American Water Works Association
VirginiaSection

35th Annual Water Distribution Seminar and Utility Rodeo

Hosted by the Distribution Systems Committee

Exhibitor Information

LOGISTICS

Monday, October 6th - Wednesday, October 8th, 2025

Visit our registration page for updates:

https://vaawwa.org/events/35th-annual-rodeo/

Holiday Inn Roanoke Airport-Conference Center
3315 Ordway Dr NW
Roanoke, VA 24017

EXHIBITOR SCHEDULE

Monday, October 6th

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)*
3:15 pm	**Vendor Technical Sessions** *(3 vendors/20 minutes each) all slots filled 2025!*
4:15 -6:00 pm	**Meet and Greet** *(located in the exhibit hall)*

Tuesday, October 7th

7:30 am	**Registration/Continental Breakfast**
10:00 am	**Networking Break** **People's Choice Taste Test** *(exhibit hall)*
12:00 pm	**Networking Lunch with Exhibitors**
1:00 -3:30 pm	**Meter Challenge Competition** *(both events located in the exhibit hall)* **Hydrant Hysteria Competition** *(please break down exhibits by 5 pm)*
6:00 -7:00 pm 7:00 -9:00 pm	**Cocktail Hour** **Banquet** *(included with exhibitor ticket)*

Wednesday, October 8th

Wednesday's competitions will take place at the hotel

TBA	**Rodeo Competitions (Buried Treasure, Rapid Tappin', Splish Splash)**
12:00 pm	**BBQ Cookout** *(included with exhibitor ticket)*
1:00 pm	**Remaining Competitions (as needed) and Trophies**

EXHIBITOR INFORMATION

The VA AWWA Distribution Systems Committee proudly announces the 35rd Annual Water Distribution Seminar and Utility Rodeo to be held October 6th – 8th in Roanoke, 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 $400 (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.barnes@vaawwa.org
434.238.5131

PRICING & SPONSORSHIPS

Exhibit Table - 6'	$400	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/35th-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

Registration must be received 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

Contact the hotel directly for all hotel reservations:

Holiday Inn Roanoke Airport- Conference Center
3315 Ordway Drive NW | Roanoke, VA 24017
Hotel Rates: $119 | Phone: 866-436-6731

CLICK HERE FOR HOTEL LINK Select "Group Rate" from the "Rate Preference" dropdown and enter this code: **VAU**

All attendees are responsible for their own lodging arrangements.

Reservations should be made as soon as possible to secure 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.