

## 2008 American Public Works Association International Public Works Congress & Exposition

August 17–20, 2008 | New Orleans, LA | New Orleans Convention Center



Welcome 2008 International Public Works Congress & Exposition exhibitors. This is the first of five exhibitor newsletters that you will receive between now and the upcoming show. These newsletters are designed to let you know about upcoming deadlines, new and exciting things for this year, marketing and sponsorship opportunities, and operational show issues. APWA, the Louisiana Host Chapter, and NTP are looking forward to the 2008 Best Show in Public Works and everyone is working very hard to guarantee you a successful event.

This year's Exposition hours are as follows:

Sunday, August 17, 2008	12:00pm – 4:00pm
Monday, August 18, 2008	10:00am – 3:00pm
Tuesday, August 19, 2008	10:00am – 2:00pm

To learn more about New Orleans, please visit the official Convention & Visitors Bureau website (<http://www.neworleanscvb.com/>). See you in New Orleans, LA!

### **EXHIBITOR SERVICE KIT**

This year, your exhibitor Service Kit will be an online kit and will be available to you the first week of March. It contains important deadlines, order forms, booth construction guidelines, plus forms for hotel reservations and booth personnel registration. Your company's kit will come to you via email with instructions on how to access the kit anytime, anywhere. The link will be sent to your attention at the following email address:

If the service kit should be sent to someone else's attention instead, please email us at ([jkamalian@ntpshow.com](mailto:jkamalian@ntpshow.com)) NO LATER than **February 22<sup>nd</sup>** or call us at 703-706-8227.

### **GREENING YOUR APWA CONGRESS!**

As primary caretakers for infrastructure, public works departments all over North America are finding new ways to ensure a better tomorrow. Following the lead of its members, APWA is excited to be stepping up its efforts to make the Best Show in Public Works an even "greener" event than previous years. In the last several years we started the mission to become greener by implementing the following:

- Online registration, saving paper



▶ Forward this email

### **APWA 2008**

#### **EXHIBITOR HOUSING**

Housing will open for the 2008 Congress on Monday, March 3<sup>rd</sup>. Reservations can be made by mail, phone, fax or on-line. Please visit the APWA Congress website, [www.apwa.net/congress](http://www.apwa.net/congress) after March 3<sup>rd</sup> for complete information.

It is important that you make every effort to book your housing needs within the APWA housing block as this helps to keep rates competitive for future years. Thank you!

#### **EXHIBITOR MARKETING TIPS**

Make sure you get the most out of your exhibiting dollars. The Best Show in Public Works is a great resource for your marketing needs. Use the following tips to maximize your exhibiting experience and increase your ROI:

1. **Use Show Logos on All Correspondence** – place an APWA logo on your company web site and on all promotional materials with your booth number so attendees can find you at APWA.

- Preview printed on FSC-certified paper containing 30% recycled PCW that is made with 100% renewable energy
- Education sessions focused on green and sustainability issues (even more in 2008!)

In 2008, we will continue with these efforts and MORE!

- Going “almost” paperless! Speaker handouts will NOT be distributed onsite. Handouts sent to us prior to Congress will be available on the Congress website [www.apwa.net/congress](http://www.apwa.net/congress)
- Deploying a green procurement strategy to purchase registration bags, badges, and lanyards. Turn them back in to us onsite, and we’ll recycle them!
- Encouraging Convention Center and official hotels to implement waste reduction, energy and water conservation, and clean air practices
- Educating exhibitors with tips and best practices on how to “exhibit green”
- Establishing APWA’s Green Guidelines online at [www.apwa.net/congress](http://www.apwa.net/congress)

There are many more ways to make this a greener Congress; we’ll be exploring all that are feasible. Before you travel to New Orleans, take a few minutes to figure out your own personal carbon footprint. There are a number of websites that have calculators to assist you with this process. Working together we can all make a difference!

Our Solid Waste Management Committee has taken a leading role in this effort by drafting a resolution of support for the greening of this event. Here’s the letter of support from APWA’s Solid Waste Management Committee:

*Dear APWA Friends and Colleagues,*

*By resolution, APWA’s Solid Waste Management Committee has gone on record in support of APWA’s efforts in making the Best Show in Public Works a “green” event. We consider APWA’s move to eliminate the huge volume of paper waste created by the duplication and onsite distribution of speaker handouts to be an important step in this process.*

*Due to the recovery and staffing issues faced by the New Orleans Convention Center and the waste management industry in the New Orleans area, paper and other recycling options do not yet exist in the vicinity. APWA understands the challenges being faced by New Orleans area solid waste professionals. However, this issue makes the elimination of excess paper onsite an even greater priority.*

*Please join us in supporting this important step in APWA’s ongoing goal to reduce the carbon footprint of Congress.*

*Thank You,*

*Marc Rogoff, Chair, SCS Engineers, Tampa, Florida  
Keith Howard, Lee County, Florida  
Ziad Mazboudi, City of San Juan Capistrano, California  
Charles Jones, City of Reading, Pennsylvania  
Cynthia Mitchell, Midwest Assistance Program, Columbia,*

2. **Advertise** – Promote your presence at APWA by adding a banner with your booth number; purchasing an ad in the show directory; advertising your participation on your own web site; and placing your ad in industry publications.
3. **Become a Sponsor** - position your company as a power-player in the industry and become a sponsor of The Best Show in Public Works. Take advantage of one of our numerous sponsorships, no matter what the budget we will work with you to get the maximum exposure.
4. **Send Invitations** to prospects and customers. Remember, it is imperative to use a qualified mailing list and first-class mail.

