

EXHIBITOR & SPONSOR GUIDE

97th Iowa Water Well Association Annual Convention & Trade Show

January 29-30, 2026

Location

Prairie Meadows Hotel and Conference Center

Altoona, Iowa

Deadline to Register: January 21, 2026

About the Annual Convention & Trade Show

- On average, the IWWA Convention & Trade Show attracts 500 attendees.
- Convention attendees are business owners, licensed pump installers and well drillers, geothermal experts, county sanitarians and DNR agencies.
- The Convention provides 10 CE (continuing education hours) to licensed professionals.

About the Exhibit Hall

- 22,000 sq-ft. of exhibit space with 23' ceilings.
- Loading door entrance 19' high by 12.5' wide.
- Load/unload at the dock and use carts or forklift to move into the Exhibit Hall. If forklift is needed, please contact 1 week prior to event and will be operated by Prairie Meadows Staff.
- **Exhibit spaces are assigned on a first-come, first-served basis. Exhibitors must submit the IWWA Exhibitor Agreement Form AND full payment before a booth space is assigned.**

For all exhibiting guidelines, please read the Exhibitor Rules & Regulations in full.

Exhibit Hall Schedule

Set-Up

Wednesday, January 28, 2026

2:00 – 6:00 p.m..

Thursday, January 29, 2026

7:00 - 11:00 a.m.

Exhibit Hall Open

Thursday, January 29, 2026

11:45 a.m. - 6:00 p.m.

The Exhibit Hall is open during lunch, CE sessions and the evening networking event to allow for more time with attendees.

Friday, January 30, 2026

7:00–11:00 a.m.

Tear-Down

Friday, January 30, 2026

11:00 a.m.–1:00 p.m.

Booth Registration Fee Includes:

- Two (2) representatives in your booth. Additional representatives may be added for \$100.00/representative.
- One (1) 10' x 10' skirted booth with one (1) 8' skirted table, two (2) chairs and one (1) wastebasket.
- Carpeted exhibit space.
- Admission for two (2) to all education programs, meals and networking events. CE for those qualified.
- Listing in the Convention program if registration is received by **January 15, 2026**

Exhibit Shipping Information/Shipping Label

Shipping Equipment:

Prairie Meadows

Representative Name (Vendor - booth#)

IA Water Well Assn., Jan. 29 - 30, 2026 -Kara Wenzel

1 Prairie Meadows Drive

Altoona, IA 50009

If shipping materials to Prairie Meadows, each item must be properly packed and marked with (1) organization name and contact (2) date of the function and (3) name of The Meadows contact. For Safety and security, containers brought to Prairie Meadows may be subject to inspection and Prairie Meadows reserves the right to refuse packages which appear damaged. Due to limited storage, materials will be accepted no earlier than three (3) days prior to event and items received earlier than three (3) days may be assessed storage fees. Items left for longer than one week after departure without shipping labels will be discarded. Prairie Meadows will not accept responsibility for damage to or loss of any merchandise or items left in the facility prior to, during, or following the Client's function.

IWWA Scholarship Auction Items

The Iowa Water Well Association will once again be holding their scholarship auction in the exhibit hall from 6- 7pm during the social hour in a way to raise money for scholarships. , If you're interested in donating items for this year's auction please contact Justin Scott at 515-284-7055 or email at info@iwwa.org

EXHIBITOR RULES & REGULATIONS

1. CONDITIONS TO EXHIBIT

Anyone interested in offering any product or service to the Iowa Water Well Association (IWWA) MUST register in advance. Anyone offering any product or service to the IWWA audience without proper registration will be subject to immediate dismissal for the Convention & Trade Show. The Exhibit contract becomes valid upon receipt of payment for the total cost of reserved space.

2. EXHIBIT SPACE

The space contracted is to be used for the Exhibitor whose name appears on the contract for space. Exhibitors may not sublet or resell any portion of their contracted space nor allow their badges to be used by unauthorized persons. No firm or organization, which has not contracted for exhibit space, will be permitted to solicit business within the exhibit area. IWWA reserves the right to prohibit or restrict and, if necessary, remove or require correction of any exhibit that is unsuitable or objectionable for the IWWA Trade Show or the exhibit area. Exhibit space is assigned on a first-come, first-served basis.

3. VEHICLES & MOTORIZED EQUIPMENT ON DISPLAY

A section of the Prairie Meadows parking lot will be roped off for those who wish to display vehicles and motorized equipment. Exhibitors will be required to pay the First Booth registration fee and will be assigned an exhibit space within the exhibit hall to distribute materials. If you wish to have a vehicle or motorized equipment on display, please contact IWWA Headquarters, info@iwwa.org.

4. EXHIBIT SCHEDULE

Set-Up: Wednesday, January 28, 2026, 2:00–6:00 p.m.
Thursday, January 29, 2026, 7:00–11:00 a.m.

Exhibit Hall Open: Thursday, January 29, 2026 ~
11:45a.m. – 6:00 p.m.

Friday, January 30, 2026 7:00-11:00 a.m.

Tear-Down: Friday, January 30, 2026 11:00 a.m.

