January 14, 2019

Dear Potential Sponsor / Exhibitor,

Planning is well underway for the annual conference of the Alberta Branch of the Canadian Water Resources Association (CWRA). The conference will be held in Red Deer, Alberta, on April 14-16, 2019, at the Black Knight Inn (2929 50 Avenue, Red Deer, AB, T4R 1H1 phone: 403.343.6666).

Each year the Alberta Branch of CWRA hosts a technical conference with between 100 and 200 potential delegates. The delegation consists of water policy experts, academics studying ground-breaking research, water-related science practitioners, and water-related infrastructure engineers.

The title of the conference is **Alberta’s Water Resources in a Changing World.**

We expect interest from public and private sectors, including academics, consultants, government representatives and industry stakeholders. Details can be found at the [Conference Website](http://alberta.cwra.org/conference):

To ensure that this conference is a success we need your support, through sponsorships and/or exhibitor booth purchases. Your contribution will ensure that a greater number of delegates can attend, thereby maximizing the information and ideas exchanged and provide opportunities for you to reach your audiences one-on-one.

**SPONSORSHIP**

For information on sponsorship please see the last page (Sponsorship Recognition Levels).

The following benefits will be offered for all sponsorship levels:

- Identification as a Sponsor in the Program and Proceedings.
- Visual and verbal recognition of your sponsorship during the Conference.
- Identification in the Preliminary Program (if confirmed before cut-off date – March 15, 2019).
- Recognition on the Conference Web page (see the Conference Sponsors and Exhibitors section on the [https://alberta.cwra.org/conference/](http://alberta.cwra.org/conference/)).

- **BONUS:** For Gold sponsorships of $5000 or greater, one booth space and two full registrations is included (complete the Platinum / Gold Sponsor Registration Form).

- **BONUS:** For Platinum sponsorships of $10000 or greater, one booth space, two full registrations, and two sponsored student registrations (with recognition) are included (complete the Platinum / Gold Sponsor Registration Form).
EXHIBITOR / BOOTH HOLDERS

There will be room for approximately 8 to 10 display booths in the main conference area. Each booth space is $750. Each booth purchase includes 1 full registration.

Registration and payment for exhibitors will be completed through our conference registration website [conference website].

PAYMENT DEADLINES

**April 1, 2019:** To ensure your organization is recognized at the Conference.

Sponsorship payments can be made online through the registration link on our conference website or by clicking here: https://cwra.org/en/membee-events/#id=105&cid=1410&wid=701

If you wish to pay by cheque, please contact the Sponsorship Committee at the email address below.

CLOSURE

We appreciate your consideration of this request and look forward to a favorable response. Please do not hesitate to contact us if you have any questions. Also, if there is anyone whom you think may be interested in helping make this conference a success, please feel free to forward this notice to them.

Thank you,

Andrew Chan, M.Sc., P.Eng.
Manas Shome, Ph.D., P.Eng.
Sponsorship Co-Chairs

[ab.sponsorship@cwra.org](mailto:ab.sponsorship@cwra.org)
## Sponsorship Recognition Levels

<table>
<thead>
<tr>
<th>Contribution</th>
<th>Platinum $10,000+</th>
<th>Gold $5,000+</th>
<th>Silver $2,500+</th>
<th>Bronze $1,500+</th>
<th>Partner $1250+</th>
<th>Exhibitor $750</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prominent recognition throughout the conference</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Student sponsorship to attend the conference</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Large Poster on Site</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Logo on Screen in Rooms</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td><strong>Other opportunities suitable for your organization as negotiated with the</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td><strong>conference organizers</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Specific posters on Site</td>
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<td>✓</td>
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<tr>
<td>Break Sponsor</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Lunch Sponsor</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Cocktails Sponsor</td>
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<td>✓</td>
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<tr>
<td>Banquet Sponsor</td>
<td>✓</td>
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<td>✓</td>
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<tr>
<td><strong># of Free conference registrations</strong></td>
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<td>2</td>
<td>1</td>
<td></td>
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</tr>
<tr>
<td><strong>Booth Cost</strong></td>
<td>Included</td>
<td>Included</td>
<td>$300</td>
<td>$500</td>
<td>$750</td>
<td>Included</td>
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<tr>
<td><strong>Banquet tickets</strong></td>
<td>4</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
<td>1</td>
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