



# 2018 ANNUAL BUSINESS CONFERENCE

NOVEMBER 12-15 | HYATT REGENCY | NEW ORLEANS, LA  
WWW.BOTTLEDWATER.ORG



## EXHIBITOR PROSPECTUS

The International Bottled Water Association (IBWA) and the National Automatic Merchandising Association (NAMA) will again conduct two of their conferences over the same dates and at the same location. The 2018 IBWA Annual Business Conference and Trade Show will be held November 12-15 and the 2018 NAMA CoffeeTea&Water show will be held November 12-14. Both conferences will be held at the Hyatt Regency, New Orleans, Louisiana.

The two organizations have met together annually since 2012. Feedback from conference attendees continues to support that this co-location is a successful and beneficial partnership. **Joint attendance in 2017 reached 1100 registrants.** Attendees were able to experience a new level of networking and education through access to 151 exhibiting companies during the trade show and by participating in the 24 educational sessions and 2 plenary sessions that were offered. IBWA and NAMA plan to continue to build on this success for their 2018 conferences in New Orleans.

### **Plan to Exhibit at the 2018 IBWA Trade Show**

Submit your application by **Friday, August 10, 2018** to be included in the first round of booth assignments.

Exhibitors who have submitted applications and paid-in-full by **Friday, August 17, 2018** will be listed in the September/October issue of *Bottled Water Reporter*.

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**“Many bottled water companies, particularly those in the home and office delivery (HOD) business, also offer coffee and tea to their customers. Co-locating the IBWA and NAMA conferences will enable attendees and exhibitors to achieve a greater return on their investment by providing expanded educational programming, exposure to a broader range of products and services, and increased networking opportunities.”**

— Joe Doss, IBWA President and CEO

The IBWA Annual Business Conference is the only national bottled water-centric event held in the United States. According to the Beverage Marketing Corporation, bottled water sales increased by 8.8% in 2017, now totaling \$18.5 billion (wholesale) and **is the No. 1 packaged beverage (by volume) for a second consecutive year.** With sales increasing again, and new regulations under the Food Safety Modernization Act (FSMA) being implemented by the U.S. Food and Drug Administration (FDA), attendance at the IBWA conference will provide the networking and educational opportunities you need to leverage and ensure a return-on-investment for you and your company.

**For Conference and Trade Show Information:** Contact Michele Campbell, Director of Conventions, Trade Shows, and Meetings at 703-647-4606 or via email [conventioninfo@bottledwater.org](mailto:conventioninfo@bottledwater.org).

**For Membership Information:** Contact Cheryl Bass, Manager of Member Services at 703-647-4615 or via email [cbass@bottledwater.org](mailto:cbass@bottledwater.org).

## TRADE SHOW INFORMATION

### **IBWA/NAMA Show Hours – Tuesday, November 13, 2018**

7:00 am – 5:00 pm Conference Registration  
12:15 pm – 5:15 pm Trade Show and Luncheon (Exhibitor lunch at 11:15 am)

Exhibitor Move-In: Monday, November 12 - 3:00 pm to 5:00 pm  
Tuesday, November 13 - 7:00 am to 10:00 am  
Exhibitor Move-out: Tuesday, November 13 - 5:15 pm to 8:00 pm  
Wednesday, November 14 - 8:00 am to 12:00 pm

**IBWA/NAMA Exhibits** - IBWA exhibit space is available to companies who provide products and services to the bottled water industry. The exhibit fee includes:

- Five hours of exhibit time with no competing conference events
- One complimentary badge for booth personnel; \$310 for each additional badge
- Listing in the 2018 Conference and Trade Show Program Guide (company description and sales contact)
- Post-conference attendee contact list
- Tabletop Exhibit Space: Carpeted 10 ft. wide x 8 ft. deep with (1) skirted table measuring 8 ft. x 30 inches; (1) chair and a wastebasket
  - \$1850 IBWA Member
  - \$2350 Non-member

