

**Exhibition  
and  
Sponsorship Opportunities**

**Upgrading Technology and Infrastructure  
in a Finance-Challenged Economy**

*A USCID Water Management Conference*



**USCID**

*The U.S. society for irrigation and drainage professionals*

**Conference — March 23-26, 2010**

**Exhibition — March 23-24**

**Hilton Sacramento Arden West  
Sacramento, California**

## Exhibition and Sponsorship Opportunities

Financing infrastructure and technology, a challenge in normal times, has become even more difficult for irrigation water supply providers as a result of the recent tightening of the credit markets. Irrigation districts, and other water providers, face a continuing need to upgrade technology and infrastructure even in these tight credit markets that complicate financing. Response to droughts, climate change and increased scrutiny of water management practices continues to drive upgrading of irrigation infrastructure and technology.

The Conference will provide an excellent forum for irrigation district staff, water agency staff, irrigation and drainage specialists, consultants and academics to share innovative solutions and learn from each other's experiences. The Conference will bring together many water resources professionals with experience and interest in **technical, management, financing and policy issues** related to upgrading technology and infrastructure.

Conference information is online at [www.uscid.org/10idconf.html](http://www.uscid.org/10idconf.html).

## Exhibition

### Who Should Exhibit?

Companies providing goods and services related to irrigation, drainage and water resources; water management; water operations and delivery; water conservation; and environmental issues are invited to exhibit.

### Exhibition Information

The exhibition will open with a reception on Tuesday evening, March 23, and will continue through the Wednesday afternoon coffee break. Opportunities to meet with exhibitors will be offered during the opening reception; and continental breakfast, morning and afternoon breaks and a buffet lunch on Wednesday. During a **Meet the Exhibitors** Session on Tuesday afternoon, exhibitor staff will be introduced to the Conference participants and will be given an opportunity to summarize their products and services. The welcome reception in the exhibit hall will immediately follow the Meet the Exhibitors Session.

Exhibitor setup is Tuesday afternoon from 1:00 to 5:00 p.m. Only 25 spaces are available. The Exhibit Floor Plan may be found on the next page. Booth assignments will be made in the order that the Reservation Form and payment are received. Confirmed booth assignments are online at [www.uscid.org/10idfloorplan.html](http://www.uscid.org/10idfloorplan.html). To be listed in the on-site program, exhibit reservations must be made by **March 12**.

Space will be available for **freestanding displays and tabletop exhibits**. The Exhibition Fee includes a ten-foot long space with a table, two chairs and electricity. No signage or booth dividers will be provided by USCID.

Exhibit tear down will begin at 3:30 p.m. on March 24 and must be completed by 5:30 p.m.