5. MATERIALS HANDLING

A forklift may be available during move-in and move-out. Prairie Meadows staff must operate the forklift. The Exhibitor must coordinate directly with IWWA in advance, at least one week prior to the event, so Prairie Meadows staff can plan accordingly. If you have any additional exhibit questions, please contact Justin Scott at the Iowa Water Well Association's office at 515 - 284-7055.

6. UNOCCUPIED SPACE

Should any rented Exhibitor's space remain unoccupied on opening day, IWWA reserves the right to rent such space to any other Exhibitor or use said space in any other manner should any space be forfeited. IWWA has the right to modify the exhibit hall floor plan if necessary. **No refunds for no-shows.**

7. EXHIBITOR PERSONNEL

During official exhibit hours, a representative for the exhibiting company must be in the booth at all times. Booth registration includes two (2) representatives in your booth. Additional representatives may be added for \$100.00 each.

8. SECURITY

The exhibit area will be locked overnight; however, hotel personnel will have access at all times. IWWA has no liability for any loss or damage sustained by an exhibitor during such hours or at any time, whatever the cause.

9. INDEMNITY

It is expressly understood and agreed that the Exhibitor will hold harmless and make no claim against IWWA or its officers, members or agents for any loss, damage to or destruction of property, nor for any injury that may occur to the Exhibitor, its agents, or its employees while in the exhibit facilities, nor for any damages of any nature or character whatsoever, including direct or indirect damage as a result of loss of business arising out of the exhibition or cancellation thereof. The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of Exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

10. DAMAGE TO EXHIBIT FACILITIES

The exhibiting company must leave space assigned and occupied in the same condition as when possession began. Exhibitor is liable for damage to walls, columns, floor, carpet, ceiling, etc.

11. CHANGE OF FLOOR PLAN

IWWA reserves the right to change the exhibit hall floor plan and/or exhibit locations without prior permission to the Exhibitor.

12. NON-ENDORSEMENT

The exhibiting of products and services at the IWWA Convention & Trade Show does not constitute an endorsement by IWWA or any product or service exhibited. Exhibitors are not permitted to represent in any manner that IWWA has endorsed goods or services by the exhibiting company.

*Hotel Information-

Prairie Meadows Hotel and Conference Center
1 Prairie Meadows Drive
Altoona, IA 50009

Phone: (515) 957-3000

Hotel Reservations

Book online: www.prairiemeadows.com

Iowa Water Well Booking Link [Click Here](#)

Group Block Code: Well0126

Group Block Password: 863000114

Call direct: **(515) 957-3000**

Reference the group code when you make your reservations to receive the Iowa Water Well Association group room rate.

Room Rates

\$149.00 plus tax

Check-in: 4:00 p.m.

Check-out: 11:00 a.m.

The cut-off date for the IWWA room block is 5:00 p.m. December 29, 2025.

IMPORTANT NOTE: Please make your reservations early. While the hotel will guarantee the lower room rate until December 29, 2025, this does not mean that they can guarantee that rooms will be available. There are a limited number of rooms set aside at the hotel for IWWA. Rooms are on a first-come, first-served basis.

Parking

Parking is complimentary.

13. CANCELLATION OF CONTRACTED SPACE

Full refund with written cancellations received prior to January 20, 2023. No refunds after January 6. No refunds for no-shows.

14. CANCELLATION OF EXHIBITION

Should any cause beyond the control (such as fire, strike, or Acts of God, etc.) of IWWA arise prior to the opening date of the Trade Show that would cause its cancellation, it is understood and agreed that IWWA will attempt to reschedule the event as near the original date and site as possible. If the event is not rescheduled, IWWA will refund the exhibit registration fees paid by the exhibitor. IWWA will have no further obligation to liability to the exhibitor.

15. AMENDMENTS

These Rules and Regulations have been formulated for the best interest of the Exhibitors and IWWA Convention & Trade Show. All matter and questions not covered by these Rules and Regulations may be amended at any time by IWWA and all amendments that may be so made shall be equally binding on all parties affected by them as the original Rules and Regulations.



IWWA SPONSOR OPPORTUNITIES

Take advantage of these opportunities to promote your products and services to approximately **300** Iowa Water Well Association Convention Attendees. All sponsorship opportunities are open to multiple sponsors unless marked **Exclusive**.

PLATINUM LEVEL

\$1,500 Contribution

Thursday Evening Networking Dinner held in the Exhibit Hall

Benefits include:

- 50% off one (1) 10' x 10' skirted booth with one (1) 8 ft. skirted table, two (2) chairs, and one (1) wastebasket. (If purchasing more than one booth, the 50% off is for your first booth only.)
- Company listed as a Platinum Sponsor on signage throughout Convention, at the Networking Dinner, and in materials distributed to attendees.
- Podium recognition during the Annual Business Meeting, name announced during the Exhibit Hall show times, and podium recognition during the Networking Dinner.
- Recognition in the post-Convention newsletter.

