

# 2026 ANNUAL TRIFECTA

September 09, 2026

Northfield Mountain Recreation Area | 99 Millers Falls Rd | Northfield MA 01360

**Training**

Everything From Action Levels to Watersheds

**Tasting**

State Rural Water Taste Test Competition

**Tomfoolery**

Old Fashioned BBQ



## Exhibitor Packet

# 2026 ANNUAL TRIFECTA

Dear Friends:

The Mass Rural Water Association (MassRWA) invites you to attend our 2026 Annual Trifecta!

When: Wednesday, September 09, 2026

Where: Northfield Mountain Recreation Area, 99 Millers Falls Rd, Northfield, MA 01360

Trifecta hours are 7:30AM - 3:00PM. Our event typically draws about 200 people, which are water and wastewater operators, managers, superintendents, administrators, board members, system owners, regulators and fellow exhibitors. As you can see on the agenda, we have lengthy breaks to give you ample time to speak with conference attendees. **Please set up your booth space Wednesday morning from 6:00AM - 7:00AM.**

The Member Rate for a booth space is **\$350**, and the Non-Member Rate is **\$575**. If your organization is not yet a MassRWA Associate Member, please consider joining our Association. Each Exhibitor Registration includes:

1. One Booth Space, including a 6-foot table and two chairs
2. Two Complimentary Exhibitor Registrations
3. Luncheon for the Complimentary Exhibitors

Please Note:

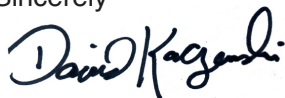
1. Additional exhibitor registrations are welcomed at a rate of \$40 per person, which includes lunch.
2. Exhibitor area is **outdoors**, please **plan accordingly** and prepare for the weather! We will be providing large tents to house the Trade Show and protect you from the weather, rain or shine. *10'x10' pop up tents are also welcomed (bring your own) if you would like to find a place of your own. Please also bring your own table/chairs.*
3. Staff will be onsite and are able to assist you should you need any help.

Our limited exhibitor spaces will go quickly! Please be sure to complete the registration form and return it with your full payment as soon as possible. Your booth will be reserved once both form and payment are received. Space is on a first come first served basis. Once capacity is reached we will begin a Wait List, in order recieved.

Prizes/Giveaways/Raffles: We welcome Exhibitors to participate in running their own Giveaways/Raffles. These will be handled at each exhibitor's table. We recommend you bring your own sign in sheet for the attendees to fill out. We will make an announcement for you to draw the winner(s)!

If you have any quesitons or concerns, please contact Jason Blais at [jblais@massrwa.org](mailto:jblais@massrwa.org) or at 413-325-4644. See you in September!

Sincerely



Dave Kaczenski, Executive Director



**Vendor Schedule of Events**  
*Wednesday, September 09, 2026*  
~ ~ ~ ~ ~

6:00AM - 7:00AM	Vendor Setup
7:30AM-12:00PM	Trade Show Hours
1:00PM	Vendor Breakdown

# September 09, 2026 7:30AM - 3:00PM

Northfield Mountain Recreation Area | 99 Millers Falls Rd | Northfield MA 01360

## AGENDA

Time	Event	TCH Credits	Location
7:30AM-8:00AM	Registration & Refreshments	N/A	Main Entrance
7:30AM-12:00PM	Trade Show	N/A	Exhibition Area
8:00AM-9:00AM	Concurrent Session 1: Class 1 <i>Staff, Company</i>	1.0 W & WW	Tent
	Concurrent Session 1: Class 2 <i>Staff, Company</i>	1.0 W & WW	Indoor
9:00AM-9:30AM	Break	N/A	Cafe
9:30AM-10:30AM	Concurrent Session 2: Class 1 <i>Staff, Company</i>	1.0 W & WW	Tent
	Concurrent Session 2: Class 2 <i>Staff, Company</i>	1.0 W & WW	Indoor
10:30AM-11:00AM	Break	NA	Cafe
11:00AM-12:00PM	Concurrent Session 3: Class 1 <i>Staff, Company</i>	1.0 W & WW	Tent
	Concurrent Session 3: Class 2 <i>Staff, Company</i>	1.0 W & WW	Indoor
12:00PM-1:00PM	BBQ Lunch   Annual Meeting   Drinking Water Taste Test	N/A	Cafe
1:00PM - 3:00PM	Concurrent Session 4: Class 1 <i>Staff, Company</i>	2.0 W & WW	Tent
1:00PM - 3:00PM	Concurrent Session 4: Class 2 <i>Staff, Company</i>	2.0 W & WW	Indoor

CLASS KEY | W: Water Operators | WW: Wastewater Operators

Mass Rural Water Association | 781 Millers Falls Rd, Northfield, MA 01360

[www.massrwa.org](http://www.massrwa.org) | 413.498.5779

# 2026 ANNUAL TRIFECTA

## Exhibitor Registration Form

Exhibitor Information				
Company Name				
Primary Contact				
Billing Address				
City, ST, Zip				
Email & Mobile				
1. Please CIRCLE your choices and FILL IN information where appropriate 2. ADD UP what you circled and FILL IN total at the bottom 3. SEND IN this completed form and your full payment <b>ASAP</b> 4. Please take notice of our cancellation policy on Page 7			Member Rate	Non Member Rate
<b>Exhibitor Fee</b> (includes two (2) Complimentary Exhibitor Registrations) <i>Electricity is not available</i>			\$ 350	\$ 575
Complimentary Exhibitors (Luncheon included)				
Name 1	Position 1	Included	Included	
Mobile 1	Email 1			
Name 2	Position 2	Included	Included	
Mobile 2	Email 2			
Additional Exhibitors & Luncheons				
Name 3	Position 3	\$ 40	\$ 40	
Name 4	Position 4	\$ 40	\$ 40	
Purchase an Associate Membership		n/a	Please call	
<b>Sponsorships</b> (please look at our website for opportunities!) Your organization will get recognized for their support of Mass Rural Water		Contact Us	Contact Us	
<b>Giveaways</b> (Please let us know what you are bringing, email jblais@massrwa.org) Your giveaway(s) will be drawn at your table. Please bring to Trifecta.		Contact Us	Contact Us	
Please see Cancellation Policy on Page 7		<b>TOTAL</b>		