### **Deadlines/Booth Assignments:**

- **Friday, August 10** – Last date to submit application for inclusion in first round of the lottery drawing for booth assignments.
- **Monday, August 13** – Booth selection will begin via a lottery with IBWA members who have submitted completed Exhibitor Applications and provided full payment (2018 membership dues also need to have been paid in full). Five to eight companies will be notified each day and given 24 hours to respond with a selection. The floor plan will be updated and then sent to the next group of exhibitors. Non-members will be notified shortly thereafter.
- **Friday, August 17** – Exhibitors who have submitted applications and paid-in-full by this date, will be listed in the September/October issue of *Bottled Water Reporter*.
- **Monday, October 1** – Last date to cancel your exhibit booth. Cancellations must be received in writing and are subject to a \$50.00 administrative fee. After that date, no refunds will be issued. Substitutions for exhibit staff can be made, but they must be in writing.
- **Wednesday, October 10** – Last date to make corrections to listings for IBWA Onsite Program Guide
- **Friday, October 12** – Last date to order show floor services from GES at discounted rates (Wi-Fi, electric, AV, additional furniture, etc.)

**Badges:** Each exhibiting company will receive 1 complimentary full conference badge for booth staff. Each additional full conference/exhibitor badge is \$310. A registration form is attached that can

be completed for badges. Badges cannot be swapped between employees or given to customers. Violations will result in confiscation.

**Booth Space:** Carpeted 10 ft. wide x 8 ft. deep with (1) skirted table measuring 8 ft. x 30 inches; (1) chair and a wastebasket.

**Display Rules:** Materials must be displayed within the 10 x 8 foot space that is provided. Table and/or floor pop-ups and displays can be used. If the draped table is not required, you will be able to move it to the center aisle and GES will pick it up prior to the show.

**Staffing:** Each display must be staffed during open exhibit hours.

**Exhibit Kit:** Exhibit kits will be sent by GES, the selected general services company in early September to each paid-in-full exhibitor. It will include information about shipping; audio-visual equipment rental; electric, and Internet. The exhibit hall is carpeted so there is no expense to exhibitors for carpeting.

**Exhibitor List:** A description of the company and the products and services it provides will be listed on the IBWA conference web site and in the Onsite Program Guide that each registrant will pick up at the registration desk. It will also list the sales contact information the company provides.

**Attendee List:** After the conference the exhibitors will be provided with a list of everyone who attended the 2018 IBWA Annual Business Conference.

### Sample List of Product Categories

Audits	Labels
Blow Molding Custom	Laboratory Supplies and Services
Bottle Washers	Leak Detection Equipment
Bottled Water Accessories	Ozonation Equipment
Bottles – Biodegradable	Packaging Services and Equipment
Bottles – Inspection	Pallets - Plastic
Bottles – Plastic	POU Technology
Bottles – Preforms	Pumps
Bottling Equipment	Quality Assurance Specialists
Buying Cooperative	Racks
Capping Equipment	Racks – Display
Caps/Closures	Racks – Transportation
Cases/Crates/Corrugated Boxes	Recycling – Resins
Certification	Regulatory Assistance
Cleaners – Coolers	Reverse Osmosis
Coffee Service - Office/Related Supplies and Equipment	Robotic Applications
Conveyor Equipment	Sanitation Products/Equipment
Coolers - Bottled Water	Stackers
Coolers - Point-of-Use Type	Testing
Coolers - Replacement Parts/Repairs	Trucking Division
Cups/Dispensers	Ultraviolet Equipment
Filling Equipment	Water Analysis
Filtration Equipment and Supplies	Water Purification Equipment
Handles	Water Testing Equipment
	Water Treatment Equipment/Products

## HOTEL INFORMATION

The Hyatt Regency New Orleans will serve as the headquarters location for all meetings and events related to the 2018 IBWA Annual Business Conference and the NAMA CoffeeTea&Water Show.

