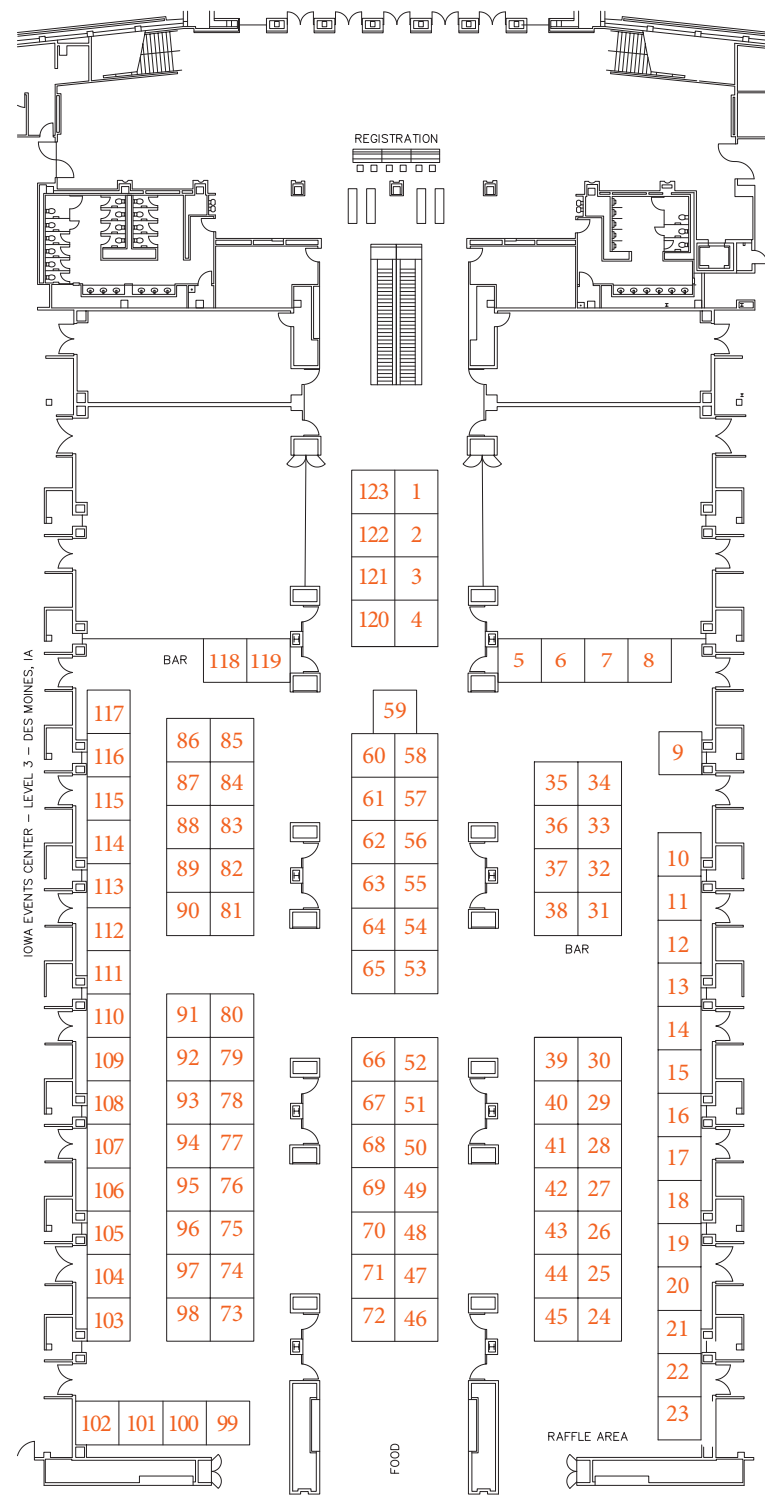


# Community Choice Credit Union Convention Center Meeting Room *Exhibit Hall Floor Plan*



PLEASE CHOOSE THE EXHIBIT BOOTH SPACE  
THAT BEST SUITS YOUR COMPANY'S NEEDS!



4221 S 22nd Avenue E | Newton, IA 50208



fortifying our strong foundation

# 51<sup>st</sup> ANNUAL CONFERENCE

**FEBRUARY 9-11  
2026**

Veterans Memorial Community Choice Credit Union Conference Center | Des Moines, Iowa

# Welcome Letter



Dear Associate Member,

Iowa Rural Water Association's 2026 Annual Conference, **the largest water and wastewater conference held in Iowa**, is scheduled for February 9-11, 2026 at the Iowa Events Center in Des Moines, Iowa. Some highlights of the conference plan include:

- A convenient exhibit hall floor plan and classroom locations.
- Monday Night Welcome Reception offering snacks and beverages, games, prizes and \$500 giveaway.
- A Sportsman Raffle for attendees and vendors.

