

CALIFORNIA GROUNDWATER  
ASSOCIATION

2022

# Annual Conference

October 13-15, 2022

Hard Rock Casino, Wheatland, California



- 💧 EXHIBITING
- 💧 SPONSORSHIP
- 💧 ADVERTISING



# From the CGA Conference & Education Committee

## Dear potential vendor:

Thank you for taking the time to review this Exhibitor and Sponsor form for the 2022 Conference! We are looking forward to being at Hard Rock Casino, Wheatland. Please look through this prospectus and review the opportunities for Exhibiting, Advertising, and Sponsorship, and note the following:

- Exhibitor set-up is Thursday afternoon and Friday morning, show is Friday, and lunch is free for vendors on Friday!
- Exhibit hall bar will come out around 3:00 p.m. on Friday for attendees and vendors to enjoy!
- If you wish to be included in the on-site program, your registration will need to be returned by August 28, 2022.

## Advertisements

### ADVERTISING OPPORTUNITIES

- \$300 – Full-page ad, 4.875" wide x 7.875" high
- \$225 – Half-page ad, 4.875" wide x 3.825" high
- \$125 – Quarter-page ad, 2.375" wide x 3.825" high

*Advertisements will be placed in the conference on-site brochure. This brochure will be given to attendees at the conference! All company logos and advertisements are due at CGA by August 28, 2022. Ads and logos must be BLACK & WHITE, high-resolution EPS or PDF files.*

*They can be emailed to [daves@groundh2o.org](mailto:daves@groundh2o.org). Please contact David Schulenberg at 916-231-2134 if you have any questions about the format of your files.*

## Reserve Your Hotel Room



### Hard Rock Casino

**3317 Forty Mile Rd, Wheatland, CA 95692**

(A short drive north of Sacramento)

**Phone: 833-337-3473**

The Hard Rock Casino in Wheatland is just a short drive north of Sacramento. Call the hotel reservations department at 833-337-3473 or 916-237-5328 and provide the group code GWT1022 to obtain the best rates. Room rates begin at \$229. Make sure to make your reservations ASAP.

# Sponsorships



Event is marketed to more than 1,000 contractors.  
Use this opportunity to put your company's name in front of this audience.

## SPONSORSHIP OPPORTUNITIES

### Drill Rig Level — \$2,500

- Free table with premium location
- Free full-page ad in on-site program/directory
- Name and logo on all signage for the show
- Logo and link on CGA website
- 20 drink tickets for attendees (Beer and Rail)

### Water Truck Level – \$1,500

- 50% off booth fee plus premium location (\$225-\$360 value)
- Free half-page ad in the on-site program/directory
- Name and logo on all signage for the show
- Logo and link on CGA website
- 15 drink tickets for attendees (Beer and Rail)

### Pump Truck – \$1,000

- 25% off booth fee (\$138-\$180 value)
- Free quarter-page ad in on-site program/directory
- Name and logo on all signage for the show
- Logo and link on CGA website
- 10 drink tickets for attendees (Beer and Rail)

### Trade Show Bar Sponsorship – \$750

- Multiple available
- 10 drink tickets
- Opportunity to place promotional materials at these location tables (responsibility of sponsoring company to produce and provide these materials)
- Recognition in on-site/directory piece
- Recognition in newsletter

### Golf Hole Sponsor – \$100 (18 available)

- Thursday, October 13, from 8:30 a.m. to 5:00 p.m.

*All companies participating in any level of sponsorship will be publicly thanked in the registration brochure (those committed to exhibit by the time it goes to print), at the convention, as well as in the follow-up newsletter that is sent out after the convention.*

### Banquet Sponsorship – \$500

- Multiple available.
- (Opportunity to place promotional materials on each table during banquet (responsibility of sponsoring company to produce, provide, and distribute these materials))*
- Recognition in on-site piece
- Recognition in newsletter