- Room Rates: \$249 single or double + taxes (\$291.22 total per night)
- The conference rate is being offered on a “space available basis” 3 days prior to, and post, the meeting dates.
- The reservation cut-off date is **Monday, October 22, 2018**.
- **Available rooms at the group rate are limited, and may sell out prior to the cut-off date, so make your reservations today!**
- If you make reservations and then decide not to use them, please release them immediately to make them available for other attendees.
- If you need to cancel your reservation after the October 22 deadline, please contact Michele Campbell at IBWA (703-647-4606 or [mcampbell@bottledwater.org](mailto:mcampbell@bottledwater.org)) as late registrants may be on a waiting list.
- The room block and rates are intended for conference registrants only. Registration lists and hotel reservation lists will be monitored carefully. Individuals who have made hotel reservations, but are not registered, will be notified and given a grace period to register. After that they risk having their hotel reservation moved to the public rates or having the reservation cancelled.

### **HOTEL RESERVATIONS**

To make reservations at the Hyatt Regency New Orleans and receive the IBWA Conference group rate:

- **Do not** make reservations on the Hyatt website.
- **Do** reserve online by pasting this address into your web browser: <http://bit.ly/Hotel2018IBWA>
- **Do** call the corporate Hyatt reservation line at **888-591-1234** and indicate you want to make a reservation at the Hyatt Regency within the International Bottled Water Association room block.

**Thank you for booking your reservation within the IBWA group room block** as it enables the Association to receive the benefit of complimentary meeting space and helps prevent IBWA from being assessed penalties for not meeting our contracted room block guarantee. **IBWA doesn't get credit for** rooms book through corporate programs or rooms booked with loyalty points.

**BE AWARE** that outside companies, not affiliated with IBWA, may call or email you with a discounted room rate, or say they are calling on our behalf. **THIS IS A SCAM.** Please be aware that you will most likely be required to pay for your room in advance and the reservation may, or may not, be legitimately made with the Hyatt. Some of these companies are just gathering credit card information. Rooms booked with outside companies are not considered part of the IBWA block and therefore do not contribute to the contract minimums we are required to meet. Use only the web link and reservation number provided in this letter.

### **HOTEL SERVICES AND AMENITIES**

Location: Hyatt Regency New Orleans  
601 Loyola Avenue, New Orleans, LA 70113 (at Poydras Street)

Arrival Policy: Check in: 3:00 pm, Check out: 12:00 pm

Health and Fitness: Facilities include an outdoor pool (heated when needed) and a 24-hour StayFit™ center

Parking: Valet is \$40 per day plus taxes; Self-parking is \$25 max. (no in/out privileges)

Local Transit: The Regional Transit Authority (RTA) ([www.norta.com](http://www.norta.com)) provides an extensive network of buses and streetcars that wind through every neighborhood of the Crescent City. The Single fares are \$1.25, but the Jazzy Pass is just \$3.00 per day for unlimited trips. Go to

[www.norta.com](http://www.norta.com) for complete information. The **Loyola Streetcar Line** stops in front of the **Hyatt Regency**.

## TRAVEL INFORMATION

### **AIR TRAVEL/GROUND TRANSPORTATION**

The major airlines provide accessible and economical flights to the Louis Armstrong New Orleans International Airport. Travel time from the airport to the Hyatt Regency New Orleans is about 20-25 minutes.

Additional information about shuttle services, taxis (\$36 one-way flat rate/2 people, \$16 additional person), limos, and car rental agencies located at the Louis Armstrong New Orleans International Airport can be researched at [www.flymsy.com](http://www.flymsy.com).

### **WEATHER**

Temperatures in November in New Orleans are quite pleasant with an average high of 75 degrees Fahrenheit and a low of 55. Average rainfall for November is 4 inches so you may want to pack an umbrella – just in case.

### **ATTIRE**

Be comfortable in business casual attire, and good walking shoes. The air conditioning is running year-round and may at times be cool in public areas of the hotel and in the meeting rooms. We suggest you bring a sweater, jacket, or wrap as a “just in case” for the times you find yourself in those locations.