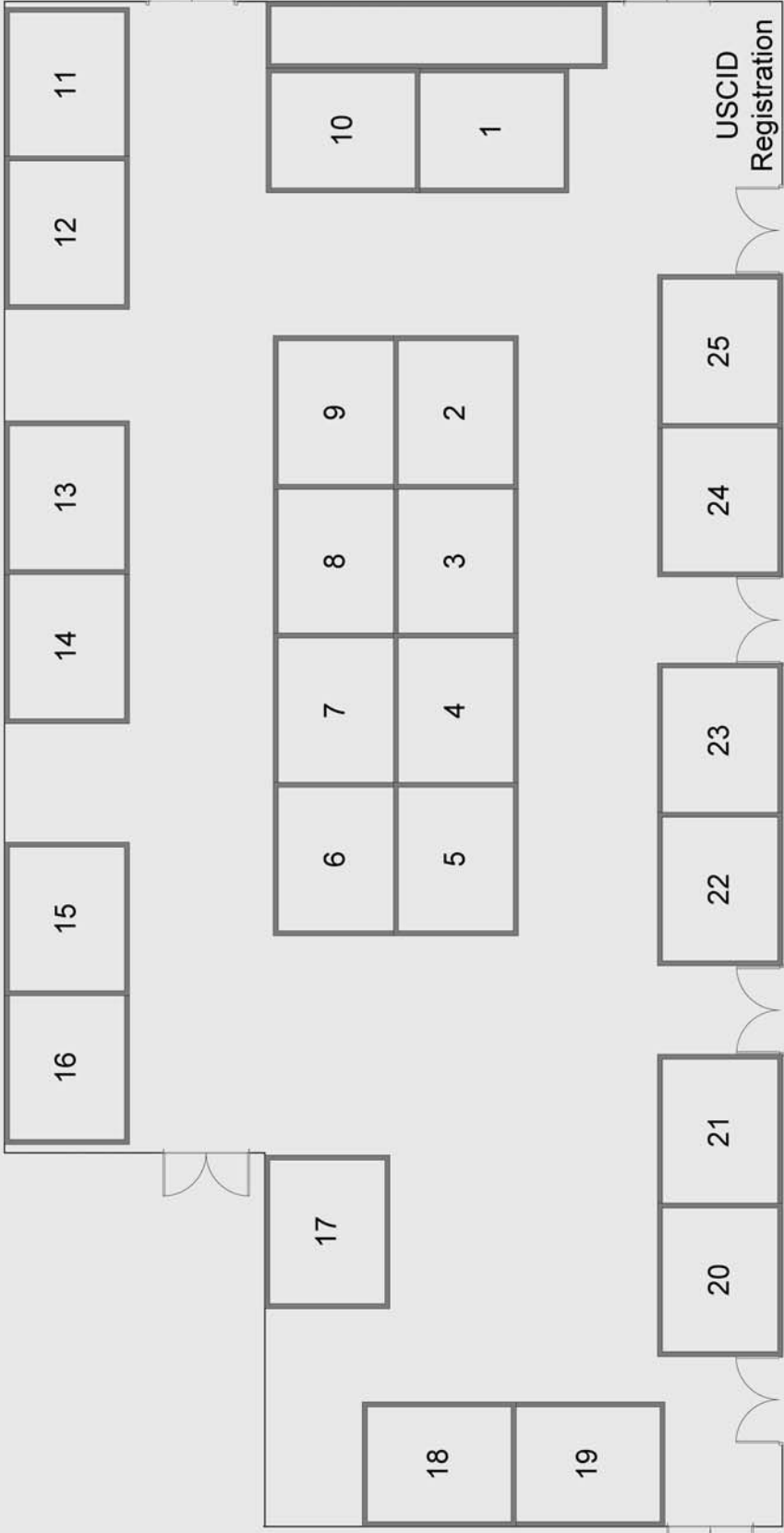
### Exhibition Fee

The Exhibition Fee is \$795 (\$635 for USCID Corporate Members); the Exhibition Fee for Conference Sponsors is \$645. The Exhibition Fee includes participation in all Conference activities, Tuesday through Friday, for one Exhibitor representative. Each representative will receive the Conference registration packet, which will include a list of Conference Participants and the Proceedings. Additional staff members from exhibiting firms are welcome to participate in Conference activities on Tuesday and Wednesday, but will be expected to pay the Exhibitor Staff Registration Fee of \$300 per participant.

### Hotel Information

The Conference will be held at the Hilton Sacramento Arden West, 2200 Harvard Street, Sacramento, CA 95815. For hotel reservation information, refer to the Conference web page [www.uscid.org/10idconf.html](http://www.uscid.org/10idconf.html).

USCID  
Sacramento  
Exhibition



Technical Sessions

Meal Functions

Hotel  
Lobby

USCID  
Registration

# Sponsorships

In addition to Exhibition opportunities, **Sponsorships** are available for Conference events and products. Sponsorships provide an excellent opportunity to market your organization to the water resources professionals who will attend the Conference.