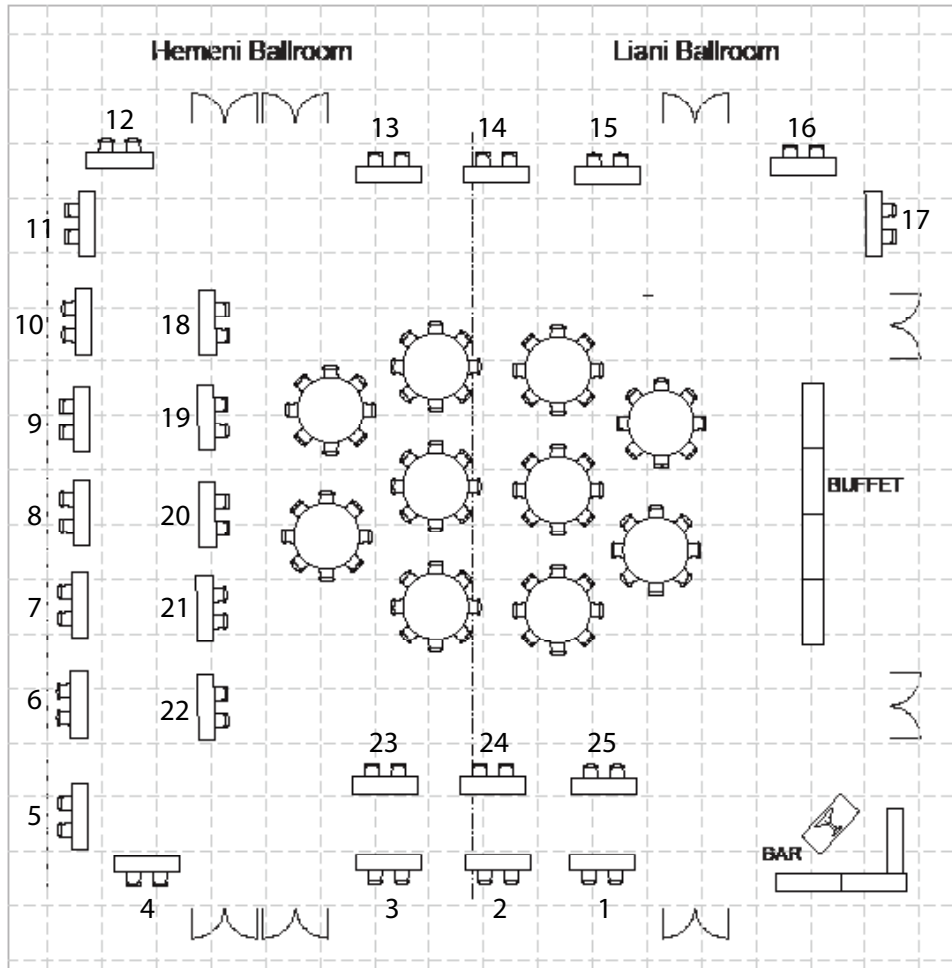
# Exhibit Hall Layout



## Hard Rock Casino Venue

October 13-15, 2022

## Exhibit Hall Booth Layout



### TABLE TOP

#### REGISTRATION INCLUDES:

- 6 ft table - skirted
- 2 free representatives
- Additional representatives are \$55/person
- All representatives may attend all sessions for free!
- Your company listed on the CGA's website!

### EXHIBIT TABLE TOP\*

#### MEMBERS

1st Table = \$800  
Additional Table = \$300 each

#### NONMEMBERS

1st Table = \$1,150  
Additional Table = \$400 each

\* Prices reflect before August 28, 2022 date.  
After date, prices increase.

Register early for reduced rates.

# Booth Display Rules

## 1. TRADE SHOW SCHEDULE

Exhibitor Set-Up:	Thursday, October 13	8:00 a.m.–5:00 p.m.
	Friday, October 14	8:00 a.m.–12:00 p.m.
Trade Show:	Friday, October 14	12:00–4:30 p.m.
	Friday, October 14	6:30–10:00 p.m.

## 2. SPACE

No portion of the display area may be sublet or assigned to any other firm or person(s).

## 3. DISPLAY ASSIGNMENTS

Space assignments are made on a first come, first served basis. CGA reserves the right to alter trade show layout and vendor location. Indicate your first, second, and third booth choice. No private room displays. (See floor plan for space layout.)

## 4. FIRE/SAFETY CODES

Each table operator and vehicle equipment owner must comply with all federal, state, local, and Hard Rock Casino, Wheatland fire and safety codes. This includes disconnecting the battery and having gas tanks nearly empty.

