



The Pennsylvania Association of
SEWAGE ENFORCEMENT OFFICERS

2023 ANNUAL CONFERENCE & TRADE SHOW

"Where Professionals Go For Education"



INVITATION TO SPONSOR & EXHIBIT

REGISTER ONLINE at PA-SEO.org

✉ 4902 Carlisle Pike #268, Mechanicsburg, PA 17050
☎ (717) 761-8648
🌐 www.PA-SEO.org

Annual Conference
March 12-14, 2023
Harrisburg, PA

Western Conference
March 20-21, 2023
Monroeville, PA

2023 PASEO Annual Conference & Trade Show

Exhibitor Information



Annual Conference & Trade Show

March 12-14, 2023
Red Lion Hotel, Harrisburg PA

Western Conference & Trade Show

TWO DAYS: March 20-21, 2023
DoubleTree by Hilton, Monroeville PA

*Register Your Exhibit Space Today
at www.PA-SEO.org*

Each year PASEO hosts Pennsylvania's premier Conference and Trade Show for sewage enforcement officers. Our last conference saw total attendance **exceeding 200 professionals** who participated in various educational sessions as well as networked with onsite wastewater manufacturers and service providers.

PASEO invites you to take part in another successful Conference and Trade Show as an exhibitor, sponsor, or advertiser. This year's Conference & Trade Show will be held on **March 12-14, 2023**, at the Red Lion Hotel, 4751 Lindle Road, Harrisburg, PA (www.redlion.com/harrisburg). **Don't pass up this opportunity to network with hundreds of SEOs all in one place and educate them on your product!**

All exhibitor spaces are assigned on a first-come, first-served basis -- so be sure to send in your registration paperwork today to ensure your booth space in the Exhibitors Hall. If you **register before Jan. 31st** you will be eligible for our **Early Bird Discount**. Booth rental fees may be paid by credit card or checks made payable to PASEO. All cancellations must be submitted in writing and are subject to a \$100 cancellation fee.

In addition to our Annual Conference & Trade Show, PASEO is offering a Western PA Conference on **March 20-21, 2023**, at which you can also promote your products and services. This conference will provide SEOs from the western part of the state an opportunity to network with peers closer to home. It will be held at the DoubleTree by Hilton Hotel, 101 Mall Blvd, Monroeville, PA 15146.

Complete the enclosed registration form and mail it along with your payment to: PASEO, Attn: Exhibitors, 4902 Carlisle Pike #268, Mechanicsburg, PA 17050. Or, register and pay online at www.PA-SEO.org. **Exhibitor registration closes on March 5, 2023.**

For more info, call (717) 761-8648 or visit us online at www.PA-SEO.org.

2023 PASEO Conference and Trade Show
EXHIBIT BOOTH RENTAL, SPONSORSHIP and ADVERTISING REGISTRATION FORM

Company Name: _____

Primary Booth Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime phone: _____

Email: _____ Website: _____

Billing contact (if different): Name: _____ Phone: _____

Booth # Preferred: 1st choice _____ 2nd choice _____ 3rd choice _____

► **A. FULL CONFERENCE SPONSOR PACKAGES** (Fees include one booth at annual conference)

	<u>AMOUNT</u>	
Platinum Sponsor Package	<input type="checkbox"/> \$1400	★★ Package Valued at \$2,250 ! ★★
Gold Sponsor Package	<input type="checkbox"/> \$1200	★★ Package Valued at \$1,925 ! ★★
Silver Sponsor Package	<input type="checkbox"/> \$ 950	★★ Package Valued at \$1,025 ! ★★
Bronze Sponsor Package	<input type="checkbox"/> \$ 750	★★ Package Valued at \$825 ! ★★

A. Conference Sponsor Packages Sub-Total \$ _____

► **B. ANNUAL CONFERENCE EVENT SPONSORSHIP OPPORTUNITIES**

	<u>AMOUNT</u>
Sunday Night Welcome Reception	<input type="checkbox"/> \$ 250
Monday Night Cocktail Hour	<input type="checkbox"/> \$ 500
Monday Night Dinner Buffet	<input type="checkbox"/> \$ 500
Tuesday Luncheon	<input type="checkbox"/> \$ 500
Grand Doorprize	<input type="checkbox"/> \$ 250

B. Event Sponsorship Sub-Total \$ _____

► **C. ANNUAL CONFERENCE EXHIBITOR BOOTH RENTAL**

	<u>AMOUNT</u>
Early Bird Booth Fee (up to Jan 31).	<input type="checkbox"/> \$ 550
Standard Booth Fee (after Jan 31).	<input type="checkbox"/> \$ 625