## Sponsorship Options:

**Continental Breakfast Wednesday morning** — \$400

**Continental Breakfast Thursday morning** — \$300

**Coffee Break Tuesday afternoon** — \$300

**Coffee Breaks Wednesday or Thursday** — \$400 (two breaks each day)

**Lunch Tuesday** — \$500

**Exhibition Buffet Lunch Wednesday** — \$600

**Lunch Thursday** — \$600

**Welcome Reception and Exhibition Tuesday evening** — \$750

**Reception Wednesday evening** — \$500

**Dinner Wednesday evening** — \$1,000

**Field Tour Tuesday morning** — \$300

**Field Tour Friday** — \$500

**Conference On-Site Program** — \$400

**Conference Proceedings CD** — \$2,500

**Conference Abstracts Book** — \$1,500

**Participant Briefcases** — \$400

## Sponsorships Include:

- **On-Site Program Recognition and listing on the Conference Program website**
- **"Thank You" Flier to be included in the Registration Packet given to each Conference Participant**
- **Signage to be displayed during sponsored events**  
(Sponsor can provide signage or USCID will provide)
- **Option — One Discounted Participant Registration, \$545**
- **Option — One Exhibit Space with any Sponsorship, \$645**

The Sponsor of the **Conference Proceedings CD** or **Abstracts book** will also receive recognition on the Title Page and in the Foreword. A one-page ad is also included. Because of printing deadlines, the Sponsorship Reservation Form must be received by **February 12**.

Note — Sponsors of the Field Tours, Breaks, Lunches, Receptions and Dinner may have two representatives attend the sponsored event at no additional cost. One sponsor representative wishing to participate in the full Conference may use the **Discounted Participant Registration of \$545**; additional representatives will be expected to pay the Member registration fee of \$595.

Confirmed exhibitors and sponsors are listed online at [www.uscid.org/10idconf.html](http://www.uscid.org/10idconf.html). To Exhibit, or to Sponsor a Conference event or activity, please complete and return the following **Exhibition/Sponsorship Reservation Form**, or go to the online reservation form at [www.uscid.org/10idexh.html](http://www.uscid.org/10idexh.html). Pre-payment of Exhibits and Sponsorships is required to guarantee the exhibit space or your Sponsorship selection.

For more information about USCID, the Conference or the Exhibition, contact USCID Executive Vice President Larry Stephens: telephone 303-628-5430, e-mail [stephens@uscid.org](mailto:stephens@uscid.org), internet [www.uscid.org](http://www.uscid.org).



# Exhibition/Sponsorship Reservation Form

## USCID Sacramento Conference

Name of Company/Organization (for the Program and Recognition Flier)

Mailing Address

City State Zip

Telephone Fax

E-mail

Name of Contact Person Title

Signature Date

Booth Preference (please list your first two choices)

Event(s) to be Sponsored

Name and contact information for Exhibitor Representative Attending the Exhibition

Name(s) and contact information for Additional Exhibitor Staff Attending Exhibition

Name of Sponsor Representative Attending the Conference

- Exhibition Fee (includes one Conference registration) — \$795 \$ \_\_\_\_\_
- Exhibition Fee for USCID Corporate Members — \$635 \$ \_\_\_\_\_
- Exhibitor Staff Fee (Tuesday and Wednesday only) \_\_\_\_ @ \$300 \$ \_\_\_\_\_
- Sponsorship Fee \$ \_\_\_\_\_
- One Sponsor Participant Registration for **Conference** — \$545 \$ \_\_\_\_\_
- Exhibition Fee for Sponsors (includes one representative) — \$645 \$ \_\_\_\_\_
- Total** \$ \_\_\_\_\_

Payment must accompany this form to guarantee your space or Sponsorship. Confirmation will be sent upon receipt of this **Exhibition/Sponsorship Reservation Form** and payment.

Check for \$ \_\_\_\_\_ enclosed.  Purchase Order No. \_\_\_\_\_

Charge \$ \_\_\_\_\_ to VISA/MasterCard No. \_\_\_\_\_

Expiration Date \_\_\_\_\_ Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

**Send this Reservation Form and payment to:**  
USCID, 1616 Seventeenth Street, #483, Denver, CO 80202

**Please return this Form by March 12.**