LIVE from DALLAS

THE INDUSTRY EVENT

NATIONAL RURAL WATER ASSOCIATION
CONFERENCE AND EXHIBIT CENTER

Exhibitor Prospectus 2006
Dallas, Texas
September 24-27

EXHIBIT PROSPECTUS
LIVE FROM DALLAS

★ THE INDUSTRY EVENT - SEPTEMBER 24-27, 2006 - DALLAS, TEXAS ★

Conference Information

Event
Live from Dallas - The Industry Event 2006

Conference Location
Hyatt Regency Dallas at Reunion
Dallas, Texas

Conference Dates
September 24 - 27, 2006

Exhibit Dates
September 24 - 26, 2006

Phone Numbers
800-545-1054
580-252-0629

Fax Number
580-255-4476

Exhibitor Contact
Becca Sheppeard-Jackson
nrwabsj@nrwa.org

Sponsorship Contact
Wendy M. DeIorio
nrwawd@nrwa.org

Website Information
www.nrwa.org

Resources

Registrations can be faxed to 580-255-4476 or by mail to:

NRWA
Attn: Becca Sheppeard-Jackson
2915 S. 13th Street
Duncan, OK 73533

Booth Rates

10'x10' Booth
NRWA Corporate Partner $1,695
Non-Partner $2,200

20'x20' Island
NRWA Corporate Partner $7,500
Non-Partner $8,500

20'x30' Island
NRWA Corporate Partner $9,500
Non-Partner $10,500

10'x20' Peninsula
(Located at end of isles)
NRWA Corporate Partner $5,500
Non-Partner $6,500

Exhibit Hall

Expo Hours
Sunday . . . . . 5:00 pm - 7:00 pm
Monday . . . . . 9:30 am - 3:00 pm
Tuesday . . . . . 9:30 am - 3:00 pm

Move-In
Saturday . . . . . 2:00 pm - 9:00 pm
Sunday . . . . . 8:00 am - 12:00 pm

Tear Down
Tuesday. . . . . 3:00 pm - 9:00 pm

Important Notes

When making booth selections, please refer to the online Exhibit Map at www.nrwa.org/cpxhall2006.htm for the most up-to-date availability.

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It's time to reserve your booth for The Industry Event 2006. Where water professionals from across the country will converge for great education and networking experiences.

Exhibiting at The Industry Event puts you and your products in front of a large, incomparable water and wastewater community that isn't duplicated by any other event in the industry. If you miss The Industry Event 2006, you'll miss thousands of customers who won't be around again until 2007.

USABlueBook® AQUASTORE Tanks & Domes MASTER METER Pollardwater dot com FORD CALDWELL TANKS, INC. Tank Builders Since 1887 www.caldwelltanks.com

Bringing You More

Every year we fine-tune the Industry Event to make it better for both attendees and exhibitors, 2006 is no exception. Here a just some of the additional and changes that will make Live From Dallas - The Industry Event 2006 in Dallas our best yet!

New Career Track for Attendees

This new career track will be featured each day. This target-rich classes are designed around the most urgent needs of utilities

New Dedicated Exhibit Hall Hours

More face-time with attendees! These dedicated hours will not compete with any session or activity during the conference.

New Attendee Targeted Sessions

NRWA has compacted the educational sessions offering attendees exactly what they need without having to choose between the most popular sessions.

Bringing You the Best

The Industry Event 2006 draws hundreds of qualified buyers representing diverse water and wastewater specialties. 78% of attendees are directly involved in the purchase process decision & only attend this conference. This annual conference brings together the top officials, decision makers, buyers and new technology in the water and wastewater industry. Attendees will attend a wide selection of educational sessions on the latest topics including: technology, governmental regulations/changes, marketing, public relations, website design/hosting, finance, management, board member training and more!

The people who attend represent rural water & wastewater districts, state associations staff, utility board members, executive directors, office manager, field representatives, Circuit Riders, groundwater & source water technicians, operators, government officials and utility members. The attendees to The Industry Event are YOUR customers! These are the industry leaders who are responsible for the decisions made by their associations and utilities.

78% of the attendees to the Industry Event report that they attend ONLY this conference.

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Increase Your Impact At The Industry Event

These additional marketing opportunities will support your individual efforts to attract attendees to the show and buyers to your booth:

Pre-Show Advertising - *Rural Water Magazine.* Reach your best customers prior to the show in the 2006 issues!

On-Site Advertising - Reach more than 2,000 water professionals with an ad that will be delivered into the mailboxes of subscribers and the hands of attendees. The Industry Event Show Guide will contain the official information for the 2006 conference.

