

# 2012 WJTA-IMCA Expo

September 10-12, 2012

George R. Brown Convention Center • Houston, Texas

## Exhibitor and Sponsorship Prospectus

High Pressure Waterjet Tools and Systems  
Industrial and Municipal Cleaning and Maintenance Equipment and Services  
Industrial Vacuum Trucks

*Showcase your products and services to hundreds of industry buyers*



# WJTA-IMCA Cordially Invites You to Exhibit at the 2012 WJTA-IMCA Expo

## Who We Are

The WaterJet Technology Association, established in 1983, is international in scope with corporate and individual members throughout the world.

Membership is comprised of waterjet, industrial cleaning equipment, and industrial vacuum equipment users, manufacturers, distributors, researchers, regulators, and consultants.

In 2009, the Industrial & Municipal Cleaning Association was formed as a division of the WJTA.

The Industrial & Municipal Cleaning Association (IMCA) is a special interest group within the association for WJTA members who have an active interest in industrial and municipal cleaning.

The primary goals of WJTA-IMCA include enhancing communication within the industry; facilitating cooperation between government, industry, university and research institutions; fostering foreign and domestic trade in jet cutting and cleaning products and industrial vacuum equipment and services; and studying and advancing the arts and sciences of jet cutting of industrial and geological materials, as well as industrial cleaning.

## The 2012 WJTA-IMCA Expo

The WJTA-IMCA Expo will give you a chance to meet, discuss, and exchange ideas on all aspects of waterjet technology and related industries. Discover ways to be more productive in the workplace and meet with representatives from the top universities, government agencies, and companies in the industry.

The professionals who will attend the Expo come from all types of backgrounds involved in

industrial and municipal cleaning and maintenance services, hydroblasting, abrasive and precision waterjet cutting, chemical cleaning, wet and dry vacuum services, tank cleaning, waste handling, spill response, hydro-excavation, environmental solutions, catalyst recycling, and the cleaning, inspection and repair of storm, sanitary, fresh water and process sewer systems.

These professionals are making purchasing decisions for their companies. **Don't miss a prime opportunity to show these professionals what your company has to offer.**

## Onsite Live Demonstrations

Onsite live demonstrations will be performed on the parking lot of the convention center on Tuesday, September 11, 2012, and Wednesday, September 12, 2012, from 8:00 a.m.-10:00 a.m.

A company must be an exhibitor in order to participate in the live demonstrations. If you are interested in performing a demonstration of your equipment at the 2012 WJTA-IMCA Expo, please contact Ken Carroll by telephone at (314)241-1445, fax: (314)241-1449 or email: [wjta-imca@wjta.org](mailto:wjta-imca@wjta.org).

## Safety Requirements For Live Demonstrations

Companies participating in the live demonstrations are required to follow all safety guidelines set out in the *Recommended Practices for the Use of Manually Operated High Pressure Waterjetting Equipment* and *Recommended Practices for the Use of Industrial Vacuum Equipment*. In order to participate in the live demonstrations, companies will be required to specify the type of demonstration, equipment being used and material involved. Live demonstra-



tions may not result in flying debris in the direction of viewers of the demos. If safety violations occur, a demo may be shut down.

## Preliminary Schedule of Events

### Monday, September 10, 2012

5:30 p.m.-7:30 p.m.

Industry Appreciation Reception – Exhibits Open

### Tuesday, September 11, 2012

8:00-10:00 a.m.

Live Demonstrations

10:00 a.m.-4:00 p.m.

Exhibit Hall Open

10:00 a.m.-5:00 p.m.

Boot Camp Sessions

### Wednesday, September 12, 2012

8:00-10:00 a.m.

Live Demonstrations

10:00 a.m.-1:00 p.m.

Exhibit Hall Open

12:00 Noon-3:00 p.m.

Boot Camp Sessions

As of 2-1-12



# General Rules

## Space Assignment

Space assignment will be based on the order in which your application and deposit is received.

