

*Increase Your Visibility*

# Exhibit at SWANA's 2012

## Road to Zero Waste

## Conference



**& SWANA's  
Winter Training  
Center**

**February 8-9, 2012**  
Doubletree Hotel Austin  
Austin, TX



**SWANA**<sup>®</sup>

SOLID WASTE ASSOCIATION  
of North America

# Exhibit at SWANA's Road to Zero Waste Conference & Winter Training Center

## Double Your Exposure

SWANA's Road to Zero Waste Conference features a variety of zero waste experts and case studies. This two-day event will provide the latest information on zero waste initiatives and practical advice on how your community can utilize these concepts in your municipal solid waste management plan.

**SWANA's Winter Training Center** is an annual event that brings together 150 solid waste professionals from throughout the U.S. and Canada for the SWANA three-day certification training courses. SWANA's 2012 Winter Training Center will feature the following courses:

- Manager of Landfill Operations (MOLO)
- Managing MSW Collection Systems
- Managing MSW Recycling Systems
- Managing Transfer Station Systems
- Managing Construction & Demolition Materials

## Conference Location

The conference will be held at the [DoubleTree Hotel Austin](#) in Austin, Texas.

We pride ourselves on securing the best hotel rates for our attendees. This year, the hotel is offering the great rate of \$134 S/D, which includes a complimentary buffet breakfast.

The room reservation deadline is **January 5, 2012**. Rooms are available on a **first come, first served basis** and may sell out before the deadline. Make your reservation today!

**To reserve your room,  
contact VIP Meetings at  
800-926-3976.**

## Why Exhibit at Road to Zero Waste?

- Reach over 150 recycling & special waste professionals and decision makers
- Showcase your products and services
- Network with your peers
- Gain valuable industry knowledge by attending SWANA's technical programs

## Exhibit Prices

	SWANA Members	Non-Members
<b>8' x 2' Table top</b>	<b>\$600</b>	<b>\$750</b>

## Exhibit Fee Includes

- One **complimentary registration** to attend the technical Sessions
- 8'x2' display table, draping and ID sign (7"x44") *Table Tops Only. No 10'x10' Booths will be permitted*
- Pre- and post-show attendee lists
- Company listing in conference program

## Exhibit Hours (5.5 hours total)

	Time	Event
<b>Wednesday, February 8, 2012</b>	6:30 PM - 8 PM	Reception
<b>Thursday, February 9, 2012</b>	7 AM - 8:30 AM	Morning Coffee
	10 AM - 10:30 AM	Break
	12 PM - 1:30 PM	Lunch

# Sponsor at SWANA's Road to Zero Waste Conference & Winter Training Center

## Sponsorship Rewards

- Announcement in marketing communications
- Your logo in the onsite program, Road to Zero Waste website and emails directed to waste-to-energy professionals
- Your logo on conference signage
- Opportunity to distribute your promotional materials during the event you sponsor
- Final attendee list



### Additional rewards available based on sponsorship level

Sponsorship Options	Description	Fees
<b>Gold Conference Sponsorship</b>	Two Conference registrations 50% discount on additional conference registrations from your employees Logo on Cover of the Program Logo on all promotional emails Logo on the conference web site	\$5,000
<b>Silver Conference Sponsorship</b>	One Conference registrations 50% discount on additional conference registrations from your employees Logo on Cover of the Program Logo on all promotional emails Logo on the conference web site	\$1,500
<b>Bronze Conference Sponsorship</b>	50% discount on additional conference registrations from your employees Logo on Cover of the Program Logo on all promotional emails Logo on the conference web site	\$1,000
<b>Coffee Breaks</b>	20% discount on additional conference registrations from your employees Logo on all promotional emails Logo on the conference web site	\$500
<b>Session Sponsor</b>	20% discount on additional conference registrations from your employees Logo on all promotional emails Logo on the conference web site	\$250
<b>Training Course Sponsor - Choose one Training Course</b>	One Training Course Registration Logo on all promotional emails Logo on the conference web site	\$2,500
<b>Training Course Tour - Choose MOLO, Recycling, or Transfer Station</b>	20% discount on additional conference registrations from your employees Logo on all promotional emails Logo on the conference web site	\$500

## Reach Customers 24/7 with SWANA's Online Professional Services Directory

Exhibitors qualify for significant discounts on listings in SWANA's online directory of equipment and service providers. Get more visibility with your customers and stand out from your competition!