### **EXHIBITOR MAILING LISTS**

Help us get your customers to the show! By getting your clients and potential clients on OUR mailing list as well as yours, you’ll help ensure they’re all fully aware of Congress. To guarantee your customers get APWA mailings concerning Congress, please contact David Dancy at [ddancy@apwa.net](mailto:ddancy@apwa.net) or ph: 816-595-5250.

### **BOOTH SPACE**

Missouri  
Richard Person, City of St. Paul, Minnesota

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## APWA AND NEW ORLEANS TEAM TOGETHER

### ST. BERNARD PARISH VOLUNTEER PROJECT

APWA members, exhibitors and guests attending the 2008 Congress have an opportunity to make a direct impact in assisting the residents of the New Orleans area whose lives were forever changed by the destruction of Hurricane Katrina.

We need folks that are willing to roll up their sleeves to help renew the way of life back to this great community.

APWA through its Proud to Care Program will support the rebuild efforts by taking part in a two day outreach program to rebuild homes in the Saint Bernard Parish. No prior experience or skill set is needed. Volunteers will paint or assist with other similar projects enabling residents to move back into their neighborhoods and rebuild their lives in the community.

Opportunities will be available on Friday, August 15 from 8:30 a.m. – 4:30 p.m. and on Saturday, August 16 from 9:30 a.m. – 4:30 p.m. Transportation from Congress hotels to the work site along with lunch, water and work supplies will be provided.

Online registration will be available in early March. Contact Brian Van Norman at [bvannorman@apwa.net](mailto:bvannorman@apwa.net) or 800-848-2792, ext. 5260 with questions.

For more information about the Saint Bernard Project visit <http://www.stbernardproject.org/>.

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### EXHIBITOR INSURANCE

As in past years, APWA requires each exhibitor to carry commercial general liability insurance in an amount not less than \$1 million bodily injury and property damage combined per occurrence/\$2 million aggregate. APWA requires that exhibitors file a certificate of liability insurance (APWA does NOT need to be named as additional insured). All exhibitors MUST file a certificate with Show Management **no later than July 18th**. Mail certificate to:

NTP  
Operations Dept.  
Attn: Kathleen O'Driscoll  
313 S. Patrick Street  
Alexandria, VA 22314

Contact your company's insurance provider to obtain a certificate. In the unlikely event your company does not have liability insurance which covers your presence in trade shows, you can obtain it through many insurance carriers, including John Buttine, Inc. [brochure](#) and [application](#) ph: 800-964-4454 or 212-697-1010) and [K&K Insurance](#) (Trade Show Exhibitor

### PAYMENTS

Per your contract with APWA, the deadline has passed and all exhibitors are liable for payment on 100% of your booth space. If you have not yet paid for 100% of your exhibit space, please do so as soon as possible. Note - exhibitors who have not paid prior to the show's move-in will not be allowed to set up.

### VITAL CONTACTS

#### NTP SHOW MANAGEMENT:

**Jenny Kamalian**  
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#### APWA:

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**Dana Priddy**  
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**David Dancy**  
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**Becky Wickstrom**  
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Media Affairs Manager  
1-202-218-6736

### SUGGESTIONS?

In producing Congress, APWA and NTP consider you, the exhibitor, to be our valued partner. We value your comments, ideas and suggestions --

Insurance - Form 1018B; ph: 866-554-4636). APWA **must** have a copy of your liability insurance certificate prior to setting up your exhibit.

please contact us!  
([dpriddy@apwa.net](mailto:dpriddy@apwa.net))

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### **NEW CONGRESS WEBSITE UP & RUNNING!**

You may have noticed that the new congress website is up and running. The website has been re-designed to help make everything easier to navigate and find for both exhibitors and attendee's. If you have any questions concerning your exhibit experience, please refer to the FOR EXHIBITORS section of this site.

The first thing you will notice is that we have added a link on the left navigation bar of APWA's home page <http://www.apwa.net/>, to make Congress information easier to find. On the front page of the congress site [www.apwa.net/congress](http://www.apwa.net/congress), we will keep you up to date with all of the latest news and information about the event, so it is important that you frequent this site often.

In addition, you can keep track of your upcoming deadlines on the exhibitor home page. On the right side of the page, we will keep you up-to-date on all your important deadlines and responsibilities. All of the marketing opportunities as well as sponsorship information can be found on FOR EXHIBITORS section. In early March you'll be able to access all the Exhibitor Service Kit documents.

Be sure to bookmark [www.apwa.net/congress](http://www.apwa.net/congress) and stay up-to-date on all of the latest happenings at Congress!

### **CONGRESS 2008 PRESS COVERAGE**

Placement in the trade press is an important element of your marketing strategy. Don't miss your chance to meet editors and pitch stories in the press lounge at Congress.

Adjacent to the exhibitor's lounge, the press lounge will provide a convenient location for the press to pick up your press kits and will serve as a quiet, easily accessible location to meet for interviews.

Registration for all trade press is complimentary and interest in the show continues to build. We anticipate yet another positive showing this year.

More information will be available as the show approaches. Contact Becky Wickstrom with questions - [bwickstrom@apwa.net](mailto:bwickstrom@apwa.net).

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**[Unsubscribe or update your email address.](#)**



313 S. Patrick Street | Alexandria, VA 22314