## Booth(s)/Exhibit Space

The cost for 10' x 10' exhibit booth(s)/exhibit space are as follows:

1 or 2 exhibit booths .....	\$1,750.00 each
3 booths .....	\$1,650.00 each
4 booths .....	\$1,550.00 each
More than 4 booths.....	\$1,350.00 each

## Bulk Exhibit Space

400-1,000 net sq. ft.....	\$13.50 per net sq. ft.
1,001-2,000 net sq. ft.....	\$12.50 per net sq. ft.
2,001-3,000 net sq. ft.....	\$11.50 per net sq. ft.
3,001-4,000 net sq. ft.....	\$10.50 per net sq. ft.
More than 4,001 net sq. ft.....	\$9.50 per net sq. ft.

A 25% deposit of the total cost of the exhibit space is required with the initial application. An additional 25% of the total cost is required by March 1, 2012. The balance is due no later than July 1, 2012

## Provisions

The booth(s)/exhibit space rate includes an 8' high draped backwall, 3' high draped sidewalls, a 7" x 44" identification sign showing company name, city, state, and booth number, and one (1) 500 watt electrical outlet.

The bulk exhibit space rate includes a 7" x 44" identification sign showing company name, city, state, and booth number, and one (1) 500 watt electrical outlet.

Additional electrical hookups and other booth supplies and furnishings will be available from Freeman Decorating, the official expo service contractor.

## Exhibitor Registration And Badges

The Expo Registration desk will be open during installation of exhibits starting at 7:00 a.m. on Monday,

September 10, through closing on Wednesday, September 12. A list of your personnel must be received in the WJTA-IMCA office at least four weeks in advance of the show for preregistration.

Exhibitors must have an official WJTA-IMCA badge to enter the exhibit area during regular exhibit hours. This badge, which must be worn on the exhibit floor at all times, will be issued to representatives at the time of registration.

## Exhibit Design

No exhibit will be permitted to interfere with a neighboring exhibit. This includes display material, loud noises, boisterous behavior or taped messages being played too loudly. Display fixtures, including equipment, should not block the sightline from the aisle to the adjoining booth.

## Losses

Security is provided, however WJTA-IMCA is not responsible for loss or damage to exhibitor's property or lost shipments, either coming in, during, or going out of the expo hall.

## Industry Appreciation Reception

An Industry Appreciation Reception will be held during the WJTA-IMCA Expo on Monday evening, September 10.

## Space Cancellation

Any company cancelling after June 15, 2012, is responsible for the full cost of the exhibit space. All cancellations must be in writing to WJTA-IMCA.

## Tradeshow Registration

Exhibit Hall registration is FREE. Complimentary passes, valued at \$30 per person per day are available to all individuals who plan to attend. The complimentary pass includes access to the industry appreciation reception on Monday evening, September 10, and the exhibit hall, live demos, and boot camp sessions on Tuesday, September 11, and Wednesday, September 12.

Participants must have a name badge to participate. Registration is required and pre-registration is recommended. To avoid possible delays at the registration desk, preregister current and potential customers who are interested in attending the WJTA-IMCA Expo online at [www.wjta.org](http://www.wjta.org) or call (314)241-1445.

## Promotional Events

Companies are not permitted to schedule promotional events during the Expo without prior approval from the WJTA-IMCA Board of Directors.

## Shipping

Final shipping instructions and a schedule of charges will be included in the official Exhibitor Kit that will be mailed to you. Exhibit materials may be shipped to arrive at Freeman Decorating's warehouse for storage prior to the show and delivery to the exhibit floor on the first day of show set-up.

## Installation Of Exhibits

Companies may begin installing booths on Sunday, September 9, from 8:00 a.m.-4:00 p.m. and on Monday, September 10, from 8:00 a.m.-3:30 p.m. All booths must be completely installed no later than 3:30 p.m. on Monday, September 10. Exhibits must be staffed at all times during exhibit hours. Opening and closing hours will be strictly adhered to.