Sponsorship - Join the exclusive group of companies who choose to maximize their face time by investing their marketing collars in the NRWA Sponsor Plus! Program.

Refund Information

Booth cancellations must be received in writing to NRWA. Refunds are determined by the following criteria and deadlines.

Cancellations before Aug. 1= 90%

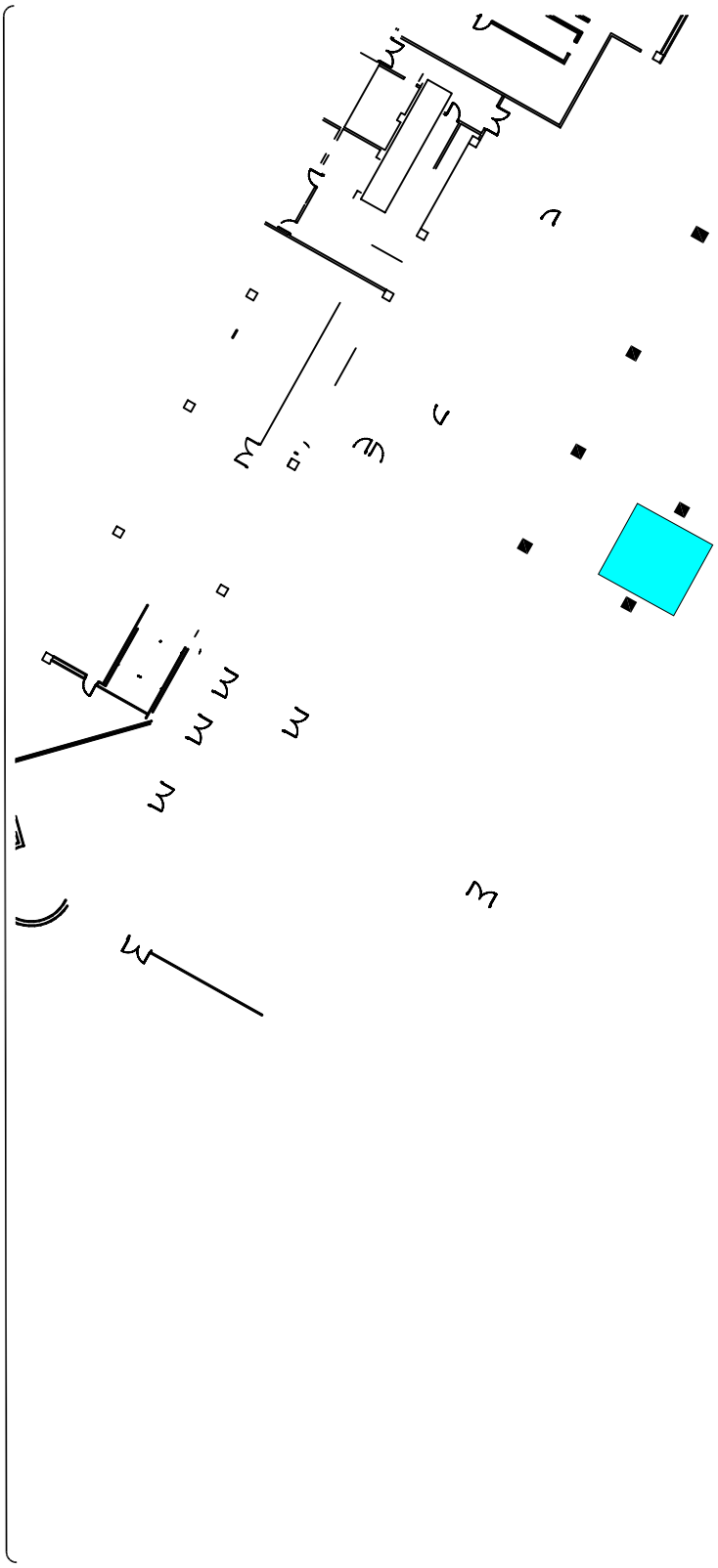
Cancellations between Aug. 1 - Sept. 1 = 50%

Cancellations after Sept. 1 = 0%

Ordering Booth Supplies

You can now order your booth supplies online! Beginning June 21, 2006, go to www.gesinterkit.com for your complete Exhibitor's Service Kit. Now it's twice as easy to exhibit at NRWA's Industry Event!

Hard copy Service Kit's will be mailed on June 21, 2006.