## SCHEDULE-AT-A-GLANCE

\* *IBWA membership required for attendance at these meetings.*

† *Schedule current as of August 22, 2018. Descriptions and updates will be posted at [www.bottledwater.org/convention](http://www.bottledwater.org/convention).*

**IBWA Certification for Certified Plant Operators:** 17.25 CEUs available = 9 Technical/Regulatory  ; 8.25 Business 

### **Monday, November 12**

10:00 am - 7:00 pm *****	IBWA Registration	
10:30 am – 11:30 am	IBWA Education Committee Meeting*	
11:30 am – 1:00 pm	IBWA Committee Chairs Lunch (closed)	
1:15 pm – 2:15 pm	IBWA Supplier and Convention Committee Meeting*	
1:15 pm – 2:30 pm	Preparing for the New IBWA Tier 1 Audit Program (1.25 CEUs)	
2:30 pm – 3:30 pm	IBWA Technical and Regulatory Update (1 CEU)	
2:30 pm – 4:00 pm	IBWA Membership Committee Meeting*	
2:45 pm – 4:00 pm	IBWA Environmental Sustainability Committee*	
3:30 pm – 4:30 pm	Microparticulate Removal Processes for Water Production (1 CEU)	
5:30 pm – 7:00 pm	IBWA / NAMA Welcome Reception	
7:30 pm – 10:00 pm	DWRF Casino Night at Pat O’Brien’s on the River (Ticketed Event)	

### **Tuesday, November 13**

7:00 am – 5:00 pm	IBWA Registration
7:00 am – 9:00 am	Continental Breakfast
*****	

7:00 am – 9:00 am	IBWA Executive Committee (closed)	
8:00 am – 9:15 am	<a href="#">Productivity Through Engagement</a> (1.25 CEUs)	
8:45 am – 10:45 am	IBWA Technical Committee Meeting*	
9:30 am – 10:45 am	<a href="#">Building a Strategic People Plan</a> (1.25 CEUs)	
9:30 am – 10:45 am	<a href="#">Content Marketing: How to Be Michael Phelps While Others Tread Water</a> (1.25 CEUs)	
11:00 am – 12:00 pm	<a href="#">2019 and Beyond: What to Expect from Congress and the Trump Administration</a>	
	<a href="#">After the November Elections</a> (1 CEU)	
11:00 am – 12:15 pm	<a href="#">Educational and Generational Shifts in Hiring Production Staff</a> (1.25 CEUs)	
11:00 am – 12:15 pm	IBWA Communications Committee Meeting*	
12:15 pm – 5:15 pm	IBWA / NAMA Trade Show and Lunch	
2:00 pm – 3:15 pm	DWRF Trustees Meeting	

### Wednesday, November 14

7:00 am – 5:00 pm	IBWA Registration	
*****		
8:00 am – 10:30 am	IBWA General Session and Annual Business Meeting with Awards Ceremony and Keynote Presentation by Byron Scott and Charlie Norris	
10:45 am – 12:00 pm	<a href="#">Bottled Water Sales Figures and Trends</a> (1.25 CEUs)	
1:15 pm – 2:30 pm	<a href="#">IBWA 2018 Water Use Study Results</a> (1.25 CEUs)	
1:15 pm – 2:30 pm	<a href="#">Advancements in Returnable Bottle Sanitization</a> (1.25 CEUs)	
1:30 pm – 2:45 pm	IBWA Government Relations Committee Meeting*	
2:45 pm – 3:45 pm	<a href="#">Implementing a Water Stewardship Program: Beyond Water Conservation</a>	
	(1 CEU)	
2:50 pm – 4:00 pm	IBWA State Affairs Task Force / IBWA State and Regional Associations Committee*	
4:00 pm – 5:15 pm	<a href="#">CPO Study Session</a> (1.25 CEUs)	