# Promotional Opportunities

## WJTA-IMCA Expo Sponsorship

Sponsorship of an Expo activity is an excellent way for your company to receive recognition for supporting the WJTA-IMCA. Your sponsorship entitles you to the following benefits:

- **FREE** advertisement in the *Expo Program* (size dependent upon level of sponsorship)
- Prominent Signage & Banners
- Recognition in the *Expo Program*
- Recognition in the *Jet News*
- Recognition on the WJTA-IMCA website

### The following levels of support are available

- **Platinum Level:** \$10,000 or more in contributions.  
Receive two **FREE** full-page, four color advertisements in the *Expo Program* and one **FREE** full-page, four-color advertisement in the August 2012 *Jet News*.
- **Gold Level:** \$5,000 or more in contributions.  
Receive one **FREE** full-page, four color advertisement in the *Expo Program*.
- **Silver Level:** \$2,500 or more in contributions.  
Receive one **FREE** half-page, four color advertisement in the *Expo Program* or \$279 off a larger advertisement.
- **Bronze Level:** \$500 or more in contributions.  
Receive one **FREE** quarter-page, four color advertisement in the *Expo Program* or \$160 off a larger advertisement.

## Official Expo Program Advertising

Advertising in the official *Expo Program* is another way for your company to receive recognition.

### 1. Space.

Dimensions for a full-page ad: 7.5" w x 10" h

Dimensions for a 1/2 page ad: 7.5" w x 5" h, horizontal or vertical

Dimensions for a 1/4-page ad: 3.5" w x 4.5" h

### 2. Specifications.

Colors: Black ink included in base rate. Additional colors per page or fraction are \$225.00 each. Four color process - additional \$600.00.

**Mechanical Requirements.** All digital files must be a least 300 dpi, i.e., placed photos, logos. A high resolution PDF is preferred. Digital files prepared in Macintosh platform preferred, although some PC-based files can be accepted. Programs include: QuarkXPress, Adobe Photoshop, Adobe Illustrator, PageMaker, InDesign and Freehand.

Four-color images should be in CMYK format. Bleeds available. Trim size is 8.5" x11". Add a quarter inch beyond trim size for all sides that bleed.

Email your high resolution PDF to [wjta-imca@wjta.org](mailto:wjta-imca@wjta.org) or submit your files on disk along with a proof. Include any fonts and links that were used in creating the advertisement.

**3. Advertising Copy.** All advertising copy shall be furnished camera-ready by the Advertiser and is subject to approval of the WJTA-IMCA. All copy should be sent to the WJTA-IMCA, 906 Olive Street, Suite 1200, St. Louis, Missouri 63101-1448, [wjta-imca@wjta.org](mailto:wjta-imca@wjta.org). If advertising copy does not conform to WJTA-IMCA's stated dimensions, WJTA-IMCA reserves the right to alter or revise layout.

All camera-ready copy must be delivered to WJTA-IMCA **no later than Friday, August 3, 2012.**

**4. Liability.** Advertiser or Agency warrants that it is authorized and entitled to advertise the business, application or product represented in the advertising copy furnished and agrees to indemnify WJTA-IMCA against all claims, damages, demands, or liability whatsoever arising out of or in any way caused by or connected with the printing or publication of the advertising copy furnished by Advertiser or Agency.

**5. Cancellations** must be made in writing. No cancellation will be accepted after July 2, 2012. Orders for cover positions are non-cancellable.

**6. Payments** for advertising space are due **no later than August 15, 2012.** Payment can be made by check payable to the WJTA-IMCA Expo (U.S. Dollars ONLY) or by credit card: VISA, MasterCard, American Express, or Discover.

### Text Pages

Full Page .....	\$415.00
1/2 Page .....	\$279.00
1/4 Page .....	\$160.00

### Covers

Inside Front, Full Page .....	\$682.00
Inside Back, Full Page .....	\$577.00
Outside Back, Full Page .....	\$829.00

See the following page for the WJTA-IMCA Expo Advertising/Sponsorship Contract.

# 2012 Expo Advertising/Sponsorship Contract

Company \_\_\_\_\_

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

Address \_\_\_\_\_

City \_\_\_\_\_

State/Province \_\_\_\_\_

Country \_\_\_\_\_ Postal Code \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

**Payment Method:**

- Check, payable to **WJTA-IMCA Expo** (U.S. DOLLARS ONLY).
- Please charge my  MasterCard  VISA  AMEX  Discover

Credit Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_ CVC \_\_\_\_\_  
Card Verification Code