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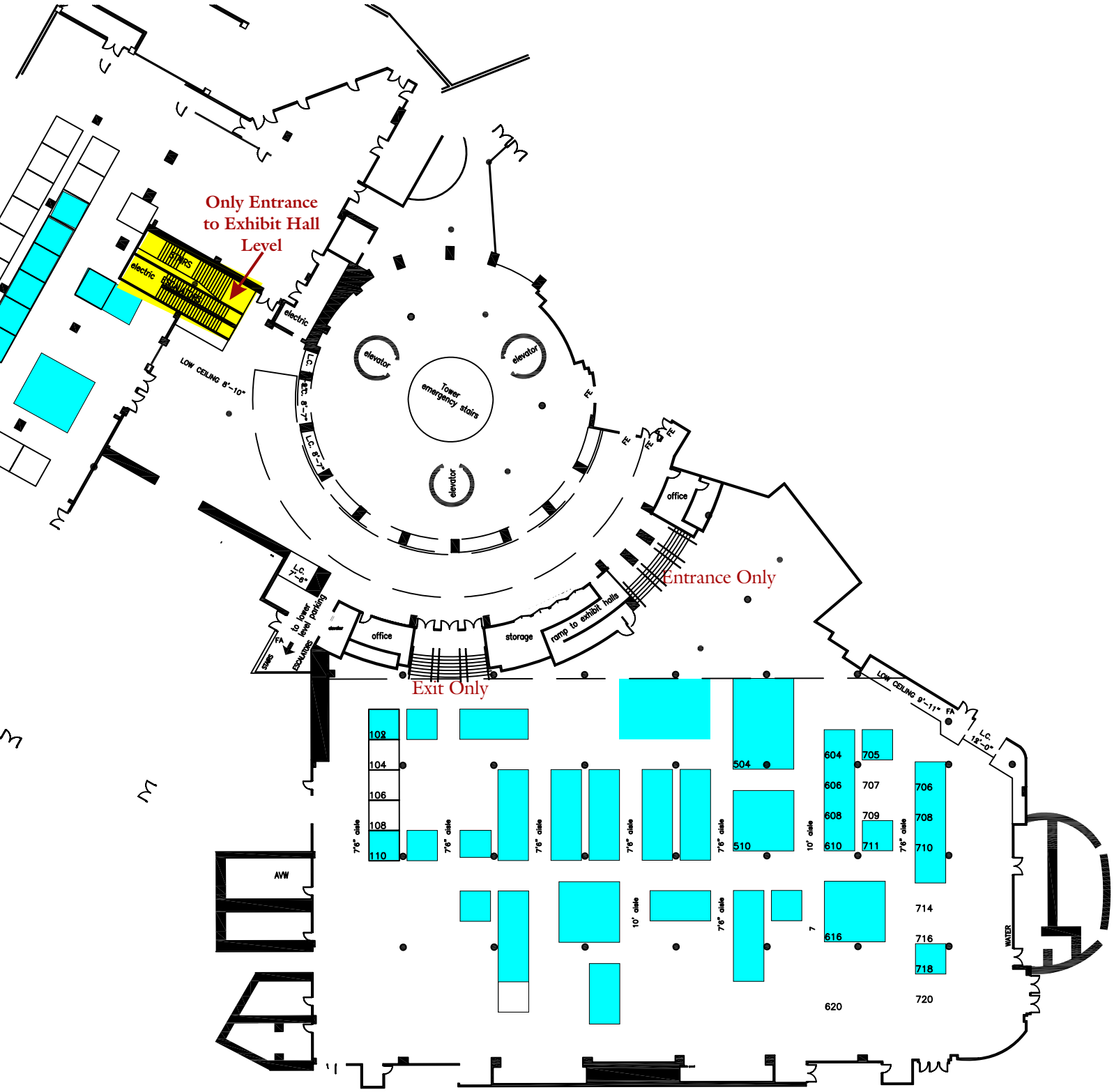

National Rural Water Association

ber 24 - 27, 2006

Hyatt Regency Dallas • Marsalis & Cumberland Ballrooms
300 Reunion Boulevard, Dallas, Texas 75207

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Plotted: Jan 11, 2006
By: MAURIK

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Hotel Accommodations

Hyatt Regency Dallas at Reunion
300 Reunion Blvd.
Dallas, TX 75207
214-651-1234

Room Block Opening

Room blocks for both exhibitors and attendees will open on Monday, May 1, 2006 at 8:00 a.m. (CST). You may reserve a block of sleeping rooms for your company at this time. For updates, please refer to our website at www.nrwa.org

Host Hotel Information

The Hyatt Regency Dallas at Reunion is at the heart of Dallas - just blocks from where JFK's motorcade slowly rolled by the Texas School Book Depository. The host hotel is surrounded by rich Texas history and just moments away from the airport and Dallas attractions.

