45th Annual Technical Conference
February 16-18, 2027

IRWA

ILLINOIS RURAL WATER ASSOCIATION

BUILDING RESILIENCE

Exhibitor Information

Sunset Event Space - Effingham, IL

(former Keller Convention Center)

Host Hotel

Holiday Inn
1301 Ave. of Mid-America
Effingham, IL
217-540-7777
$130.00 + tax per night

Host Hotel is SOLD OUT!

Auxiliary Hotel

LaQuinta
1103 Ave of Mid-America
217-540-1111

Auxiliary Hotel

Country Inn & Suites
1200 N. Raney St.
217-540-5555

Auxiliary Hotel

Holiday Inn Express
1604 Fayette Ave.
(exit 159)
217-994-9949

Auxiliary Hotel

Best Western-Delta Inn
1509 Hampton Dr.
217-342-4499

Auxiliary Hotel

Hampton Inn & Suites
1305 N Keller Dr.
217-540-5050

Conference Location

The conference will be held at the Sunset Event Space (formerly known as Thelma Keller Convention Center) located at 1202 N. Keller Dr. The convention center is attached to the host hotel.

Exhibit Set Up/Tear Down

Set Up	February 15th After 3:00 p.m. ***OR***
	February 16th 7:00 a.m.— 9:45 a.m.
Tear Down	February 18th 3:00 p.m. (not before)

Exhibit Hall Hours

"Soft" opening at 8:00 a.m. for attendees as they arrive.
Official exhibit hall hours are:

February 16th	9:45 a.m.—4:00 p.m.
February 17th	8:00 a.m.—3:00 p.m.

All exhibitors will be required to wear registration badges. ***Your packet with badges will be delivered to your booth space.***

Drawings

Cash drawings will be held during breaks in the exhibit hall. The drawings will be announced from the IRWA booth. If you choose to participate in the cash drawings, you will receive a drawing box. ***You may hold other drawings/raffles at your booth. However, IRWA will not promote the drawing or announce the winner.***

Questions? Call Heather at 800-762-3547
or e-mail ilrwahm@ilrwa.org

Sponsorships

We have increased our sponsorship opportunities! Please see the back of the registration form for options to be seen around the conference!

Extra Furniture/Electricity

Extra furniture and electricity are available through the ***Sunset Event Space.*** This form is included in this packet. Please fill it out and return to them.

Behavior Expectations

IRWA is committed to fostering a safe, inclusive, and professional environment for all participants. All individuals attending the conference are expected to conduct themselves with integrity, professionalism, and respect toward others. Harassment, discrimination, intimidation, or any form of disruptive behavior—whether verbal, physical, or visual will not be tolerated.

Liability & Insurance

Every reasonable precaution will be taken to protect the exhibitors' property. However, neither the Association nor its agents will have responsibility or liability for the exhibitors' property, owned, rented, his person or that of his employees or agents, from personal injury, theft, or any other causes. Exhibitors are advised to carry floating insurance to cover exhibit material and public liability for injury to the person and property of others.

Cancellation & Refunds

Cancellation & refunds will be refunded according to the following schedule:

A) Prior to assignment date of 2/2/27, you will receive 75% refund.

B) After assignment date of 2/2/27, you will receive 40% refund.

If you need to cancel, please e-mail Heather to request a refund (ilrwahm@ilrwa.org). IRWA, its employees and its agents will not be liable to hold the conference due to events such as fire, any act of God, strike or any law or regulation of public authority which makes it impossible or impractical to hold the conference. A cancellation of the conference shall cause the return of payments for exhibit space, less a proportionate share of actual expenses incurred in connection with products purchased for the exhibit hall.

Sportsman's Raffle Fees

An event membership of one-cent per person is included in your registration fee(s) allowing participants in NRWA fundraising activities. This is required by Federal Election Commission laws. If you wish to opt-out please go to the registration booth at the conference for your refund of this one-cent fee.

Associate Member Scholarship

The Illinois Rural Water Association Associate Member Scholarship Fund was created in 1997 to promote further education for an eligible family member of any active voting member of IRWA. Each year we present two $1,000 scholarships. Any current Associate Member of the Illinois Rural Water Association can contribute to this fund.

The scholarship winners will be announced during the awards ceremony on Tuesday, February 16, 2027. All Associate members who contribute to the fund will be recognized in a special announcement made during the presentation and their names will be on a display board throughout the conference.

Please consider donating to this fund, even if you cannot exhibit this year. Just fill out your exhibitor registration form noting your contribution and mail a check made payable to:



Illinois Rural Water Association
P.O. Box 49
Taylorville, IL 62568

Sportsman's Raffle

This raffle features prizes donated by exhibitors and other interested parties. The donated prizes will be displayed and will have recognition signs attached to them. Tickets will be sold throughout the conference and the winners will be announced at the conclusion of Casino night.

These items need to have a minimum value of $100. If you would like to participate, check the box on the registration form and give a description of the item. **Then e-mail a picture of the item to Heather ASAP so she can make a sign for your donation**. This is very helpful in getting the prizes out quicker at the conference so we can sell more tickets for your prize!

A portion of the proceeds will go towards rural water lobbying efforts in Washington D.C. This helps to keep our programs funded and in turn supports all of our members. In the past, we have also been able to purchase some additional equipment needed to further assist our members.

For more information on the sportsman's raffle, contact Heather McLeod at 1-800-762-3547 or ilrwahm@ilrwa.org.

«Organization»

«Address1»

«City». «State» «Zip»

ATTN: «First Name» «Last Name»

Follow us!



45th Annual Technical Conference
Exhibitor Registration Form

Company Name: _____

Mailing Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone Number: _____ **E-mail:** _____

All Booth Personnel: _____

_____

Register Now! Booth spaces will sell out quickly!