Professional Services Directory Listing: ~~\$350~~ **\$300**

### Your company's contact information includes:

- Your corporate logo
- Website link
- 600 character company listing
- A larger bolded font

Contact SWANA's Exhibit Sales Office to guide you through this process at **exhibits@swana.org**

# Exhibits and Sponsorship Registration Form

The Road to Zero Waste Conference & Winter Training Center | February 8 - 9, 2012, Doubletree Hotel Austin

Organization Name \_\_\_\_\_ SWANA Member ID \_\_\_\_\_  
 Organization Contact \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_ Website \_\_\_\_\_

Item	Cost	Total
Join SWANA	Corporate: \$341	
	Small Business: \$241	
Exhibit Space (8' x 2' Table Top)	SWANA Member: \$600	
	Non-Members: \$750	
Sponsorship: _____ <i>(please write in the sponsorship you would like to purchase - refer to previous page)</i>	\$	
Complimentary Registration: _____ <i>(please write in the name of the individual redeeming the registration)</i>	Free!	
SWANA's Professional Services Directory <i>(Discounted Exhibitor Price)</i>	\$ 300	
<b>Grand Total:</b>		

## PAYMENT METHOD

- CHECK ENCLOSED FOR: \$ \_\_\_\_\_ (Payable to SWANA)  
 PAY BY CHARGE *(please circle one)*:    Visa    MasterCard    Discover    American Express

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

## TERMS & CONDITIONS: PLEASE INITIAL EACH SECTION

\_\_\_\_\_ **EXHIBIT FEE INCLUDES:** 8' x 2' display table, draping, two chairs and ID sign (7" x 44")

\_\_\_\_\_ **EXHIBIT REQUIREMENTS:**

- All material must remain within your leased space
- No displays or equipment outside the Exhibit Hall without written approval from SWANA

\_\_\_\_\_ **ELECTRICITY:** Electricity is the responsibility of the exhibitor. Electricity ordering information will be provided in the exhibitor service kit.

\_\_\_\_\_ **SHIPPING INSTRUCTIONS:** Shipping instructions will be provided in the exhibitor service kit.

\_\_\_\_\_ **DRAWINGS:** Prize give-aways via business card drawings are permitted but will not be formally announced by SWANA during exhibit hours.

\_\_\_\_\_ **MARKETING:** Exhibitors may:

- Pass out catalogs, circulars, folders, or other information about their organization's services, facilities, products, equipment lines, etc.
- Give away samples (non-food)
- Sell their products, services, or materials
- Exhibitors will not be permitted to hold any functions at the Conference which conflict with scheduled activities unless approved by SWANA show management.

\_\_\_\_\_ **FLOOR PLAN:** SWANA reserves the right to change booths as required by the facility or local authorities.

\_\_\_\_\_ **LIABILITY:** SWANA and the hotel will not be responsible for any loss or damage to property of exhibitor or personal injury to representatives incurred by theft, accident, fire, or other causes prior to, during, or subsequent to the period covered by the exhibit agreement. The exhibitor releases SWANA and the hotel and representatives from any responsibility and claims arising from such loss, damage, or injury. However, SWANA will use reasonable care to protect the exhibits and exhibitors.

\_\_\_\_\_ **CANCELLATION POLICY:** A 25% fee will be charged if space is canceled on or before December 1, 2011. Exhibitors will be responsible for full payment if cancellation occurs after December 1, 2011.

**I agree to the terms and conditions stated in this document.**

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

### RETURN FORM BY:

- **MAIL:** 1100 Wayne Avenue, Suite 700, Silver Spring, MD 20910
- **FAX:** (240) 645-1832

**EXHIBIT SPACE IS RESERVED ON A FIRST COME, FIRST SERVED BASIS.**  
**Questions? Contact Rich Ryan at [exhibits@swana.org](mailto:exhibits@swana.org) or 330-686-0353.**

Booth #	Total Fee	Accepted by SWANA	Date	Order #
---------	-----------	-------------------	------	---------