Prize Drawings

NRWA will conduct Prize Drawings in the Technology Exhibit Center on Sunday, Monday and Tuesday for items donated by the exhibitors. If your company would like to donate a prize for the drawings, please arrange to bring your prize to the convention or have it delivered. DO NOT mail or ship the prize(s) to NRWA headquarters. All drawings are final. All registration slips will be included in attendee packets and will be collected at the NRWA giveaway booth. Drawings for donated prizes will be conducted at the donating exhibitor's booth. Drawings will be held at the convenience of the exhibitor and NRWA staff.

Exhibitor Badge Information

With each paid 10x10 booth space, your company will receive three registrations for those working in the booth. This allows entrance into the General Sessions. Technology Exhibit Center and the Rural Water Social. The Wednesday night Banquet is NOT included. Tickets need to be purchased with your registration for those wishing to attend the Banquet.

Included with 10x10 Booth

- ★Registration & badges for 3 booth personnel per 10x10 space (Allows access to Exhibit Hall, . General Sessions, Rural Water Social & Awards Ceremony)
- ★Exhibit Hall Aisle Clean-up
- ★Draped 8' high back wall & 3' high side walls
- ★Listing in 2006 Show Guide
- ★Standard booth sign
- ★Exhibit Service Kits Provided by GES Services)
- ★1 - 6' draped & skirted table, 1 plastic chair and 1 wastepaper basket per company, not per 10x10 space purchase

How to Reserve Booth Space

Use the enclosed application in the prospectus to reserve exhibit space at the Industry Event 2006. You will receive further details once your application has been received.

The registration deadline for companies wishing to be listed in the Industry Event 2006 Show Guide is June 1, 2006. Exhibit applications and all other exhibit fees must be completed and paid IN FULL (no deposits) by June 1, 2006. NRWA reserves the right to sell any space(s) that have not been paid in full after this date.

Booths are assigned as registrations are received with preference given to Sponsors, Corporate Partners and repeat Exhibitors.

Additional Tickets/Registration

Additional Booth Personnel. . . . . $50 pp
Rural Water Social. . . . . $60 pp
Banquet. . . . . $65 pp

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Sponsorship Opportunities

There's still time to take advantage of the 2006 Sponsor Plus! Program. Sponsor Plus! Allows you more contact, more recognition and more opportunities in front of your target audience! NRWA will put you in touch with your customers - the decision makers, the buyers and users of your products and services.

When you join the Sponsor Plus! Members, you join an elite group that makes a statement to the rural water family - it says that you care about our mission and our members! As a member of this elite group, take advantage of numerous opportunities only available to sponsors!

Here are just a few of the opportunities still available for 2006!

Cyber Café
$5,000 Co-Sponsorships (3 Available)

Annual Banquet
$15,000 Co-Sponsorship (1 Available)

Continental Breakfast at Conference
$5,000 Co-Sponsorship (1 Available)

Bottled Water
$15,000 Co-Sponsorship (1 Available)

Opening Night
$10,000 Co-Sponsorship (1 Available)

Rural Water Social
$15,000 Co-Sponsorship (1 Available)

$30K Give-Away!
$5,000 Co-Sponsorship (3 Available)

Golf Tournament

The Texas Rural Water Association will host the annual golf tournament in conjunction with The Industry Event 2006 *Live from Dallas*. For more information or to register, please contact the Texas Rural Water Association directly.

Texas Rural Water Association
1616 Rio Grande Street
Austin, Texas 78701
(512) 472-8591

Take Your Message Further

We had such a tremendous response to advertise in our conference agenda, that we're making it available again! Naylor Publications will be handling all of the sales and placement of these ads, you can take a look at the prices in the included insert. For more information, please contact your sales rep or Naylor Publications directly at 1-800-369-6220. Get your ad in early, spots will go quickly!

New Product Showcase

Do you want even more exposure? Can't make it to this years show, but would still like to make a presence? Now here's your chance!

NEW For 2006

Dedicated Exhibit Hall Hours

9:30 am - 11:00 am

The Exhibit Hall will be open during these times with virtually NO conflicting sessions!

Specialty Career Track Sessions for Attendees

Target Specific - Hot Topics!

Attendee Luncheon's in the Exhibit Hall

12:00 pm - 2:00 pm

Each day there will be lunch provided for ALL attendees in the Exhibit Hall!