



# JOINT EXPO & OPERATOR DAYS



## 2025 EXHIBITOR PROSPECTUS

Co-presented by the Michigan Section – American Water Works Association (MI-AWWA) and the Michigan Water Environment Association (MWEA), **JOINT EXPO & OPERATOR DAYS** will take place on February 4 and 5, 2025 at the Lansing Center in Lansing, Michigan. The exposition is for equipment suppliers, manufacturers, and consulting engineers who want an effective method to exhibit their products and services to water/wastewater professionals. Any company that provides products or services for water treatment, water distribution, wastewater treatment, or water recovery communities is eligible to exhibit.

### TARGET AUDIENCE

Our goal is to get as many operators and managers to the show as possible. Operator Days includes two 3-hour technical sessions featuring topics unique to the interests of water and wastewater operators. There is a session designed for supervisors and managers as well to help attract decision makers to the show.

Training participants receive a ticket for lunch in the exhibit hall, so there will be ample time for Operator Days attendees to view the exhibits.

We also allow water professionals to register to walk the Exhibit Hall only.

### SHOW FEATURES

- ✓ Lunch and concessions are available in the Exhibit Hall.
- ✓ Option for lead retrieval
- ✓ More than 2,000 show and booth attendees combined.
- ✓ MI-AWWA and MWEA to give away registrations to their 2025 respective Annual Conferences.

### STANDARD BOOTH

Most booths are 10' deep x 10' wide. Multiples of this booth size are available. Standard booth equipment includes an 8-foot-high backdrop of flame-retardant material, two 3-foot high side-drape dividers, a 2' x 8' skirted table, two chairs, booth number, wastebasket, and access to standard 120-volt AC outlets. Bring a power strip or short extension cord for in-booth adjustments. Booth carpet will be provided to exhibitors not exhibiting heavy equipment.

### SPACE FOR LARGE EQUIPMENT

Joint Expo offers nearly 30,000 ft<sup>2</sup> of exhibit space and can accommodate exhibitors with large equipment.

### ATTENDEES CONTACT INFORMATION

Exhibitors receive the names and physical mailing addresses for individuals pre-registered for the show approximately 14 days before the conference and again approximately 14 days after the conference. If attendees

give permission, exhibitors will receive e-mail addresses. We do not provide telephone numbers.

### PRICING

Inline 10'x10'

Oct 15 through Dec 20	\$795 per 10'x10'
After Dec 20	\$895 per 10'x10'

### PROMOTION

Once you reserve your booth space, you will be added to the exhibitor portal. Make sure to download an e-badge to use in your email signature and on social media to promote your participation.

*Scavenger Hunt:* Participate in the Scavenger Hunt to help drive traffic to your booth on Tuesday. The cost is simply providing items for prizes (recommended value of \$25 to \$100) and clues for the hunt. Make your commitment when you register staff for your booth.

*Poker Run:* Participate in the Poker Run to help drive traffic to your booth on Wednesday. The cost is simply providing a gift card (recommended value of \$25 to \$100) for a prize and being a “dealer” for cards. Make your commitment when you register staff for your booth.

*Mixer Sponsor:* Be a Joint Expo Mixer Sponsor at just \$500 and receive name recognition in the Exhibit Hall and during the Tuesday evening Mixer. Sponsors will receive a floor decal in front of their booth and earn one additional participation point toward future booth placement.

*Lanyard Sponsor:* Co-branded lanyards with the show logo and your company logo are given to all Operator Days and Exhibit Hall attendees. (Exhibitors get a different lanyard.) This is an exclusive sponsorship for \$3,500.

### POINTS AND BOOTH ASSIGNMENT

Joint Expo exhibitors receive their booth assignment using a point system. The points are calculated based on a rolling total for the most recent five years. Booth assignments are made in order of points *and* purchase date leading up to the

show until all space is allocated. Booth space must be paid to have your booth space assigned.

**ALLOTMENT OF SPACE**

Booth selection will be by appointment using the following schedule:

Purchase date	Appointment dates
Oct 28 – Nov 6	Nov 12-13
Nov 7 – Nov 17	Nov 20-21
Nov 18 – Dec 1	Dec 4 – 5
Dec 2 – Dec 15	Dec 18 – 19
Dec 16 – Jan 1	Jan 7-8
Jan 2 – to the show	On a rolling basis

Exhibitors will be assigned appointments based on both purchase date *and* points. If you are not available on the appointment dates or you miss your appointment, your booth will be placed at show management’s discretion.

To best serve the interests of MI-AWWA and MWEA, the Joint Expo Committee reserves the right to reject all exhibit space applications without liability.

**LEAD RETRIEVAL**

Lead retrieval is \$150.00. Details on how to access this feature will be available two weeks before the show.