\_\_\_\_\_

Print name as it appears on card

\_\_\_\_\_

Cardholder's signature

**IMPORTANT:** *I understand and agree to the conditions that are stated under Promotional Opportunities.*

Authorized Signature \_\_\_\_\_

Please return completed contract to: WJTA-IMCA, 906 Olive Street, Suite 1200,  
 St. Louis, MO 63101-1448, telephone: (314)241-1445, fax: (314)241-1449,  
 email: wjta-imca@wjta.org

**Sponsorship Opportunities**

- Platinum Level:** \$10,000 or more in contributions.  
 Receive two **FREE** full-page, four color advertisements in the *Expo Program* and one **FREE** full-page, four-color advertisement in the August 2012 *Jet News*..... \$ \_\_\_\_\_
- Gold Level:** \$5,000 or more in contributions.  
 Receive one **FREE** full-page, four color advertisement in the *Expo Program*..... \$ \_\_\_\_\_
- Silver Level:** \$2,500 or more in contributions.  
 Receive one **FREE** half-page, four color advertisement in the *Expo Program* or \$279 off a larger advertisement..... \$ \_\_\_\_\_
- Bronze Level:** \$500 or more in contributions.  
 Receive one **FREE** quarter-page, four color advertisement in the *Expo Program* or \$160 off a larger advertisement..... \$ \_\_\_\_\_

**Expo Program Advertising**

**Space/Insert Rate**

- Full Page - \$415.....\$ \_\_\_\_\_
- 1/2 Page - \$279.....\$ \_\_\_\_\_
- 1/4 Page - \$160.....\$ \_\_\_\_\_
- Inside Front, Full Page - \$682.....\$ \_\_\_\_\_
- Inside Back, Full Page - \$577 .....\$ \_\_\_\_\_
- Outside Back, Full Page - \$829 .....\$ \_\_\_\_\_
- Color:** \$225 per each additional color, \$600 for four-color process per advertisement .....\$ \_\_\_\_\_

**TOTAL ENCLOSED \$** \_\_\_\_\_

**BOOTH(s)/EXHIBIT SPACE**

The cost for 10' x 10' booth(s)/exhibit space are as follows:

- 1 or 2 exhibit booths..... \$1,750.00 each
- 3 booths ..... \$1,650.00 each
- 4 booths ..... \$1,550.00 each
- More than 4 booths ..... \$1,350.00 each

**BULK EXHIBIT SPACE:**

- 400-1,000 net sq. ft.....\$13.50 per net sq. ft.
- 1,001-2,000 net sq. ft.....\$12.50 per net sq. ft.
- 2,001-3,000 net sq. ft.....\$11.50 per net sq. ft.
- 3,001-4,000 net sq. ft.....\$10.50 per net sq. ft.
- More than 4,001 net sq. ft.....\$9.50 per net sq. ft.

A 25% deposit of the total cost of the exhibit space is required with the initial application. An additional 25% of the total cost is required by March 1, 2012. The balance is due no later than July 1, 2012.

**PROVISIONS**

The booth(s)/exhibit space rate includes an 8' high draped backwall, 3' high draped sidewalls, a 7" x 44" identification sign showing company name, city, state, and booth number, and one (1) 500 watt electrical outlet.

The bulk exhibit space rate includes a 7" x 44" identification sign showing company name, city, state, and booth number, and one (1) 500 watt electrical outlet.

**SPACE ASSIGNMENT**

Space assignment will be based on the order in which your application and deposit is received.

**CANCELLATION**

Firms canceling after June 15, 2012, forfeit their deposit.

**FOR OFFICE USE ONLY**

Space No. \_\_\_\_\_  
 Deposit \_\_\_\_\_  
 Balance \_\_\_\_\_  
 Remarks \_\_\_\_\_

Mail application with deposit to: WJTA-IMCA, 906 Olive Street, Suite 1200, Saint Louis, MO 63101-1448, or fax to 314-241-1449.

**WJTA -IMCA Application For Exhibit Space**

**2012 WJTA-IMCA Expo**

September 10-12, 2012 • George R. Brown Convention Center • Houston, Texas

Date \_\_\_\_\_

The WaterJet Technology Association (WJTA) and the Industrial and Municipal Cleaning Association (IMCA) are authorized to reserve exhibit space for our company in the exhibit hall for the 2012 WJTA-IMCA Expo, September 10-12, 2012, at the George R. Brown Convention Center, Houston, Texas.

