hereinafter called the "Association".

Witnesseth:

1. That the Association, for and in consideration of the covenants herein contained and the faithful performance by the Exhibitor of all such covenants, hereby grants to the Exhibitor the sole right to use for the period of the Association's meeting on December 9-11, 2009, the exhibit space known as Space _____, being approximately 10 feet by 10 feet, containing approximately 100 square feet in the Palace Ballroom at Caesars Palace, Las Vegas, Nevada.

2. That the Exhibitor shall pay to the Association for the use of said space the sum of \$675 payable as follows: \$675 with application; or \$250 nonrefundable deposit with application and final payment no later than November 6, 2009 (Check one of the above). Payment shall be sent to c/o Coachella Valley Water District, as shown below.

3. That the Exhibit Rules and Regulations in this brochure are made a part of this agreement as though fully set forth herein, and that the Exhibitor agrees that it has read said rules and regulations.

4. That the Exhibitor shall defend, indemnify and save harmless, the Association, Caesars Palace and any individual members of the Association, any agencies who may be members of the Association, their directors, officers, agents, servants and employees from any and all liability and claims arising directly or indirectly from the negligence of Exhibitor or its agents.

5. That the Association shall not be held liable for any loss, damage, claim or liability arising out of the use by the Exhibitor of any equipment or services provided by Caesars Palace or The Freeman Companies.

6. That should any controversy arise out of the performance of this agreement, the prevailing party will be entitled to costs and reasonable attorney's fees.

7. That this agreement permits the use of exhibit space and booth equipment for exhibit purposes only, and that the Exhibitor understands that if the privilege of selling or distributing any articles or merchandise is desired, or if the privilege to operate machinery or other appliances in motion, or to use sound amplification equipment in connection with said exhibit may be desired, separate applications therefore must be made and written permission secured from the Association. The acceptance by the Association of this agreement does not include the granting of such privileges, unless herein specified.

8. It is mutually understood and agreed that no alteration or variation of the terms of this contract shall be valid unless made in writing and signed by the parties hereto, and that no oral understandings or agreements not incorporated herein shall be binding on any of the parties hereto.

9. In the event the Exhibitor fails to comply in any respect with the terms of this agreement, all payments of this exhibit space shall be deemed earned and nonrefundable by the Association and the Association shall have the right to use the space in any manner in the best interests of the Association without further notice to the Exhibitor.

10. The Exhibitor shall not assign or subject said space, or any part thereof, without the signed consent of the Association.

11. That this agreement is not binding upon the Association until it has been accepted and signed by its authorized representative. IN WITNESS WHEREOF, this agreement has been executed in duplicate, by and on behalf of the parties hereto.

Colorado River Water Users Association
c/o Coachella Valley Water District
Attention: Isabel Luna
P.O. Box 1058, Coachella, CA 92236

Exhibitor: _____

Address: _____

By: _____

By: _____

Title: _____

Title: _____

Date: _____

Date: _____

Exhibit Rules & Regulations

Colorado River Water Users Association Annual Meeting December 9-11, 2009 - Las Vegas, Nevada

- The Association reserves the right to decline or prohibit any exhibit, exhibitor or proposed exhibit or exhibitor not approved by it, and to permit only such matter and conduct as it may approve. This reservation covers persons, things, conduct, printed matter, advertising and all else which affects the Association's annual meeting.
- The construction, design and decoration of any exhibitor's booth shall conform to the Association's requirements. No exposed lighting or rotating equipment will be permitted within exhibit areas unless special permission is obtained in writing from the Association.
- All special wiring, electrical work and water shall be installed and connected by employees of Caesar's Palace at the expense of the exhibitor.
- Exhibits may be set up beginning at 10:00 a.m., Wednesday, December 9, 2009. All exhibits must be fully installed by Wednesday, December 9, 2009, at 1:00 p.m. Exhibit removal may begin at 10:30 a.m., Friday, December 11, 2009, and be completed by 1:00 p.m. on that date. Empty crates and cartons will be returned beginning at 10:30 a.m., Friday, December 11, 2009. All carriers must check in no later than 12:30 p.m., Friday, December 11, 2009.
- Any material required to dress a booth, beyond the buntings, poles, table and chairs provided by the Association, is available, at a fee, from The Freeman Companies, 7000 Placid, #101, Las Vegas, NV 89119, (702) 263-1404, Fax (702) 263-9260. Exhibitor kits will be available at www.myfreemanonline.com.
- Power for booth lighting or other uses is available, at a fee, from Encore Productions. Phone (702) 967-4821, Fax (702) 967-4452.
- Sound producing equipment and/or sound amplification devices may be installed and operated only by first obtaining written permission from the Association. A request to use sound amplification equipment should accompany the exhibitor's application so the Association can avoid conflicts in the use of such equipment by proximate exhibitors.
- All packing cases, crates and debris of any kind must be removed from the exhibit space prior to the time of opening. Exhibit hours are as follows: Wednesday, December 9, 2009, 2:00 p.m. to 6:00 p.m.; Thursday, December 10, 2009, 7:30 a.m. to 7:00 p.m.; Friday, December 11, 2009, 7:00 a.m. to 10:30 a.m.
- The exhibitor is entirely responsible for the space allotted and agrees to reimburse Caesar's Palace for any damage to the floor, walls or equipment used in connection with the space allotted to the exhibitor; reasonable wear and tear shall not require reimbursement.
- No exhibit or portion thereof may be removed from the exhibit area during the period of the Association's annual meeting without the Association's written consent. This rule does not apply to small articles removed each evening for safekeeping.
- The Association will provide security guard service from Noon Wednesday, December 9th, until 10:00 a.m., Friday, December 11th, but will not be responsible for lost or stolen articles. Pro-Tect Security, its agents and representatives, will provide all necessary safeguards and shall assume no liability for life, accident, that of property, damage to property or any other loss due to factors beyond its control.



Conference Information and Details

Exhibit Booth Reservations and Questions:

<u>Name</u>	<u>Phone Number</u>	<u>Email Address</u>
Amy Gumm	(702) 938-6030	amy.gumm@hdrinc.com
Dennis Hugh	(702) 938-6070	dennis.hugh@hdrinc.com

Exhibit Application, Agreement for Exhibit Space, and Exhibit Payment:

Make Checks Payable to:
Colorado River Water Users Association

Mail Payment (with Exhibit Application and Agreement) to:
Coachella Valley Water District
Attention: Isabel Luna
P.O. Box 1058
Coachella, CA 92236

Exhibit Service Kits and Materials:

Freeman Companies
www.myfreemanonline.com
show search: Colorado River Water Users Association

Electrical Service for Exhibit Booth:

Encore Productions
(702) 967-4821 phone
(702) 967-4452 fax