ADDITIONAL BOOTH PERSONNEL REGISTRATION - Annual Conference

Every person staffing your booth must be registered. One full meal package is included with each booth rental. Additional (optional) meal packages may be ordered for your booth staff below. *Print the name and title of each booth staff person as it should appear on their conference name badge. Circle meals choice and record the total number of additional registrations with and without meal packages..*

Name _____ Title _____ Meals (circle) **Y N**

Name _____ Title _____ Meals (circle) **Y N**

Name _____ Title _____ Meals (circle) **Y N**

Registrations with full meal package @ \$175 each x _____ people = \$ _____

Registrations without meal package @ \$50 each x _____ people = \$ _____

C. Annual Conference Exhibitor Booth Rental Sub-Total \$ _____

Mail this registration form with signed "Hold Harmless" statement and payment to:
PASEO, 4902 Carlisle Pike #268, Mechanicsburg, PA 17050 or fax to (215) 689-4263
Questions? Call (717) 761-8648 or email Admin@PA-SEO.org

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► D. WESTERN CONFERENCE EXHIBITOR BOOTH RENTAL

Standard Booth Fee

AMOUNT

☐ \$ 400

ADDITIONAL BOOTH PERSONNEL REGISTRATION - Western Conference

Every person staffing your booth must be registered. One full meal package is included with each booth rental. Additional (optional) meal packages may be ordered for your booth staff below. Print the name and title of each booth staff person as it should appear on their conference name badge. Circle meals choice and record the total number of additional registrations with and without meal packages..

Name _____

Title _____

Meals (circle) **Y** **N**

Name _____

Title _____

Meals (circle) **Y** **N**

Registrations with full meal package @ \$95 each x _____ people = \$ _____

Registrations without meal package @ \$35 each x _____ people = \$ _____

D. Western Conference Exhibitor Booth Rental Sub-Total \$ _____

► E. ADVERTISING OPPORTUNITIES - ANNUAL CONFERENCE PROGRAM

The Annual Conference Program is published in an 8.5x11" format. Half page ads should be designed in a horizontal format (8.5x5.5"). Ads are b&w unless otherwise indicated.

Full page ad ☐ \$ 250

Half page ad ☐ \$ 150

Quarter page ad ☐ \$ 75

Eighth page ad ☐ \$ 50

Inside Front Cover (color) . . . ☐ \$ 400

Inside Back Cover (color) . . . ☐ \$ 400

Outside Back Cover (color). . ☐ \$ 600

E. Advertising Sub-Total \$ _____

► F. BALANCE DUE & PAYMENT METHOD

Payment Method: ☐ Check (enclosed), ☐ Credit Card

F. TOTAL DUE (A+B+C+D+E) \$ _____

CANCELLATION POLICY

Booth rental fees may be paid by credit card or check, made payable to PASEO. Booth spaces are assigned on a first-come, first-served basis. Your payment and registration form must arrive together. All cancellations must be submitted in writing and are subject to a \$100 cancellation fee. If the booth is resold, the cancellation fee is reduced to \$50. Any account balance remaining will be refunded.

CREDIT CARD PAYMENT - all information must apply to the CARD HOLDER

I / we have read and agree to the cancellation policy and allow PASEO to charge the Total Balance indicated above to this credit card:

Print Name _____

Street Address _____

City/St./Zip _____

Phone Number _____

Authorized Signature _____

Card Type: ☐ **MASTERCARD**, ☐ **VISA**, ☐ **DISCOVER**, ☐ **AMEX**

Card No: _____

Expiration Date: ____/____ MM/YY

Card Security Code # _____

☐ Please send a copy of this credit card transaction to (email): _____.

HOLD HARMLESS AGREEMENT: Please read, then sign below signifying that you have read, understood, and agree to be bound by the following: The exhibitor named below agrees to indemnify, save, defend and hold harmless the Pennsylvania Association of Sewage Enforcement Officers, the Red Lion Hotel Harrisburg, and/or the Doubletree Monroeville, and their employees, contractors, and officers against any or all damage to property or personal injury or loss caused by the exhibitor, his agents, employees, representatives or their personal property. The exhibitor assumes complete responsibility and liability for all injury to any and all persons or property caused by the exhibitor's property, display, and/or the actions of his agents, employees, or representatives. I certify that I am authorized to bind the named organization to this agreement.