Booth Package	**Member/Non-Member**

(Circle your choice)

1 booth maximum unless grandfathered in

Gold **$1800/$2275**
(booth with 6 personnel, sponsorship of Wed. lunch, Thurs. Breakfast, Hospitality Night & small logo on event T-shirt)

Silver **$1500/1975**
(booth with 4 personnel, sponsorship of Thursday Breakfast, Hospitality Night & small logo event T-shirt)

Bronze **$1300/1775**
(booth with 3 personnel, sponsorship of Thursday Breakfast, & small logo on event T-shirt)

Basic **$1000/1300**
(booth & 2 personnel only)

Additional Booth Personnel
(if more than package allows) $200 x ___

Meal Tickets *(Must be purchased by 11:00 a.m. 2/16/27)*

Tuesday Lunch	$18.00 (ea.)	$_____
Wednesday Lunch	$18.00 (ea.)	$_____
Thursday Breakfast	$15.00 (ea.)	$_____

Donations *($50 minimum for Cash & Scholarship)*

Cash Donation for Drawings	$_____
Scholarship Donation:	$_____

Sportsman Raffle Prize must be $100 minimum value

Yes No

(*E-mail a picture of your item to ilrwahm@ilrwa.org if yes)*

A la Carte Sponsorships (circle your choice(s)

Bar Host	$800
Hospitality Night Casino Night	
Floor Cling	$700
T-shirt (larger logo in the middle of shirt)	$600
Tote bag (2 available)	$550
Tuesday Lunch	$500
Popcorn (3 available)	$400
Registration	$400
Lanyards (2 available)	$400
Memo Notebook (2 available)	$400
Classrooms (2 for each room available)	
Water room (Lincoln/Kennedy/Regan	$400
Wastewater (Roosevelt)	$300
Breakout (Washington)	$200
Beverages (soda/coffee/tea) (6 available)	$350

TOTAL ENCLOSED **$_____**

Booth Placement

If you are a returning exhibitor—would you like the same booth? ***Yes*** ***No***
Companies you would like to be next to:_____
Companies would not like to be next to: _____
Other comments/requests:_____

Payment Information

Checks are payable to: Illinois Rural Water Association, P.O. Box 49, Taylorville, IL 62568
For credit card payments: www.ilrwa.org (home page under upcoming events)

Electricity and extra booth furniture are handled by the convention center—fill out the form & send with payment to them.

IRWA Annual Technical Conference Booth and Sponsor Details

Space is limited to 114 booths. 1 booth maximum unless grandfathered in (consistently purchased multiple booths in the past). Grandfathered companies are limited to 2 booths.

All Booths Include

1-8 ft. draped table, 2 chairs, booth sign and admission for registered booth personnel to Hospitality and Casino Nights. **Main exhibit hall** also includes 8'X10' draped back wall and side dividers. ***Booth price does not include any meals.***

Booth Packages	Member/Non-Member Price
Gold Package	***$1800.00/$2,275.00***

Booth with 6 personnel, sponsorship of Wednesday lunch, sponsorship of Thursday breakfast, sponsorship of hospitality night & your logo will appear on all conference e-mails, the IRWA website and event t-shirt for all attendees.

Silver Package ***$1,500.00/$1,975.00***

Booth with 4 personnel, sponsorship of Thursday breakfast, sponsorship of hospitality night & your logo will appear on all conference e-mails, the IRWA website and event t-shirt for all attendees.

Bronze Package ***$1,300.00/$1,775.00***

Booth with 3 personnel, sponsorship of Thursday breakfast & your logo will appear on an event t-shirt for attendees.

Basic Package ***$1,000.00/$1,300.00***

Booth with 2 personnel

*****Additional booth personnel for any package - $200.00 per person***

A la Carte Sponsorships

All of these sponsors will have their logo and recognition on the IRWA conference webpage, social media post and in the Water Ways magazine after the conference noting your sponsorship.

~~**Water Taste Test/Water Rally - $3,000.00**~~ – ***SOLD OUT!***

Company logo displayed on all flyers/registration forms and all taste test branding for IRWA. A clickable link to your website will be displayed on the conference webpage, signage at the taste test. A representative of your company is invited to take part in our taste test. Sponsorship also pays for the winner of our taste test to travel to Washington D.C. to compete in the NRWA Great American Water Taste Test.

Bar Host - $800.00 ***4 total available***

2 available for Hospitality Night and 2 for Casino Night. Your logo will be featured on a sign next to the bar.

Floor Cling - $700.00

Your logo will be on two 42' floor clings placed at both entry doors to the conference center.

T-shirt - $600.00

A large logo on the middle of the back of the shirt with the bronze, silver and gold package sponsors surrounding it.

Tote Bag - $550.00 ***2 available***

Your logo proudly displayed on the tote bags given to each attendee with their registration materials in it.

Lunch - $500.00 ***3 available***

Tuesday of the conference. This is a hot lunch buffet. Sponsorship signs with your logo will be placed near the buffet lines.

Classroom - $200.00 - $400.00 ***2 for each room available***

Your logo will be shown as a sponsor of the classroom on the projection screen when there is not a session going on.

Popcorn - $400.00 ***3 available***

Your logo on a sign next to the popcorn machine as well as on the bags for the popcorn.

Registration - $400.00

Your logo will be displayed on signage at the registration desks showing your sponsorship.

Lanyards - $400.00 ***2 available***

Your logo will be featured on the lanyards for all attendees.

Memo Notebook - $400.00 ***2 available***

The notebook with your logo will be in the bags for each attendee.

Beverages - $350.00 ***6 available***

There are 2 main beverage stations for soda, coffee & tea. Your logo will be featured on a sign near both of these stations.