VIRGINIA

SECTION • AWWA

36th Annual Water Distribution Seminar and Utility Rodeo

Hosted by the Distribution Systems Committee



Exhibitor Information

LOGISTICS

Monday, October 5th -
Wednesday, October 7th, 2026

Visit our registration page for updates:

https://vaawwa.org/events/36th-annual-rodeo/

Newport News Marriott
at City Center
740 Town Center Drive
Newport News, VA 23606

EXHIBITOR SCHEDULE

Monday, Oct. 5	
8:00 am	**Exhibitor Setup begins** (exhibitor check in opens- please setup by 11 am)
11:00 am	**Exhibit Hall Opens** (attendee check in opens- technical sessions start at 1 pm)
1:00 -4:30 pm	**Technical Sessions**
5:00 pm	**Meet and Greet** (located in the exhibit area)
Tuesday, Oct. 6	
7:30 am	**Registration Open (Breakfast on Your Own)**
8:00 -10:00 am	**Technical Sessions**
10:00 -10:45 am	**Networking Break & People's Choice Taste Test** (exhibit area)
10:45 -11:45 am	**Technical Sessions**
12:00 pm	**Networking Lunch**
1:00 -completion	**Meter Challenge** (Rotunda) and **Hydrant Hysteria** (exhibit area) *please break down exhibits by 5 pm*
6:00 -7:00 pm	**Cocktail Hour**
7:00 -9:00 pm	**Banquet** (included with exhibitor ticket)
Wednesday, Oct. 7	Wednesday's competitions will take place across the street
7:00 am	**Rodeo Competitions** (Buried Treasure, Rapid Tappin', Splish Spl*ash)*
12:00 pm	**Lunch** (included with exhibitor ticket)
1:00 pm	**Remaining Competitions (as needed) and Trophies**

EXHIBITOR INFORMATION

The VA AWWA Distribution Systems Committee proudly announces the 36th Annual Water Distribution Seminar and Utility Rodeo to be held October 5th – 7th in Newport News, Virginia. This traditional "hands-on" seminar is designed to provide distribution system personnel with practical information on relevant subjects. The ever popular Utility Rodeo provides various utility-related competitive events in which participants compete against fellow utility personnel in a demonstration of skills, speed and safety.

To ensure your exhibits receive the greatest exposure, we offer incentives to attendees to visit each of the exhibits. Approximately 180 members from cities and towns throughout Virginia visit each year. This seminar attracts the level of supervisors that are the most familiar with your products and have authority to purchase them, making this likely the most cost-effective promotional opportunity for your company!

EXHIBIT SPACE

We are pleased to offer 30 booths for this year's seminar. The exhibit tabletops measure 6' long by 2' ½' deep or 12' long by 2 ½' deep with 120V electrical service.

PRICING STRUCTURE

A fee of $450 (6' tables) or $800.00 (12' tables) will be charged for each exhibit space. This cost includes a registration for one person which includes: t-shirt, training sessions, networking breaks, continental breakfast, lunches, cocktail hour (four complimentary drink tickets), banquet dinner, Utility Rodeo and BBQ cookout. Additional exhibitor registrations are $150.00 per person and includes items listed above.

Vendor space is limited. Please contact Ronnie Baker as soon as possible to secure your preferred booth site. Vendors are responsible for their setup needs at the Rodeo site.

In order to make our banquet more exciting, we will be raffling prizes to our attendees. If you would like to provide a small prize, please contact Ronnie Baker. Any prize must not exceed $25.00 in value, and your company will be recognized along with the donation.

SPONSORSHIPS

Platinum - $1,500
Your company logo will be displayed on the back of the attendee t-shirts, at the Meet & Greet, during all breaks, and at the Tuesday Lunch and Banquet.

Gold - $1,000
Your company logo will be displayed at the Meet & Greet, during all breaks and at the Tuesday Lunch.

Silver - $500
Your company logo will be displayed at the Meet & Greet and during all breaks.

QUESTIONS

Ronnie Baker, Exhibits Coordinator
rbaker@spotsylvania.va.us
540.507.7325

Cynthia Barnes, VA AWWA
cynthia@vaawwa.org
434.238.5131

PRICING & SPONSORSHIPS

Exhibit Table - 6'	$450	Platinum	$1,500**
Exhibit Table - 12'	$800	Gold	$1,000**
Additional Exhibitor	$150	Silver	$ 500**

** Tier levels are based on cash value, either direct monetary support, or material cost at retail price of the host city. Please contact Ronnie Baker to donate materials in lieu of monetary support. (rbaker@spotsylvania.va.us)

REGISTRATION

Online *(preferred method)*

https://vaawwa.org/events/36th-annual-rodeo/

- Please register online regardless of payment type (check or credit card)
- Credit card payments accepted online only.
- No Faxed or emailed registrations will be accepted.

Mail *(one form per person- circle registration type above)*

Name: _____

Company: _____

Mailing Address: _____

_____

Email Address: _____

Work Telephone: _____ AWWA Membership #: _____

Circle registration type/rate in pricing table above.

Circle t-shirt size: Med Large XL 2XL 3XL 4XL

Is this your first VA AWWA event? Yes No

You must register by September 1st to receive a t-shirt.

- Form can be mailed into VA AWWA if unable to register online.
- All mailed registrations must pay by check. Make check payable to VA AWWA
- Mail form and check to: VA AWWA, Attn: Geneva Hudgins, PO Box 11992, Lynchburg, VA 24506

HOTEL INFORMATION

All attendees are responsible for their own lodging arrangements. A block of rooms has been reserved at the special rate of $110. Contact the hotel directly for all hotel reservations.

Newport News Marriott at City Center
740 Town Center Drive
Newport News, VA 23606

Call 866-329-1758 and reference the "VA AWWA Distribution Seminar" or click this link to go online and Book your group rate for VA AWWA Distribution Seminar & Utility Rodeo.

Reservations should be made as soon as possible to secure the hotel block rate.

All hotel rules and regulations apply. Contact the hotel for full details. If rooms are not available, please call the hotel directly for discounted rooms at other area hotels.