Contact Cathy Law with any questions at 641-787-0330 or [claw@iowaruralwater.org](mailto:claw@iowaruralwater.org).

## Sponsorship Opportunities

Special recognition will be given to all sponsors in our membership directory, our magazine, on our website and at several different locations during the conference. Send your company logo in .eps format. **See the Sponsorship form for further details.**

## SPORTSMAN RAFFLE

Purchase raffle tickets for a chance to win a great prize donated by the IRWA Associate Membership (You). This raffle is a fundraiser put on by the vendors to raise funds for the IRWA Emergency Response Initiative. You can purchase your tickets in the Exhibit Hall Monday Evening and all-day Tuesday. Winners will be announced at the Tuesday Afternoon Reception. If you have an item valued at a minimum of \$150.00 or more that you wish to donate to the raffle, contact Sportsman's Raffle chairperson Dr. Carl Lee Tolbert with Malloy Electric at [ctolbert@malloyelectric.com](mailto:ctolbert@malloyelectric.com) or call at (605) 951-8369.

## EMBRACE THE THEME

This year's conference theme is "The Next Chapter – Fortifying Our Strong Foundation." We will utilize book stacks and the colors bright green, turquoise and orange in all the décor. IRWA would love it if you would decorate your exhibit booth space to help embrace the theme. We suggest book stacks, legos, building blocks...something to add to the fun.

## Conference Details

### CONTACT INFORMATION:

Cathy Law | Iowa Rural Water Association | [claw@iowaruralwater.org](mailto:claw@iowaruralwater.org)  
4221 S 22nd Ave E | Newton, IA 50208 | 641-787-0330

**DATE OF CONFERENCE:** February 9-11, 2026

**EXHIBITOR REGISTRATION/SET UP:** Mon., Feb. 9th | Set Up 12:00 to 2:15 PM

### SCHEDULE:

- Monday, February 9th - "Soft Open" Exhibit Hall – 2:15 to 3:00 PM  
Welcome Reception in Exhibit Hall - 4:00 to 6:30 PM
- Tuesday, February 10th - Exhibits Open - 7:00 AM to 3:30 PM  
Awards Social & Sportsman Raffle Drawing - 3:30 to 5:30 PM - Tear Down After 5:30 PM
- Wednesday, February 11th - Breakfast – 7:30 to 8:30 AM  
Vendor Meeting – 9:00 to 10:00 AM  
Vendor "Thank You" Luncheon – 11:15 AM to 12:00 PM

\*\*\*For a Complete Conference Schedule, visit [www.iowaruralwater.org](http://www.iowaruralwater.org)\*\*\*

## Important Exhibitor Information

**GENERAL:** The Iowa Rural Water Association acts for exhibitors and their representative in the capacity of agent, not as principal. The Iowa Rural Water Association assumes no liability for any act of omission or commission in connection with this agency. Exhibitor and his representatives hereby release the Iowa Rural Water Association from any and all liabilities to them for loss or damage ensuing from any cause by or resulting from the negligence of the Iowa Rural Water Association, servants and employees.

The exhibitor and his representatives agree to hold the IRWA harmless from any and all claims for loss or damage asserted against the IRWA by any person as a result of or in any way connected with the wrongful acts or negligence of the exhibitor. In the event of conflicts regarding space requests or conditions beyond its control, the IRWA reserves the right to revise the floor plan. Exhibitors agree to abide by the conditions of the contract published in this prospectus and by all conditions under which space at the Iowa Events Center is leased to the IRWA.

Exhibitors assume the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Center premises and will indemnify, defend, and hold harmless the Center, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims. Exhibitors accept responsibility for informing all of their agents of these conditions and agree that they will abide by them.

**ASSIGNMENT/COST/PAYMENT OF SPACE:** Booth assignments are made in order of receipt of registration and full payment. Booth cost includes two booth representatives, one 8' draped and skirted table, two chairs, a wastebasket, the Monday night Welcome Reception, the Tuesday Lunch, the Tuesday Afternoon Reception, Wednesday Lunch and Free WiFi. **Tickets must be purchased for additional booth representatives.**

**BOOTH CONTRACTOR:** Iowa Events Center. Each 10 x 10 booth space will be set with 8' high black back drape and 3' high black side drape. Each booth will also receive 1-8' x 30' table skirted in black, 2 folding chairs, and an 8" x 10" one-line identification sign.

**CANCELLATION:** If an exhibitor cancels **prior to January 18, 2026**, IRWA will retain an administrative fee of **\$100.00**. If an exhibitor cancels **after January 18, 2026**, they will forfeit the entire amount. All cancellations must be received in writing.