### Thursday, November 15

8:00 am – 10:00 am	IBWA Board of Directors Meeting*	
8:00 am – 11:00 am	IBWA CPO Exam (Ticketed Event)	
8:00 am – 12:00 pm	<a href="#">Bottled Water Plant Tour (Ticketed Event)</a> (1 CEU)	

## SPECIAL EVENTS

**IBWA/NAMA Welcome Reception** (Included in registration fee; Guest of Attendee Ticket \$40 each)

**Monday, November 12, 2018 5:30 pm – 7:00 pm**

IBWA and NAMA registrants will come together for a welcome reception to kick off the week and this collaborative co-location. This relaxing event will allow attendees to network with peers, catch up with old friends, and enjoy an evening of hors d'oeuvres and an open cash bar.

**Drinking Water Research Foundation (DWRF) Casino Night Fundraiser**

**Monday, November 12, 2018 7:30 pm – 10:00 pm** (Ticketed Event - \$165)

(Transportation shuttles begin departures from the Hyatt Regency at 7:10 pm)

Plan to join in the fun that will occur at the 2018 Drinking Water Research Foundation (DWRF) Casino Night Fundraiser at Pat O'Brien's on the River! This venue has stellar views of the Mississippi River and access to outdoor balconies. Inside, you'll be able to take a seat at one of the casino tables set up specifically for attendees. It's a great opportunity to learn the ins-and-outs of the various games or show off your gambling skills. Everyone is welcome to attend this fun night of great food and even better company!

A raffle will be held at the end of the night. The amount of raffle tickets you receive will be based on how many chips you win. Three raffle tickets will be chosen, and the winners will be awarded terrific prizes.

Ticket price includes roundtrip shuttle to and from the Hyatt Regency, a buffet featuring regional and New Orleans' specialties, open hosted bar, and \$1,000 in gambling chips. Ticketed event: \$165 per person; \$80 is tax deductible. On the application form, please note under "DWRF Fundraising Event" how many tickets you want to reserve. **(Please register no later than Monday, November 5, 2018, so food guarantees can be made to the restaurant and the correct number of buses can be ordered.)**

Your participation in DWRF's Casino Night helps fund the vital research that impacts the bottled water industry now and in the future. Limited sponsorship opportunities are also available. For more information, contact IBWA Program Coordinator of Education, Science, and Technical Relations Linda Alfakir: 703-647-4612 or via email at [lalfakir@bottledwater.org](mailto:lalfakir@bottledwater.org).

**IBWA/NAMA Trade Show and Lunch**

**Tuesday, November 13, 2018 12:15 pm – 5:15 pm**

Do you have questions for a current vendor? Have you been searching for that one offering that will take your company to the next level? The IBWA/NAMA Trade Show offers attendees the opportunity to be introduced to the latest and greatest products and services offered by vendors who know the bottled water industry as well as the market segments for the coffee, tea, and vending industries. With time dedicated solely to conversation, decision making, and networking, it's no wonder this event has established itself as one of the most popular and well-attended conference events.

**IBWA General Session and Annual Business Meeting, Awards Ceremony, and Keynote Presentation**

**Wednesday, November 14, 2018 8:00 am – 10:30 am**

The "President's Report", delivered by **Joe Doss, IBWA President and CEO** will highlight the year's achievements, the present state of the Association, and what's in store for the future.

Members will also vote on the slate of nominees for IBWA's board of directors, and **IBWA Chairman Lynn Wachtmann, Maumee Valley Bottlers, Inc.** will discuss what he has learned during his tenure and the direction of the association in 2019 as he has agreed to remain the IBWA Chairman for a second term.

IBWA will hold our Awards Program to celebrate the commitment of individuals and companies to the bottled water industry. Plan to join us as we pause to recognize the contributions and achievements of bottled water professionals.

The IBWA keynote speakers will be NBA legend **Byron Scott** (player with LA Lakers and coach to NJ Nets) and Charlie Norris who is a bottled water industry expert, and former CEO and president of McKesson Water and Deer Park Spring Water. They will be available after their presentation to sign copies of their book *Slam-Dunk Success: Leading from Every Position on Life's Court*.

