

**NEW!!! 4-hr LIVE OUTDOOR DEMO PROGRAM**  
**Equipment and Technology demonstrations**  
**Presented by TWE17 Sponsors - Limited availability**

In order to provide a richer experience to international and domestic attendees and upon requests, **The Water Expo 2017** expands its conference/educational program adding 4 hours of Live Equipment & Technology Demos. It will take place **on the second (last) day of the show, Thursday August 31 from 9 am to 1 pm**, in a dedicated outdoor area contiguous and accessible from the Exhibit Hall.

The **4-hr Live Outdoor Demo Program** works as an extension of the official indoor 2-day conference program. It runs concurrently with the Exhibit Hall and all indoor educational programs, giving attendees the opportunity to participate in a broader range of events. All attendees have full access to it.

***Now you can maximize your impact at the event as an industry leader! Furthermore you may also invite attendees you meet the first day on the show floor, to come back to your 2nd day demos in a fully interactive environment.***

**BENEFITS:**

- a) 4 hours to run demos continuously and the free distribution of promotional literature.
- b) Title(s) & Description(s) of your Demo(s) will be extensively promoted in the event website, marketing materials and social media in advance and in the Expo Guide & Program given to attendees on-site. Reference to your indoor booth number included.
- c) You may hang a 8 ft (max) wide x 4 ft (max ) high sign/banner from the border fence approximately in front of your demo area.
- d) Organizers will provide security in the Demo area the night of Aug 30 to 31, from 7 pm to 7 am.
- e) Should you need electricity in your area or water dispensed for your demos you may order it/them from Edlen Electrical as the official electrical/plumbing contractor of the show. You may also bring your own portable generator if convenient.

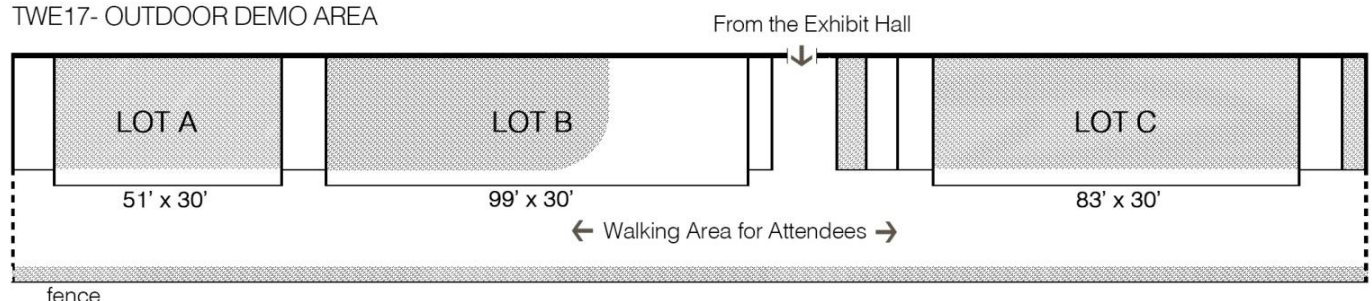
**HOW TO APPLY?**

***This is an added benefit just for Sponsors.*** Companies exhibiting indoors **under a Sponsor package** (Diamond, Platinum, Gold, Silver & Bronze) are welcomed to apply for being included at a **fee of just \$6 per sq. ft. (Silver & Bronze) and \$3 per sq. ft. (Diamond, Platinum & Gold).**

There is **limited availability** (See layout). **Decide how many sq. ft. you need** (in increments of 30 ft) and request to be positioned in one of the 3 lots available A, B or C. **Spaces will be assigned on a first come basis** until capacities are met.

**To apply use the enclosed form.** Once received by Show Management, a confirmation email will be sent to you. For assistance call (305) 412-3976 or mail@TheWaterExpo.com

TWE17- OUTDOOR DEMO AREA





# TWE17 - APPLICATION FORM

4-hr LIVE OUTDOOR DEMO PROGRAM Equipment & Technology demonstrations (Presented by Sponsors)

Please complete, sign & return this Agreement to show organizers By FAX to (305) 412-3247 or [mail@TheWaterExpo.com](mailto:mail@TheWaterExpo.com)

All requests will be assigned on a first-come, first-served basis. For assistance call (305) 412-EXPO (3976) or [mail@TheWaterExpo.com](mailto:mail@TheWaterExpo.com)

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_@\_\_\_\_\_

Requested Area (SQ FT - multiple of 30) \_\_\_\_\_ Preferred LOT: A\_\_\_ B\_\_\_ C\_\_\_

Cost (For Silver & Bronze) SQ FT \_\_\_\_\_ x \$6 / sq ft = \$ \_\_\_\_\_

Cost (For Diamond, Platinum & Gold) SQ FT \_\_\_\_\_ x \$3 / sq ft = \$ \_\_\_\_\_

## REQUIREMENTS

- a) Liability Insurance: Participants should carry and provide organizers (10 days in advance) a Certificate of Liability Insurance (\$1,000,000 minimum) covering any potential human or property harm consequence of an eventual accident during the set-up, performance and move-out of the Demos themselves. Such Certificate should include as additional insured: *Show Winners Corp dba The Water Expo* (8900 SW 107 Ave., Ste 313, Miami, FL 33176) and *AFP 103 Corp dba Doubletree by Hilton Miami Airport & Convention Center* (711 NW 72 Ave, Miami, FL 33126).
- b) Demos should be performed in a professional way and with courtesy towards your neighbor companies.
- c) Set Up: During general event set up (Tuesday, Aug 29 from 1 to 5 pm) or during the first day of the show Wednesday, Aug 30 from 1 to 5 pm). Move out: Thursday Aug 31st between 1 pm and 6 pm.
- d) It is assumed that the Outdoor Demo Program will be held "rain or shine" within the time frame provided. In no way Organizers will be held responsible in case the Demo Program does not take place partially or totally due to extreme bad weather conditions.
- e) The Live Demo Program is governed by THE WATER EXPO Terms & Conditions disclosed and posted in event's website.

\_\_\_\_\_  
Exhibitor Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Show Management Approval

**Payment by check:** Payable to **THE WATER EXPO** and mail it to **8900 SW 107 Ave., Ste 313, Miami, FL 33176**

**By credit card:** AMEX\_\_\_ VISA\_\_\_ MC\_\_\_ DISC\_\_\_ Number \_\_\_\_\_

Cardholder Name \_\_\_\_\_ Cardholder Signature \_\_\_\_\_

Sec. Code \_\_\_\_\_ Billing Address \_\_\_\_\_ Zip Code \_\_\_\_\_