**BOOTH STAFF REGISTRATION**

All employees and contractors who need access to the exhibit hall after move-in must have a badge. Booth staff registered on or before January 31, 2025, will receive complimentary name badges. Exhibitor name badge requests made after January 31, 2025 will need to be done onsite and incur a \$10 processing fee per person. Please register booth staff online once you have reserved your booth space and received your booth assignment. You must have your booth number to register booth staff.

**EXHIBITOR LUNCHES**

Lunch is available to exhibitors for advanced purchase. Pre-order lunches when you register booth staff. Lunches

must be ordered no later than January 19, 2025. Concessions will be available for purchase onsite as well.

**INTERNET ACCESS**

Wi-Fi will be available in the exhibit hall for paid exhibitors. This access is low speed, meant for simple web browsing and checking e-mail. If you need high-speed internet, you will be able to order it on-site directly from your personal device.

**RULES AND REGULATIONS**

The following rules and regulations will govern Joint Expo and are made a part of all contracts for space between MI-AWWA, MWEA and the person, partnership, or corporation engaging space. The Joint Expo Committee reserves the right to bar from the Expo any exhibit or part of an exhibit, person or thing, that is not, in the opinion of the Committee, in keeping with the character and purpose of Joint Expo.

Since the purpose is to show products and services to water and wastewater professionals, it is required that one or more such products or services be exhibited.

**CHANGING BOOTHS OR SUBLETTING OF SPACE**

No exhibitor shall neither change booths nor sublet any part of the space allotted to them, except upon permission of the show coordinator.

**SOLICITATION OF BUSINESS**

Solicitation of business shall be confined exclusively to firms exhibiting at Joint Expo and must be limited to within the confines of the assigned booth space.

**FIRE HAZARDS**

All exhibits must conform to the ordinances and regulations of the City of Lansing and the laws of the State of Michigan. To ensure the safety of everyone in the facility, the following are the basic requirements for any vehicle with a battery and a fuel tank that are being displayed at the Lansing Center, and are the responsibility of the owner: a) Disconnect the vehicle battery; b) The fuel tank must have at least 1/8th of a tank of gas but no more than 5 gallons; c) Gas tank must have a locking gas cap; d) A drop cloth or plastic sheeting must be placed under the engine; e) Vehicle is to be dried as much as possible before entering the building; f) A set of keys must be left with security, with the name of contact person *and* cell phone number, available 24 hours a day, for each day the vehicle is at the Lansing Center; g) Post-event, the vehicle must be removed promptly, within the contracted time. Vehicles that do not comply will not be allowed on the Joint Expo trade show floor.

## HEIGHT OF DISPLAY

Exhibitors may install signs, display counters, and similar items that do not impede any booth's visibility. The sides of any such display may not extend toward the aisle more than one-half of the booth depth. Exhibitors must cover the backside of any display extending above the side dividers.

## NOISE AND DISRUPTION

Booth activities must be contained within the exhibitor's assigned booth space and may not result in excessive noise nor infringe on neighboring exhibitors' ability to conduct their activities. Any soundtracks or audio presentations must be kept at a low volume and not disturb adjoining exhibits. Exhibitors cannot use the house sound system and show staff will not make any such announcements on the exhibitor's behalf.

## FOOD AND BEVERAGE

Exhibitors must purchase all food and beverage consumed on the exhibit floor from the Lansing Center. No outside food and beverage may be brought in from an outside vendor. For ordering information, please contact the [Lansing Center](#).

## DESTRUCTION OR INTERRUPTION OF PREMISES

If the premises are destroyed by fire or the elements, strikes or any other cause, or if circumstances shall make it impossible for Show Management to permit any exhibitor to occupy the premises, then, under these circumstances, such exhibitor shall be obliged to pay for space only for the period space was or could have been occupied by such exhibitor at a pro-rata basis, and MI-AWWA, MWEA, and the Joint Expo planning committee are released from any and all claims from damages which may arise in consequence thereof. Your company, company representative, or agent shall be held jointly, collectively, and individually responsible for any debts incurred for all exhibit costs, fees, or charges.

To download the Exhibitor Kit, go to [www.artcraftdisplay.com](http://www.artcraftdisplay.com) and click on Exhibitor Kit, then enter the *Event Code (available on the Exhibitor Portal web page by Dec 1<sup>st</sup>)*. Click on "Exhibitor Kit." Please check the Exhibitor Kit for all advance order deadlines.

## INSURANCE AND LIABILITY

All items that can be carried away should be put in safekeeping when the booth is not attended. While Show Management provides security service, the Committee, MI-AWWA, and MWEA will not be responsible for any loss of any exhibit or part thereof, by theft, fire, water, accident, or any other cause; nor for the loss or damage to any goods consigned to their care; nor will they be responsible for any injury that may occur to an exhibitor or their employees. Exhibits and exhibit equipment are brought into the building, maintained, and removed at the exhibitor's risk.