## 5. INSURANCE

It is agreed that in no case shall CGA or its officers or directors or staff be responsible for any loss, theft, and damage by fire or injury to any person or article.

## 6. LIABILITY

Each table operator will be responsible for the space leased during the convention and will keep it free from hazards to persons on the premises. CGA and the Hard Rock Casino, Wheatland will not be responsible for any injury that may occur to table operators, their associates, or employees.

## 7. ELECTRICAL, INTERNET, and SHIPPING FREIGHT

After signing up to exhibit, companies will be able to place orders for additional services online or via forms that will be provided. If you have questions, please contact Dave Schulenberg at 916-231-2134.

## 8. FOOD AND BEVERAGES

The sale and serving of food, beverages, and concessions of any kind is not permitted in the Hard Rock Casino, Wheatland except with prior written permission from the Hard Rock Casino, Wheatland.

## 9. CANCELLATION POLICY

Cancellation policy applies to all items purchased on the exhibitor application form. With written cancellation notice received by 5:00 p.m. on August 28, 2022, cancellations will receive a refund, less a \$100 administrative charge. Cancellations after August 28, 2022 are nonrefundable. Notices of cancellation must be faxed to the CGA office at 614-898-7786. No-shows will not receive refunds.

## 10. PAYMENT POLICY

To be considered preregistered, CGA must receive your payment with this form.

# Preliminary Schedule (subject to change)

THURSDAY-OCTOBER 13		ROOM
7:30 am-5:00 pm	<b>Registration, Badge Pickup</b>	
8:30 am-5:00 pm	<b>Golf (Offsite)</b>	
8:00 am-12:00 pm	<b>Mud School—<i>Bill Douville</i></b>	<b>Tep'</b>
12:00–5:00 pm	<b>Vendor Set-Up</b>	<b>Hemani &amp; Liani</b>
12:00–1:00 pm	<b>Lunch (On your own)</b>	
1:15-2:15 pm	<b>First Aid - Part 1</b>	<b>Tep'</b>
1:15-2:15 pm	<b>Web Based Tech and How to Use It</b>	<b>We'</b>
2:30-3:30 pm	<b>First Aid - Part 2</b>	<b>Tep'</b>
2:30-3:30 pm	<b>Overhead Power Lines</b>	<b>We'</b>
3:30-4:30 pm	<b>Bulletin 74 and DWR Updates</b>	<b>Tep'</b>
6:00-11:00 pm	<b>Social Time</b>	<b>Hemani &amp; Liani</b>
8:10 pm	<b>Hold'em Tournament</b>	
FRIDAY-OCTOBER 14		ROOM
7:30 am-4:00 pm	<b>Registration, Badge Pickup</b>	
8:00–10:30 am	<b>Exhibitor Set-Up (Final)</b>	<b>Hemani &amp; Liani</b>
8:00 am–12:00 pm	<b>Mud School</b>	<b>Lot</b>
9:00–11:00 am	<b>McElhiney Lecture —<i>Bill Douville</i></b>	<b>Tep' &amp; We'</b>
10:00–11:00 am	<b>Legislative Update and Discussion —<i>Randy Pollock</i></b>	<b>Tep' &amp; We'</b>
11:00 am–12:00 pm	<b>General Membership Meeting</b>	<b>Tep' &amp; We'</b>
11:00 am–12:00 pm	<b>Lunch - Vendors</b>	<b>Hemani &amp; Liani</b>
12:00–1:00 pm	<b>Lunch - Attendees</b>	<b>Hemani &amp; Liani</b>
12:00–4:30 pm	<b>Vendor Time</b>	<b>Hemani &amp; Liani</b>
4:30-5:15 pm	<b>Manufacturer and Supplier Meeting</b>	<b>Tep'</b>
4:30-5:30 pm	<b>Past Presidents Meeting</b>	<b>We'</b>
6:00-6:30 pm	<b>Reception, Vendor Time, Silent Auction</b>	<b>Hemani &amp; Liani</b>
6:45-10:30 pm	<b>71st Annual Banquet and Silent Auction</b>	<b>Hemani &amp; Liani</b>
SATURDAY-OCTOBER 15		ROOM
7:30–10:00 am	<b>Registration, Badge Pickup</b>	
9:30 am–12:00 pm	<b>CGAA Brunch and Program</b>	<b>Poolside</b>
8:45–9:45 am	<b>Dual Tube Flooded Reverse Drilling</b>	<b>Tep'</b>
9:00–10:00 am	<b>Cyber Security and Office Items</b>	<b>We'</b>
10:00–11:00 am	<b>Water Treatment Installation and Conditioning</b>	<b>Tep'</b>
12:00 pm	<b>Board Meeting</b>	<b>Liani</b>