**ELECTRICAL/SHIPPING SERVICE:** All exhibitors will receive a link to Iowa Events Center Online with their registration confirmation. It will include information on how to order electricity. In addition, our decorating company IEC will provide information about ordering additional booth equipment. Also included will be a Show Site Shipping Address, should you choose to send your booth before the conference.

**TEAR DOWN:** No early tear down of exhibits is permitted. Exhibitors who tear down early will not be invited back to next year's conference. Tear Down is on Tuesday, from 5:30 PM til 7:00 PM. All exhibitors must have their exhibit equipment and displays removed from the exhibit hall and other IRWA Conference Exhibit areas no later than 7:00 pm.

**FLOOR PLAN:** Please see the back of application.

**HOTEL RESERVATIONS:** Rooms have been reserved at the Hilton Des Moines Downtown in Des Moines, Iowa. Your reservations can be made by calling (515) 241-1456.

**Simply mention that you are with the IRWA Annual Conference to receive the special conference rate of \$151.00.** Deadline for Hilton Des Moines reservations is Tuesday, January 18, 2026. Additional rooms have been reserved at the Embassy Suites by Hilton in Des Moines. Call 1-800-EMBASSY and mention IRWA Annual Conference to receive a rate of \$139.00.

**PARKING:** Self-parking is available for overnight guests of the Hilton Des Moines Downtown hotel at a rate of \$25.00/day. Hilton guests can also park at the 5th and Keo Parking garage connected via skywalk at a rate of \$10.00 per night. Parking is also available at the Iowa Events Center each day for an entrance fee of \$12.00.

**PROGRAM LISTING:** Exhibitors who return their contract by December 1st will be listed in the final conference program.

## Thank You!

*In advance for Partnering with IRWA to make this the best conference to date!  
Your registration is greatly appreciated!*

## Exhibit Application | February 9-11, 2026

**PLEASE FILL OUT THIS FORM AND RETURN IT ALONG WITH PAYMENT TO OUR OFFICE:**

Iowa Rural Water Association | 4221 S 22nd Ave E | Newton, IA 50208 | 641-787-0330

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

Contact Person: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**BOOTH COST:** (Includes the two people for Welcome Reception, Tuesday Lunch and Tuesday Afternoon Reception.)

☐ IRWA Members - \$695 ☐ Non-Members - \$895

**BOOTH SPACE:** Booth assignment is made on a first-come, first-serve basis. List three booth preferences. (see back of this panel for floor plan)

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

Are there companies you prefer not to be placed by? If so, please list them. Every effort will be made to honor your request. \_\_\_\_\_

Please print the names of the two people who will be staffing your booth.

\_\_\_\_\_

\_\_\_\_\_ **Additional Booth Representative (Pass for Exhibit Hall and Meals Only).**  
**Payment must be included. Additional Booth Representatives -- \$60.00**

\_\_\_\_\_ **Additional Booth Representative Plus (Pass for Training Sessions, Exhibit Hall and Meals).**  
**Payment must be included. Additional Booth Representative Plus -- \$190.00**

**SPONSORSHIP OPPORTUNITIES:** Mark your selection. All sponsorships include electricity service at your booth, a "thank you" in the next issue of the Water Street Journal and recognition in our membership directory and website and on signage/Final Program of Annual Conference if provided before 12/01/25.

**In addition:** (Send your advertisement & company logo in .jpg or .eps format to [claw@iowaruralwater.org](mailto:claw@iowaruralwater.org).)

• Bronze will include Business Card sized ad in Annual Conference Program

• Silver will include Full Page ad in Annual Conference Program

• Gold and Gold Plus will include small logo on back of conference t-shirt and on the back of the Annual Conference Program.

• Platinum will include large logo on back of conference t-shirt and on the back of the Annual Conference Program. Platinum will also be highlighted at the Awards and Raffle Reception.

<u>Sponsorship Level</u>	<u>Amount</u>
<input type="checkbox"/> Bronze Level Sponsorship .....	\$500
<input type="checkbox"/> Silver Level Sponsorship .....	\$1000
<input type="checkbox"/> Gold Level Sponsorship .....	\$2500
<input type="checkbox"/> Gold Plus Level Sponsorship.....	\$3500
<input type="checkbox"/> Platinum Level Sponsorship.....	\$4000
<input type="checkbox"/> Women in Water Luncheon.....	\$500

### PAYMENT METHOD:

For security purposes, if paying by credit card please  
**REGISTER ON-LINE AT [WWW.IOWARURALWATER.ORG](http://WWW.IOWARURALWATER.ORG)**

### MAKE CHECKS PAYABLE TO:

Iowa Rural Water Association | 4221 S 22nd Ave E | Newton, IA 50208