Print Name: _____ Print Title: _____

Signature: _____ Date ____/____/____

Full Conference Sponsorships

Platinum: \$1,400 ★★ *Package Valued at \$2,250 !* ★★

- Exhibitor booth rental included at BOTH the Annual & Western conferences
- Full-page black/white ad in the conference program
- Recognition in attendee registration brochure
- Recognition on conference related emails to membership
- Podium recognition at opening general session, Monday dinner, and Tuesday lunch
- Company logo recognition on PASEO's attendee gift
- Poster board and table top recognition
- Ability to provide single page informational handout to PASEO for inclusion in attendee gift
- Ability to provide accessory gift item for inclusion with PASEO's attendee gift (ie: pens, ruler, scale, etc)
- Half page ad in PASEO newsletter for 2 issues
- Recognition and sponsor link on www.pa-seo.org for 6 months

Gold: \$1,200 ★★ *Package Valued at \$1,925 !* ★★

- Exhibitor booth rental included at annual conference
- Half-page black/white ad in the conference program
- Recognition in attendee registration brochure
- Recognition on conference related emails to membership
- Podium recognition at opening general session, Monday dinner, and Tuesday lunch
- Company logo recognition on PASEO's attendee gift
- Poster board and table top recognition
- Ability to provide single page informational handout to PASEO for inclusion in attendee gift
- Ability to provide accessory gift item for inclusion with PASEO's attendee gift (ie: pens, ruler, scale, etc)
- Half page ad in PASEO newsletter for 2 issues
- Recognition and sponsor link on www.pa-seo.org for 6 months

Silver: \$950 ★★ *Package Valued at \$1,025 !* ★★

- Exhibitor booth rental included at annual conference
- Quarter page black/white ad in the conference program
- Recognition at opening general session
- Table top recognition
- Quarter page ad in PASEO newsletter for 2 issues
- Recognition and sponsor link on www.pa-seo.org for 6 months

Bronze: \$750 ★★ *Package Valued at \$825 !* ★★

- Exhibitor booth rental included at annual conference
- Eighth page (business card) black/white ad in the conference program
- Recognition at opening general session
- Table top recognition
- Sponsor listing in PASEO newsletter for 2 issues
- Sponsor listing on www.pa-seo.org for 6 months

NOTE: Unless otherwise noted, all sponsorship & advertising benefits apply only to the Annual Conference & Trade Show.

Event Sponsorships

Sun Night Reception: \$250

- Quarter page black/white ad in the conference program
- Podium recognition at general session opening
- Recognition during reception
- Listing in PASEO newsletter
- Listing & sponsor link on www.pa-seo.org

Mon Night Happy Hour: \$500

- Half page black/white ad in the conference program
- Podium recognition at general session opening
- Company name & logo recognition at cocktail hour event
- Listing in PASEO newsletter
- Listing & sponsor link on www.pa-seo.org

Mon Night Dinner: \$500

- Half page black/white ad in the conference program
- Podium recognition at general session opening
- Company name & logo recognition at dinner event
- Listing in PASEO newsletter
- Listing & sponsor link on www.pa-seo.org

Tue Luncheon: \$500

- Half page black/white ad in the conference program
- Podium recognition at general session opening
- Company name & logo recognition at lunch event
- Participation in speaker introduction
- Listing in PASEO newsletter
- Listing & sponsor link on www.pa-seo.org

Grand Doorprize: \$250

- Half page black/white ad in the conference program
- Podium recognition at general session opening & closing lunch
- Participation during grand prize drawings
- Listing in PASEO newsletter
- Listing & sponsor link on www.pa-seo.org

Advertising Available

Advertising Rates for conference program: (copy due Mar. 5)

- Outside back cover (color): \$600
- Inside front cover (color): \$400
- Inside back cover (color): \$400
- Full page ad (black/white): \$250
- Half page ad (black/white): \$150
- Quarter page ad (black/white): \$75
- Eighth page ad (black/white): \$50