We agree to accept the exhibit space assigned to us by WJTA-IMCA and to remit with this application, a deposit of 25% of the space requested to WJTA-IMCA, 906 Olive Street, Suite 1200, St. Louis, MO 63101-1448. An additional 25% deposit will be due March 1, 2012. The remaining 50% will be due on July 1, 2012.

Please indicate your space requirements (see floor plan on back of this application):

- Booth(s)/Exhibit Space:** 10x10 \_\_\_\_\_ 10x20 \_\_\_\_\_ 10x30 \_\_\_\_\_ 20x20 \_\_\_\_\_
- Bulk Exhibit Space:** \_\_\_\_\_ ft. x \_\_\_\_\_ ft.

We also agree to abide by all the requirements mentioned herein.

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

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Country \_\_\_\_\_ Postal Code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

- Exhibitor Benefit:** Yes, insert a link from our company name, listed on the WJTA-IMCA website, to our company's website.
- Program Book:** For our booth description, use the same description that appeared in the *2011 WJTA-IMCA Expo Program Book*.

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_

Booth identification sign should read as follows: \_\_\_\_\_

# of Booth(s)/Exhibit Space _____ x \$ _____ .....	= \$ _____
Bulk Exhibit Space _____ net sq. ft. x \$ _____ .....	= \$ _____
Minus 25% deposit (amount enclosed with application) .....	= \$ _____
Additional 25% deposit due March 1, 2012 .....	= \$ _____
Remaining balance due July 1, 2012 .....	= \$ _____

**Payment Method:**  Check payable to WaterJet Technology Association (U.S. DOLLARS ONLY) Credit Card:  MC  VISA  AMEX  Discover

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Card Verification Code \_\_\_\_\_

\_\_\_\_\_  
Name (please print as it appears on charge card) Signature (required to validate order)

**Contact Ken Carroll for further information about exhibiting or participating in a live demonstration.**

Phone: 314-241-1445 • Fax: 314-241-1449 • Email: wjta-imca@wjta.org







**For more information  
regarding exhibit  
space and sponsorship  
opportunities, contact:**

**WJTA-IMCA  
Ken Carroll  
906 Olive Street, Suite 1200  
St. Louis, MO 63101-1448  
Telephone: (314)241-1445  
Fax: (314)241-1449  
Email: [wjta-imca@wjta.org](mailto:wjta-imca@wjta.org)**

## As an Exhibitor at the 2012 WJTA-IMCA Expo... You

- will meet and network with leaders and decision-makers representing a variety of industries and areas of research and development.
- will receive FREE admission to the Industry Appreciation Reception on Monday, September 10.
- may view live demonstrations at no additional cost.
- may listen to WJTA-IMCA Boot Camp presentations at no additional cost.
- receive 24-hour security in the exhibit hall.
- may request an attendee list after the Expo.
- receive a link from WJTA-IMCA's web site to your company's web site.
- receive a company listing in the program book and *Jet News*.
- receive a description of your company's equipment, supplies and services in the program book.

## Hilton Americas - Houston

The Hilton Americas – Houston, 1600 Lamar, Houston, TX 77010, is directly connected to the George R. Brown Convention Center via two indoor sky-bridges. The room rates are \$146 single/\$156 double occupancy. Reserve your room online at [www.wjta.org](http://www.wjta.org), or call toll-free (800)236-2905 or call the Hilton directly at (713)739-8000.

Friday, August 17, 2012, is the deadline for guaranteed room availability. Reservations received after August 17 will be confirmed on a space available basis. Rooms may still be available after August 17, but not necessarily at the rates listed above.

### Alternate Hotel

The Hyatt Regency Houston, 1200 Louisiana Street, Houston, TX 77002, is a 15-minute walk from the George R. Brown Convention Center. The room rates are \$146 single/\$156 double occupancy. Reserve your room online at [www.wjta.org](http://www.wjta.org) or call (888)421-1442. When calling, mention the group code G-WAJJ to receive the group rates.

August 9, 2012, is the deadline for guaranteed room availability. Reservations received after August 9 will be confirmed on a space available basis. Rooms may still be available after August 9, but not necessarily at the rates listed above.