GOLD LEVEL

\$1,000 Contribution

Benefits include:

- 25% off one (1) 10' x 10' skirted booth with one (1) 8 ft. skirted table, two (2) chairs, and one (1) wastebasket. (If purchasing more than one booth, the 25% off is for your first booth only.)
- Company listed as a Gold Sponsor on signage throughout Convention, at the event of choice, and in materials distributed to attendees.
- Podium recognition during the Annual Business Meeting and name announced during the Exhibit Hall show times.
- Recognition in the post-Convention newsletter.
- Select One:
 - Thursday Morning Continental Breakfast
 - Thursday Lunch in the Exhibit Hall
 - Friday Morning Breakfast
 - Annual Convention Notebook (Company logo on the cover of the notebook distributed to all attendees.)
 - Name Badge Lanyards (Badge lanyards purchased by IWWA with your company logo imprint.)

SILVER LEVEL

\$500 Contribution

Benefits include:

- Company listed as a Silver Sponsor on signage throughout Convention, at the event of choice, and in materials distributed to attendees.
- Podium recognition during the Annual Business Meeting and name announced during the Exhibit Hall show times.
- Recognition in the post-Convention newsletter.
- Select One:
 - Thursday Morning Break
 - Thursday Afternoon Break
 - Thursday Evening Hosted Beer
 - Friday Morning Break

BRONZE SPONSORS

\$300 Contribution

Take this opportunity to become an integral part of the event and show your support of IWWA!

Benefits include:

- Company listed as a Bronze Level Sponsor on signage throughout Convention and in materials distributed to attendees.

See reverse side for Registration Form and payment details.

Iowa Water Well Association
Annual Convention &
Trade Show
January 29-30, 2026

IWWA Exhibitor/Sponsor Registration Form

Please reserve exhibit space for our company at the IWWA Trade Show

Contact Name _____ Company Name _____

Email _____ Phone _____

Mailing Address / City / State / Zip _____

Our Booth Preferences are: (See floor plan below. Booth assignments are made on a first-come, first-served basis.)

1st Choice # _____ 2nd Choice # _____ 3rd Choice # _____

Exhibits

	IWWA Member	Non-Member
First Booth	\$650	\$800
Additional Booths	\$350	\$350
Additional Representatives	\$100	\$100
Electric (120 volt/20 amp only. Fee per booth.)	\$40	\$40

Our exhibit booth will be staffed by: (Two (2) individuals are included with each booth fee. Additional representatives may be added for \$100.00 each.)

	Name	Email
Included with Booth	_____	_____
Included with Booth	_____	_____
Additional \$100.00	_____	_____
Additional \$100.00	_____	_____
Additional \$100.00	_____	_____
Additional \$100.00	_____	_____

Total Due: \$ _____

Method of Payment

Payment must accompany Exhibitor Agreement to reserve space.

Payment signifies you agree with the IWWA Exhibitor Rules & Regulations.

☐ Check # _____ ☐ Visa ☐ MasterCard ☐ AMEX

Card # _____ Exp. Date ____ / ____

Signature _____

Print Name on Card _____

3 - Digit CVC Code _____

Sponsorships

☐ PLATINUM LEVEL-\$1500

☐ IWWA Thursday Networking Dinner

☐ GOLD LEVEL - \$1000

☐ Thursday Morning Continental Breakfast

☐ Thursday Exhibit Hall Lunch

☐ Friday Morning Breakfast

☐ Annual Convention Notebook

☐ Name Badge Lanyards

☐ SILVER LEVEL - \$500

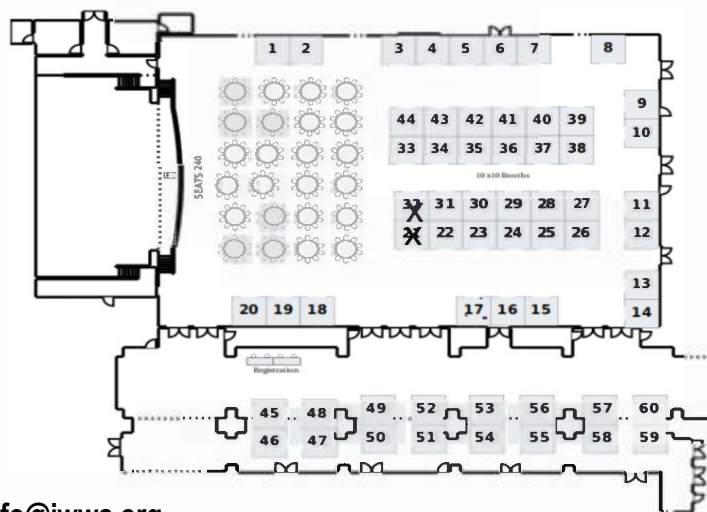
☐ Thursday Morning Break

☐ Thursday Afternoon Break

☐ Thursday Evening Hosted Beer

☐ Friday Morning Break

☐ BRONZE SPONSOR - \$300



Email Registration to info@iwwa.org

Return To

Iowa Water Well Association
1080 Jordan Creek Parkway, STE. 106C
West Des Moines, IA 50266

T.515.284.7055

F.515.284.7301

Email Registration to info@iwwa.org