# 2026 ANNUAL TRIFECTA

## Highlights

### Trade Show

Trifecta hours are 7:30AM - 3:00PM. Our event typically draws about 200 people, which are water and wastewater operators, managers, superintendents, administrators, board members, system owners, regulators, and fellow exhibitors. We are happy to schedule in lengthy breaks to give you plenty of time to speak with conference attendees about your services and/or products. **Reminder: Please set up your booth space from 6:00AM - 7:00AM.**

### Sponsorship Opportunities

We have worked hard to build out our sponsorship opportunities for you to consider. Don't see what you're looking for, give us a call.

### Training Credit Hours (TCHs)

Only registered Attendees will be able to receive water and/or wastewater Training Contact Hours.

### Coffee & Donuts

Join us for a cup of coffee and apple cider donuts from Atkins Farms!



### BBQ Luncheon

Lunch will be catered by Cliff's Smokin' Backyard Barbeque & Catering!

### Annual Drinking Water Taste Test

Think you've got the Best, Put it to the Test! Systems will bring a drinking water sample for the Drinking Water Taste Test Competition. The winner will be entered into the 2027 Great American Water Taste Test at National Rural Water Association's Rural Water Rally in Washington DC held in February 2027!

In February 2024, our very own Sunderland Water District was named a national finalist in the competition!

Former National Winners: Three Rivers Fire District, Southampton Water Department, Easthampton Water Department

### MassRWA Annual Membership Business Meeting

The Mass Rural Water Association's Annual Business Meeting is scheduled for the 9th day of September 2026 at the Northfield Mountain Recreation Facility, Northfield, MA 01360 at 12:15PM. Financial reports will be discussed along with Board of Directors elections.

# 2026 SPONSORSHIP OPPORTUNITIES

Dear Friends:

Thank you for your interest in supporting our upcoming 2026 Annual Trifecta. Whether you are an Associate Member or not, or whether you will be signing up for a booth in our Trade Show or not, we would love to have you purchase a sponsorship to show your support of the Trifecta and Rural Systems in Massachusetts. This is an excellent way to further promote your business and be visible directly to a large number of water and wastewater utilities and systems. Your generous sponsorship makes it possible for us to offer affordable rates for the attendees. We would not be able to put this successful event on without your support, So Thank You in advance for considering!

Below, we have several opportunities for you to consider. Sign up for as much as you'd like...Yes, you may sign up for more than just one! Sponsorships are on a first-come-first-served basis, so be quick to sign up! We have worked diligently to offer a variety of appealing opportunities at different price points to accommodate everyone's sponsorship budgets. Don't see something you like or have your own idea in how you want to support us, please don't hesitate to reach out to Jason Blais. He would be happy to discuss different options with you.

We ask all our sponsors to please **email a high resolution company logo (or add), in vector format (.eps, .pdf, or .ai)** to Jason, at [jblais@massrwa.org](mailto:jblais@massrwa.org). We will create signage to show off your sponsorship throughout the event. A low resolution image will result in poor quality print.

Sponsorship	Amount (each)
Attendee Brochure: 1/8 Page Ad - W: 3.75" x H: 2.25" (Horizontal or Vertical)	\$275
Attendee Brochure: 1/4 Page Ad - W: 3.75" x H: 4.5" (Horizontal or Vertical)	\$450
Morning Refreshments Sponsor	\$750
Lunch Sponsor	\$1,250
Taste Test Sponsor	\$325
Lanyard Sponsor	\$300
Water Bottle Station Sponsor	Contact Us
Notebook/Journal Sponsor	Contact Us
Tote Sponsor	Contact Us
T-Shirt Sponsor	Contact Us
Winter Hat Sponsor	Contact Us
Mug Sponsor	Contact Us
Pint Glass Sponsor	Contact Us
Insulated Tumbler Sponsor	Contact Us
Insulated Water Bottle Sponsor	Contact Us

# Thank You for Your Support!

## Current Sponsors

[\[Insert Here\]](#)

[\[Insert Here\]](#)

[\[Insert Here\]](#)

[\[Insert Here\]](#)

[\[Insert Here\]](#)

[\[Insert Here\]](#)

[\[Insert Here\]](#)


## Policies

### **Cancellation Policy**

Exhibitor Registrations and Full Payment must be received from all exhibitors as soon as possible to reserve your spot. All registration cancellations and credit requests must be made in writing, no refunds. A credit of the registration fee, minus a \$100 administrative fee, will be granted for requests received by August 31, 2026. No credits will be offered beginning September 1, 2026.

### **Consent to Use Photographs, Videos, Audio, & Recordings:**

Attendance at, or participation in, MassRWA's meetings, trainings, seminars, conferences, and other events constitutes an agreement by the attendee/exhibitor/speaker to MassRWA's use and distribution (both now and in the future) of the attendee's/exhibitor's/speaker's image or voice in photographs, videos/videotapes, electronic reproductions, and audio files/tapes of such events and activities. This includes permission to record sessions and streaming events.



For more  
information,  
please visit  
our website!

2026

# ANNUAL TRIFECTA

September 09, 2026

**Sign Up  
Today!**

Mass Rural Water Association  
781 Millers Falls Road  
Northfield, MA 01360  
Office: 413-498-5779

**Rural Water  
Association**