Due Dates

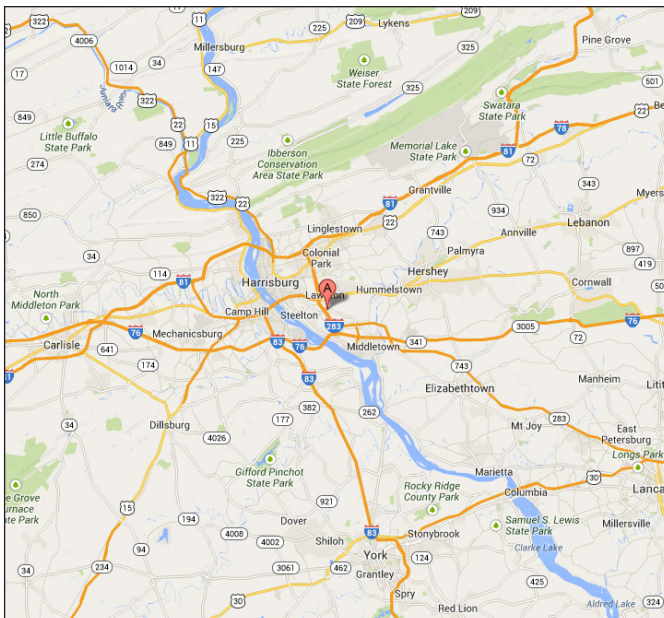
Platinum/Gold Logo on Attendee Mailing - Register by **Jan. 3**
 Platinum/Gold Logo on PASEO Give Away - Logo file due **Jan. 3**
 Early Bird Discount - Closes **Jan. 31**
 Logo on Table Top Display - Logo file due **Mar. 5**
 Conference Program Advertising - Copy due **Mar. 5**
 Registration Closes **Mar. 5**
 PASEO Newsletter Advertising - Copy due **Apr. 1**
Email print-ready graphics (PDF, .jpg) to admin@pa-seo.org

Annual Conference & Trade Show

March 12-14, 2023

Red Lion Hotel

4751 Lindle Road, Harrisburg PA 17111



Exhibitor Registration Deadline: **Mar 5th**
Register online at www.PA-SEO.org

Exhibitor Booth Rental Fees

	Early Bird (before 1/31)	Standard (closes 3/4)
Booth Rental Rate:	\$550	\$625

Your Exhibitor Rental Fee Includes:

- Booth space approximately 10' wide by 8' deep
- Booths are equipped with pipe & drape (8' high back drape & 3' high side rails; one 6' skirted table; 2 chairs)
- Carpeted Exhibit Hall
- One (1) complete meal package including: Mon lunch & dinner, Tue breakfast & lunch; all break refreshments
- Inclusion in Exhibitor Directory in the Conference Program

Additional Exhibitor Information:

- Additional meal packages are available for your booth staff
- Electrical service and/or internet access is available at your booth for a fee by ordering it through hotel
- Outdoor space may be available for larger equipment. Call PASEO for more info
- **FREIGHT SHIPPING INSTRUCTIONS:** All freight must be sent via UPS to: Convention Services Manager, Red Lion Hotel, 4751 Lindle Rd., Harrisburg, PA 17111. **Mark every package: PASEO Conference.** If your items are too large for UPS shipping, contact Hotel Conference Coordinator at (717) 939-7841.

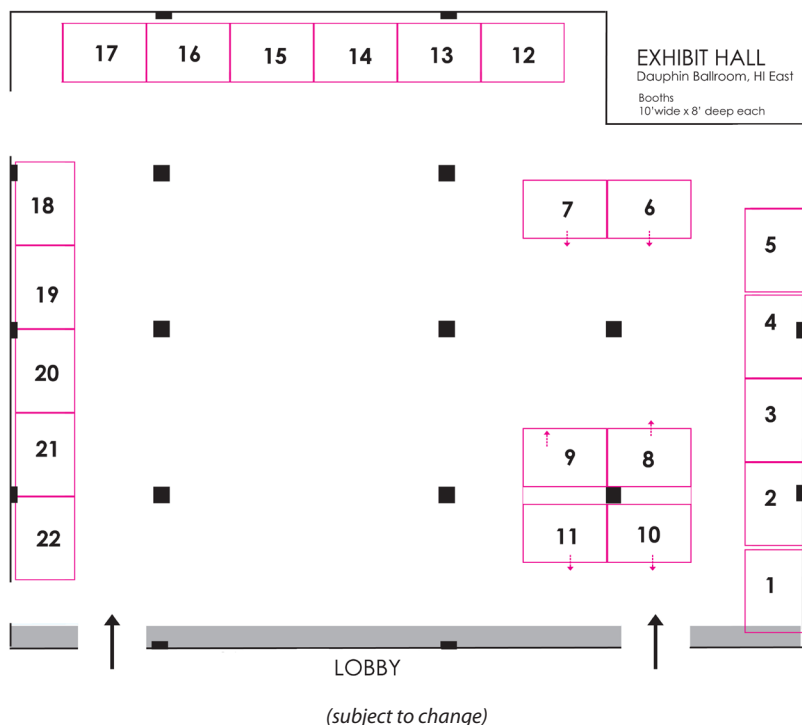
Lodging

PASEO exhibitors can take advantage of our discounted block room rate of **\$100/night** for a standard room at the Red Lion Hotel by mentioning the PASEO Conference while making reservations. Reservations can be made by calling the hotel at (717) 939-7841. Hotel's **discount cut-off date is Feb 25.**

Exhibit Area Schedule:

Sun, March 12:	2pm-6pm	Set-up Only
	6pm-8pm	Welcome Reception
Mon, March 13:	7am-8am	Add'l Set-up Time
	8am-6pm	Trade Show Open
Tue, March 14:	7am-1pm	Trade Show Open
	1pm-3pm	Tear down

Sun's Reception; Mon's breakfast, lunch & dinner; Tue's breakfast & lunch; and, all breaks will be held in the Exhibitors Hall.



