

2024

ANNUAL TRIFECTA

September 18, 2024

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

2024 ANNUAL TRIFECTA

Dear Friends:

The Mass Rural Water Association (MassRWA) invites you to attend our 2024 Annual Trifecta!

When: Wednesday, September 18, 2024

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

Trifecta hours are 7:30AM - 3:00PM. Our event typically draws about 150 attendees, which are water and wastewater operators, managers, superintendents, administrators, board members, and system owners. 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 from 6:00AM - 7:00AM.

The Member Rate for a booth space is \$265, the Non-Member Rate is \$415. If your organization is not yet a MassRWA Member, please consider joining our association. Each Exhibitor Registration includes:

1. Booth Space, including an 8-foot table and two chairs
2. Two Complimentary Exhibitor Registrations
3. Luncheon for the Two 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 a large Tent 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.*
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 to reserve your spot, but not later than **August 16, 2024**. Space is on a first come first served basis. Once capacity is reached we will begin a Wait List, in the order in which received.

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 questions or concerns, please contact Jason Blais at jblais@massrwa.org or at 413-325-4644. See you in September!

Sincerely

Dave Kaczinski, Executive Director



Vendor Schedule of Events
Wednesday, September 18, 2024
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6:00AM - 7:00AM	Vendor Setup
7:30AM-12:00PM	Trade Show Hours
1:00PM	Vendor Breakdown

September 18, 2024 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	Leak Detection & Unaccounted for Water <i>Eric Denslow, Eastcom Associates</i>	1.0 W & WW	Tent
	MassDEP Class <i>Staff, MassDEP</i>	1.0 W	Indoor
9:00AM-9:30AM	Break	N/A	Cafe
9:30AM-10:30AM	Low Hanging Fruit: Making Cybersecurity Easy <i>Tom Bahun, Tom's Water Solutions</i>	1.0 W & WW	Tent
	MassDEP Regulatory Roundtable Discussion <i>Michael Celona - MassDEP</i>	1.0 W	Indoor
10:30AM-11:00AM	Break	NA	Cafe
11:00AM-12:00PM	So, You Think You Know Water Distribution & Wastewater Collection Systems <i>Tom Bahun, Tom's Water Solutions</i>	1.0 W & WW	Tent
	Funding Options: MassDEP & USDA RD <i>Gregory Devine - MassDEP SRF & Henry Nguyen - USDA RD</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	Means & Methods of Direct & Saddle Tapping on Ductile Iron, and PVC Water Mains <i>Jeremy Golec & Justin VanCott, EJ Prescott</i>	2.0 W	Tent
1:00PM - 3:00PM	Water Meters, Calibration, & Meter Testing <i>Ian Kasowitz, Stiles Company</i>	2.0 W & WW	Indoor

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

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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 no later than August 16, 2024 4. Please take notice of our cancellation policy on Page 7			Member Rate	Non Member Rate
Exhibitor Fee (includes two (2) Complimentary Exhibitor Registrations) <i>Electricity is not available</i>			\$ 265	\$ 415
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	\$ 500 <i>Rate drops to \$ 265</i>	
Sponsorships (please look at our website for opportunities!) Your organization will get recognized for their support of Mass Rural Water		n/a	n/a	
Giveaways (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.		n/a	n/a	
Please see Cancellation Policy on Page 7		TOTAL		

2024 ANNUAL TRIFECTA

Highlights

Trade Show

Trifecta hours are 7:30AM - 3:00PM. Our event typically draws about 150 attendees, which are water and wastewater operators, managers, superintendents, administrators, board members, and system owners. 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. We invite you to consider a sponsorship opportunity.

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 a local BBQ eatery!



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 2025 Great American Water Taste Test at National Rural Water Association's Rural Water Rally in Washington DC held in February 2025!

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

MassRWA Annual Membership Business Meeting

The Mass Rural Water Association's Annual Business Meeting is scheduled for the 18th day of September 2024 at the Northfield Mountain Recreation Facility, Northfield, MA 01360 at 12:15PM. Financial reports will be discussed along with Board of Directors elections.

2024 SPONSORSHIP OPPORTUNITIES

Dear Friends:

Thank you for your interest in supporting our upcoming 2024 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 Water 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 no matter where you stand on your 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, our Training Director. He would be happy to discuss different options with you.

We ask all our sponsors to **email a high resolution company logo to Jason**, at jblais@massrwa.org. We will create signage to show off your sponsorship throughout the event.

Sponsorship	Qty Available	Amount (Each)
Attendee Brochure: 1/8 Page Ad <i>W: 3.75" x H: 2.25"</i>	8	\$250
Attendee Brochure: 1/4 Page Ad <i>W: 3.75" x H: 4.5"</i>	4	\$450
Luncheon Sponsor	5	\$1,250
Morning Refreshments Sponsor	2	\$750
Taste Test Sponsor Sold Out	2	\$300
Classroom Tent Sponsor	4	\$500
Notebook/Journal Sponsor	1	\$1,500
T-Shirt Sponsor Sold	1	Call for Price
Pint Glass Sponsor	1	Call for Price
Insulated Water Bottle Sponsor Yeti, 20oz	1	Call for Price

Thank You for Your Support!

Current Sponsors

Clow Valve Company
Core & Main
Napoli Shkolnik, PLLC
Statewide Aquastore, Inc.
Wright-Pierce Engineering

Policies

Cancellation Policy

Exhibitor Registrations and Full Payment must be received from all exhibitors by August 16, 2024. All registration cancellations and credit requests must be made in writing. A credit of the registration fee, minus a \$100 administrative fee, will be given for cancellation requests received by August 16, 2024. No credits will be offered beginning September 1, 2024.

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

Registration and attendance at, or participation in, MassRWA's meetings, trainings, and other seminars constitutes an agreement by the attendee/vendor to MassRWA's use and distribution (both now and in the future) of the attendee'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.



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September 18, 2024

**Sign Up
Today!**

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

**Rural Water
Association**