**Tour of rtd Beverages Plant, Covington, Louisiana**

**Thursday, November 15 8:00 am – 12:00 pm** (Ticketed event: \$35 per person)

rtd Beverages, an IBWA member and recipient of the IBWA Excellence in Manufacturing certificate for the past five consecutive years, will host conference attendees for a tour of its bottling facility in Covington, Louisiana (approximately 1 hour from the Hyatt). Enjoy this opportunity to tour a best-in-class manufacturing facility where rtd bottles a number of waters and other beverages, including evamore alkaline water. Bus transportation will be provided.

**NAMA SESSION SCHEDULE: 2018 CoffeeTea&Water Show (CTW)**

(These sessions are included in the IBWA registration fee.)

**Monday, November 12, 2018**

- |                   |  |
|-------------------|--|
| 1:00 pm – 2:00 pm | <b>Bean2Cup Strategies – Where Profitability and Sustainability Meet</b><br><i>Presenter: Klarc Snowden, De Jong DUKE</i>  |
| 1:00 pm – 2:00 pm | <b>Technology Trends in OCS</b><br><i>Presenters: Hannah Davies, Greenhith Software Solutions; Bill Lockett, VendSys; and David Marler, Light Speed Automation</i>   |
| 1:00 pm – 3:00 pm | <b>The Essence of Coffee Part I – Coffee Concepts</b><br><i>Presenters: TBD</i>  |
| 2:15 pm – 3:15 pm | <b>What's in the Cup: Trends in Flavors and Enhancements</b><br><i>Presenter: Mark L. DiDomenico, Datassential</i>   |
| 4:00 pm – 5:30 pm | <b>Opening General Session</b> <ul style="list-style-type: none"><li>• Business Meeting</li><li>• Keynote: Howard Behar, Former President of Starbucks Coffee North America, Founding President of Starbucks International, Author, <i>It's Not About the Coffee</i></li></ul> |

**Tuesday, November 13, 2018**

- |                    |  |
|--------------------|--|
| 8:30 am – 9:30 am  | <b>Leveraging Technology to Enhance Your Business</b><br><i>Presenter: Jen Tonio, 365 Retail Markets</i>             |
| 8:30 am – 9:30 am  | <b>Green Coffee Market Update</b><br><i>Presenter: Everett Brown, Westfeldt Brothers, Inc.</i>                       |
| 9:00 am – 11:00 am | <b>The Essence of Coffee Part 2 – It's in the Cup</b><br><i>Presenters: TBD</i>                                      |
| 9:45 am – 10:45 am | <b>Water: The Foundation for the Perfect Cup</b><br><i>Presenters: David Emmens and Cortney Scharenbert, Pentair</i> |

9:45 am – 10:45 am

**Flexible Packaging Innovations for Coffee, Tea and Water**

*Presenter: Ryan Balock, Scholle IPN*

11:00 am – 12:00 pm

**The Alkaline Water Craze: Super Food or Super Fad**

*Moderator: Cathy Feely, C.B.I. & Associates; Presenters: Janette Carter, Fixturelite; Mike Pearce, Ace Vending*

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**Wednesday, November 14, 2018**

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11:15 am – 12:15 pm

**A Holistic View of the Consumer**

*Presenter: Jim Watson, Rabobank*

\*Tentative Schedule (current as of 08/06/18) – subject to change. As speakers and descriptions become available this page will be updated at [www.bottledwater.org/convention/NAMA](http://www.bottledwater.org/convention/NAMA).