Exhibitors should ascertain that their public liability and employee compensation insurance policies embrace coverage of their employees attending the exhibit. If policies do not have coverage, exhibitors should instruct the broker of their company to attach an endorsement of the coverage.



## OVERHEAD BOOTH SIGN RIGGING

Large overhead signs are permitted directly over the assigned booth space but must be installed by the Lansing Center and its designated partners. Orders for rigging must be submitted no later than January 22, 2025. You will find the form in the Exhibitor Kit. Standard overhead rigging is \$250 and is subject to additional fees based on the complexity of your rigging requirements.

## ELECTRICAL/UTILITY SERVICE

The building will be adequately illuminated for general use. Any outlets or utility requirements other than that provided in the standard package must be requested directly from the Lansing Center.

## ADDITIONAL SERVICES

Additional tables, special displays, decorating, and other booth furnishings may be obtained by advance request from the official show decorator, Art Craft Display, through the Exhibitor Kit.

## ADVANCED FREIGHT

All advanced freight must go through Art Craft Display. The Lansing Center will not accept advanced freight. Instructions are included in the Exhibitor Kit.

## INSTALLATION OF EXHIBITS

Installation of exhibits is available Monday from 4:00 p.m. to 8:00 p.m. and Tuesday beginning at 6:00 a.m. and must be completed by 9:00 a.m. Tuesday for preview inspection by Show Management. All components of the booth must be within the confines of your assigned space. Motorized



vehicles are not permitted in the aisles thirty minutes before the scheduled opening of the show. The exhibit hall has direct loading entrances. Only Exhibitors and show personnel will be admitted to the exhibit hall before showtimes on Tuesday and Wednesday, upon displaying their Exhibitor badge. Carts and boxes in aisle-ways and blocking exits during show hours are safety hazards and prohibited by the Fire Marshal.

**REMOVAL OF EXHIBITS**

Exhibitors must maintain exhibits during show hours; no removals are permitted until after the close of the exhibits at 2:00 p.m., Wednesday, February 5, 2025. *Exhibit removals before show close may result in the inability to exhibit in the following year.* For the safety and comfort of exhibitors, security will open the overhead doors at the close of the show. Exhibitors must have their exhibit removed entirely from the building by 6:00 p.m. Wednesday, February 5, 2025, or the remaining items may be placed in storage and are subject to disposal at the exhibitor's expense.

<u>Exhibitor move in</u>	
February 3	from 4:00 p.m. - 8:00 p.m. and
February 4	from 6:00 a.m. - 9:00 a.m.
<u>Show hours</u>	
Tuesday, February 4	9:30 a.m. - 4:00 p.m.
Wednesday, February 5	8:30 a.m. - 2:00 p.m.
<u>Exhibitor move out</u>	
Wednesday, February 5	2:00 p.m. - 6:00 p.m.

**HOTEL ACCOMMODATIONS**

Hotel accommodations are the responsibility of the exhibitor.

The **Courtyard by Marriott Downtown** has rooms available at \$154 plus taxes and fees per night for reservations on or before January 20, 2025. The hotel is a short walk or drive to the Lansing Center. Contact information is available on the Joint Expo web page.

The **AC Hotels Marriott and Hyatt House** also have a number of rooms available. AC Hotel for \$139 and Hyatt House for \$129 both taxes and fees per night for registrations made on or before January 4, 2025. The hotel is 8 – 10 minute drive from the Lansing Center. Contact information is available on the Joint Expo web page.

Additional hotel options will be listed on the Joint Expo website.

You are encouraged to make hotel reservations early to avoid having to seek accommodations further from the convention center.



**CANCELLATIONS**

**Cancellation Policy**

Total withdrawal from show - All cancellations must be received in writing and receipt confirmed. Cancellation of all booth space notices received on or before December 20, 2024 is eligible to receive a refund less a \$250 non-refundable processing fee. Cancellations received between December 20, 2024, and January 12, 2025, are eligible to receive a 50% refund. Cancellations received after January 12, 2025 are not eligible for a refund.

Reduction of reserved space - All space reduction requests must be received in writing and receipt confirmed. A one-time reduction of space is permitted on or prior to December 20, 2024 at no charge. Starting December 21, 2024, reduction of space will result in a fee of \$250 per occurrence.

Note: If reserved exhibit space is reduced, Show Management reserves the right to relocate the remaining (or kept) booth space at its discretion.

**CONTACT INFORMATION**

If you have additional questions about exhibiting at Joint Expo & Operator Days, please contact us.

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View the latest Joint Expo information at [www.jointexpo.org](http://www.jointexpo.org)