



## MWWA Summer Expo – Exhibitor Guidelines & Expectations Policy (Adopted April 30, 2026)

To help ensure a successful, professional, and enjoyable event for everyone, the Massachusetts Water Works Association (MWWA) asks all exhibitors to follow the guidelines below.

### Exhibit Space & Booth Setup

- Booth Information
  - Inside exhibitors: 5' table + 2 chairs provided.
  - Outside exhibitors: 25x25 space, **bring your own tent/tables/chairs.**
  - You must purchase an extra space if your setup exceeds the space allotments above.
- All displays, equipment, and materials must remain **within your assigned booth space.**
- Please be considerate of neighboring exhibitors when planning signage, lighting, sound, and/or demonstrations.
- Aisles must remain clear and accessible at all times.
- Excessive noise or activities that disrupt nearby booths must be avoided.
- Access to power/water will be honored to the best of our ability; Exhibitors will have to bring hoses and/or extension cords.
- Exhibitors are encouraged to use on-site power; use of generators requires preapproval.
- Breakdown must be completed by 4:00 PM.

### Professional Conduct

- The Summer Expo is a **professional industry event**, and exhibitor conduct should reflect that.
- We encourage a welcoming, respectful approach when engaging with attendees.
- Disruptive or overly aggressive sales tactics are prohibited.
- MWWA reserves the right to take appropriate action, including requesting changes to booth activities or materials, to address any conduct that negatively impacts the event experience.

### Advertising & Promotional Materials

- All materials must be:
  - Truthful and accurate
  - Free from misleading claims
  - Respectful of competitors (no disparaging content)

- Compliant with intellectual property laws
- Use of the MWWA name or logo requires prior approval.
- MWWA reserves the right to review and restrict materials that do not meet these standards.
- Only the Tent, Tables, & Chairs Sponsor is allowed to put promotional materials on the tables inside and outside.

### **Giveaways & Booth Activities**

- Giveaways are allowed, but we request that Exhibitors also donate to our Raffle, the proceeds of which support our scholarship fund.
- Booth giveaways and activities should be appropriate for a professional audience.
- Promotions should not create congestion or interfere with the flow of the exhibit area.

### **Food & Beverage**

- Any food or beverage service must comply with **venue requirements**.
- Arrangements must be made through Wachusett Mountain Ski Area or a vendor approved by Wachusett Mountain Ski Area.
- Outside food and beverage may not be distributed without prior approval.
- **Strict enforcement of the liquor liability law will be upheld.**
- Food served at this event cannot leave the premises.

### **Venue Compliance**

- Exhibitors must comply with all **venue rules and safety requirements**, including fire codes and electrical standards. To review a copy of venue rules, please contact the MWWA executive director.

### **Participation Agreement**

- By reserving booth space, Exhibitors agree to follow these guidelines and any additional direction provided by MWWA or the venue.
- MWWA reserves the right to take appropriate action if guidelines are not followed.

---

### **Thank You**

We appreciate your participation in the Summer Expo and the role you play in making it a valuable event for the water community. We look forward to a great day of networking, connection, and learning.