# 2018 ANNUAL BUSINESS CONFERENCE

NOVEMBER 12-15 | HYATT REGENCY | NEW ORLEANS, LA  
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## EXHIBIT APPLICATION AND STAFF REGISTRATION FORM (pg. 1 of 2)

**MAIL FORM TO:** IBWA Conference, 1700 Diagonal Road, Suite 650, Alexandria, VA 22314 **FAX FORM TO:** 703-683-4074

**SCAN/EMAIL TO:** [mcampbell@bottledwater.org](mailto:mcampbell@bottledwater.org)

**QUESTIONS? CALL:** 703-683-5213 (Michele Campbell or Patrice Ward)

**INFORMATION AND CURRENT SCHEDULE OF EVENTS:** [www.bottledwater.org/convention](http://www.bottledwater.org/convention)

**PRE-SHOW COORDINATOR:** \_\_\_\_\_ **EM:** \_\_\_\_\_

**Onsite Exhibit Booth Staff** **Business Email (required)** **1ST Time Attendee?**

1ST NAME: \_\_\_\_\_ EM: \_\_\_\_\_  Yes  No

2ND NAME: \_\_\_\_\_ EM: \_\_\_\_\_  Yes  No

3RD NAME: \_\_\_\_\_ EM: \_\_\_\_\_  Yes  No

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ WEBSITE (required): \_\_\_\_\_

**Exhibit Fee/Staff Badge Include: Exhibit Fee = (1) Table 8'Draped/chair/carpet and (1) Comp Exhibit Staff Badge**

**Staff Badge = Monday reception, 1 lunch, 2 continental breakfasts, 24+ education sessions, 2 general sessions**

**IBWA MEMBER SUPPLIER:** \$1,850 per booth

**NON-MEMBER SUPPLIER:** \$2,350 per booth

**RETURN FORM BY TUESDAY, JULY 31, 2018**

for inclusion in 1<sup>st</sup> round lottery for booth selection

**Payment** \* **Registration** \* **DWRF Casino Fundraiser** \* **Guest of Attendee: Mon. Reception** \* **Plant Tour (\$35)**

1st Registration \$ Comp # \_\_\_\_\_ @ \$165 each= \$ \_\_\_\_\_ # \_\_\_\_\_ Guest(s) @ \$40 each= \$ \_\_\_\_\_ \$ \_\_\_\_\_

2nd Registration \$310 \$ \_\_\_\_\_ # \_\_\_\_\_ @ \$165 each= \$ \_\_\_\_\_ # \_\_\_\_\_ Guest(s) @ \$40 each= \$ \_\_\_\_\_ \$ \_\_\_\_\_

3rd Registration \$310 \$ \_\_\_\_\_ # \_\_\_\_\_ @ \$165 each= \$ \_\_\_\_\_ # \_\_\_\_\_ Guest(s) @ \$40 each= \$ \_\_\_\_\_ \$ \_\_\_\_\_

Booth/Table Rental \$ \_\_\_\_\_ (ATTACH A SECOND SHEET FOR ADDITIONAL BOOTH PERSONNEL)

**TOTAL DUE** \$ \_\_\_\_\_ \$ \_\_\_\_\_ \$ \_\_\_\_\_ \$ \_\_\_\_\_

**Payment Method** \$ \_\_\_\_\_  Check (payable to IBWA, mail with application form)  Credit Card (provide # here or call IBWA)

\_\_\_ AMEX \_\_\_ VISA \_\_\_ Master Card \_\_\_ Discover Name on Credit Card: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Account Number: \_\_\_\_\_ Security Code: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

### Confirmations and Cancellation Policy

**Confirmations** will be emailed or faxed to registrants within 48 hours of receipt. If you do not receive one, please call IBWA.

**Booth/Badge Cancellations** must be received in writing no later than **October 1, 2018** and are subject to a \$50.00 administrative fee. After that date, no refunds will be issued. Substitutions for exhibit staff can be made, but must be in writing.

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**Please complete the following information as you wish for it to appear in the Onsite Program Guide:**

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

**Contact:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Description** (Please provide a description that is full sentences with a limit of 50 words maximum.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Listings in the “Exhibitors by Product Category” section** (use category listings on page 3 of this letter that are most appropriate to your product(s); maximum of 5 listings per company):

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_