Your Exhibitor Rental Fee Includes:

- Exhibit space approximately 8' wide by 8' deep
- Exhibit spaces are equipped with partial pipe & drape (3' high side rails; one 6' skirted table; 2 chairs)
- Carpeted Exhibit Hall
- One (1) complete meal package including: breakfast & lunch; and, all break refreshments
- Inclusion in Exhibitor Directory in the Conference Program

Additional Exhibitor Information:

- Additional meal packages are available for your booth staff
- Electrical service and/or internet access is available at your booth for a fee by ordering it through hotel
- Outdoor space may be available for larger equipment. Call PASEO for more info
- **FREIGHT SHIPPING INSTRUCTIONS:** All freight must be sent via UPS to: Convention Sales Manager, DoubleTree by Hilton, 101 Mall Blvd, Monroeville, PA 15146. **Mark every package: PASEO Conference.** If your items are too large for UPS shipping, contact **Hotel Sales Office at (412) 843-4442.**

Lodging

PASEO exhibitors can make guest room reservation at the DoubleTree Hotel by calling (412) 373-7300.

Exhibit Area Schedule:

Mon, March 20: 7am-8am Exhibitor Set-up
8am-4:30pm Conference Open

Tue, March 21: 8am-4:30pm Conference Open
3pm-4:30pm Exhibitor Tear down

Please note that Exhibitor move-in will only be open on Monday morning (not Sunday afternoon).

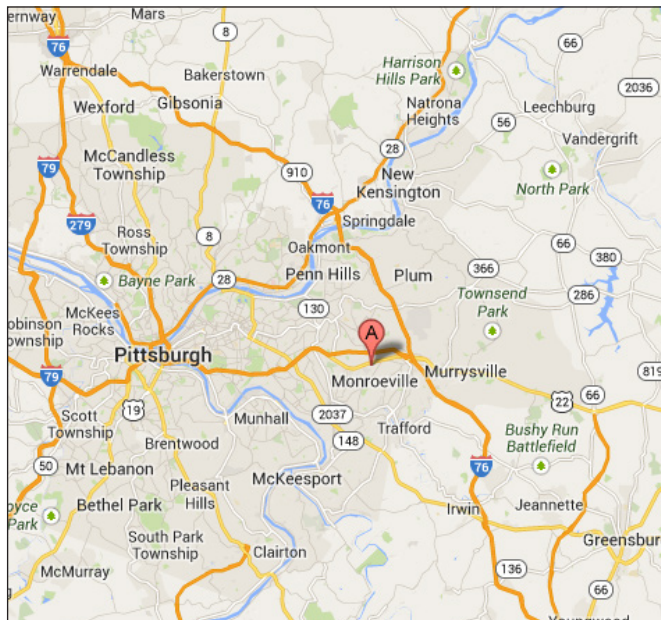
Breakfast, lunch, and breaks will be held in the Exhibitors Hall.

Western Conference & Trade Show

TWO DAYS: March 20-21, 2023

DoubleTree by Hilton

101 Mall Blvd, Monroeville PA 15146



Exhibitor Registration Deadline: **Mar 5th**
Register online at www.PA-SEO.org

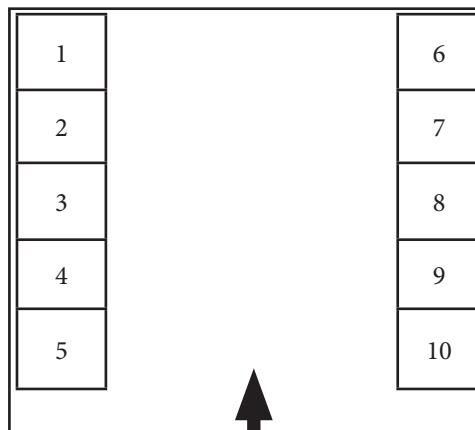
EXHIBITOR INFORMATION: Western Conference

Exhibitor Booth Rental Fees

Booth Rental Rate: Standard (closes 3/5)
\$400

EXHIBIT HALL

Monongahela Room
Booths 8' x 8' w/6' Table



(subject to change)



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