# Exhibitor/Sponsor Application

Company name: \_\_\_\_\_  
 Contact: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

### TABLE PREFERENCE:

1st: \_\_\_\_\_  
 2nd: \_\_\_\_\_  
 3rd: \_\_\_\_\_

Check all that apply:

	Early Bird		After September 1	
	Member	Nonmember	Member	Nonmember
Single	\$800	\$1,150	\$1,000	\$1,500
Additional	\$300	\$400	\$350	\$450

### ADDITIONAL EXHIBITOR OPTION

YES! We will donate items for the Live Auction!  
 I will donate the following item(s):

\_\_\_\_\_  
 \_\_\_\_\_

Ladies Program

### SPONSORSHIPS

Our company would like to sponsor the following:

- Drill Rig Sponsor \$2,500
- Water Truck Sponsor \$1,500
- Pump Truck Sponsor \$1,000
- Trade Show Bar Sponsorship \$750
- Golf Hole \_\_\_\_\_ # of Holes \$100
- Drink Tickets-Trade Show Floor
- \$70 per pack of 10, No. of packs \_\_\_\_\_ x \$70 = \$ \_\_\_\_\_ Total
- Banquet Sponsorship \$500

### ADVERTISEMENTS (AUGUST 28 DEADLINE)

Our company would like to buy the following b&w ads for the convention program.

- \$300 Full-page ad (4.875" wide x 7.875" high)
- \$225 Half-page ad (4.875" wide x 3.825" high)
- \$125 Quarter-page ad (2.375" wide x 3.825" high)

### SCHOLARSHIP FOUNDATION

I would like to donate to the Clint Burden Memorial Scholarship.  
 Amount I wish to donate: \$ \_\_\_\_\_

I would like to donate to the CGA Memorial Scholarship.  
 Amount I wish to donate: \$ \_\_\_\_\_

### PAYMENT INFORMATION

To be considered preregistered, CGA must receive your payment with this form. Any registrations received prior to August 28, 2022 receive the early bird rate.

Grand total: \$ \_\_\_\_\_

- Check enclosed (made payable to CGA)
- Visa
- MasterCard

Credit Card Number \_\_\_\_\_

Card Exp. Date \_\_\_\_\_ 3-Digit Security Code \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Cardholder Phone Number \_\_\_\_\_

Cardholder Address \_\_\_\_\_

I approve the above amount to be charged to the credit card indicated.

Cardholder Signature \_\_\_\_\_

Date \_\_\_\_\_

### AGREEMENT

Signer agrees to the rules governing all aspects of exhibit and equipment space, as printed in this packet, including all Booth Display Rules on page 5.

Printed Name \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

(For office use only.)

initials		fin.
date		
CK/CC		
amt. paid		
bal. due		

### PLEASE RETURN FORM WITH PAYMENT TO:

California Groundwater Association  
 1017 L Street – PMB #312  
 Sacramento, CA 95814-3805  
 916-231-2134 Office  
 614-898-7786 Fax



California Groundwater Association  
1017 L Street, PMB #312  
Sacramento, CA 95814-3805  
(916) 231-2134 Phone  
(614) 898.7791 Fax  
[www.groundh2o.org](http://www.groundh2o.org)

## Thank you to YOUR CGA Conference and Education Committee

Cliff Fasnacht - Co-Chair  
Tim Gushard - Co-Chair  
Keri Greenwood  
Steve Greenwood  
John Hofer  
Don Huckfeldt  
Erik Lowe  
Gary Mickelson  
Bill Peddler  
Jeri Stancoff

## Special Discount Offers!

**AUGUST 28, 2022 IS THE MAGIC DATE!**

**Exhibit with us:** Register your company by August 28, 2022 to receive the Early Bird Rate!

*Registration form AND payment must be received by August 28, 2022 in order to qualify for these discounts.*