



Groundwater Resources Association of California

Advertising Kit

- **Web Sponsors**
- **GRACasts**
- **HydroVisions**
- **Event Sponsorships & Exhibit Program**

Connect with California's Groundwater Community.



About GRA

The Groundwater Resources Association of California (GRA) is dedicated to resource management that protects and improves groundwater supply and quality through education and technical leadership. GRA members are scientists, engineers and other groundwater specialists from both the public and private sectors from throughout California and the western region.

Events & Activities

GRA offers educational seminars, conferences and webcasts throughout the year. In addition, GRA publishes a quarterly newsletter, *HydroVisions*. This publication includes technical papers, legislative developments, upcoming events and job announcements.

Promotional Opportunities

GRA has developed a number of opportunities for companies to connect with our members. By identifying those specific opportunities that would benefit your company, you will be reaching hundreds of potential customers. To ensure something for everyone, GRA has a menu of options sure to fit your budget.



NEWS

HydroVisions

GRA's newsletter, distributed quarterly to over 1,000 groundwater specialists throughout California. This electronic publication allows your ad to be hyperlinked to your website, so GRA members are just a click away from your brand.



GRACasts

GRA's popular webinars on hot topics, offered throughout the year. Approximately 90 minutes each, these facilitated discussions feature expert speakers on current issues. Sponsorships are available!



GRA Website

GRA's website averages 6,000 unique visitors every month from professionals in the groundwater industry. Your ad will be hyperlinked to your website, so GRA members are just a click away from your brand.



Sponsors & Exhibitors

GRA holds numerous single- and multi-day programs including an annual meeting. These events provide an exchange of valuable information and exposure to new products, services and solutions. Each sponsorship level includes recognition and participation benefits.



Branch Sponsorships

The GRA Branches have a history of supporting university-level science students. Their Scholastic Sponsorship Programs are an opportunity to publicize your business while contributing toward a good cause.

RATES

GRA Website

Complete this online form to place an order for a web ad.

Promotional Banner

GRA web sponsorships provide targeted exposure of services and products to GRA members and the public. The banner will be linked to the website address submitted on the web sponsor application form, unless otherwise requested. All animations must be tasteful and not distract users from reading the rest of the page content, as determined by GRA. The background color must remain static. It is recommended that your logo and contact information remain static while certain text and image components of the banner are made dynamic. A fade effect will be applied to cycle through the banners at 10 second intervals.

340px H X 170px W \$500/4 Weeks

HydroVisions

Complete this online form to place an ad in Hydrovisions.

TYPE	SIZE	ISSUES	
Business Card Ad	4.9167"W X 2"H	1X/\$95	4X/\$90*
1/3 Page Square	4.9167"W X 4.625"H	1X/\$185	4X/\$160*
1/2 Page Horizontal	7.5"W X 4.625"H	1X/\$365	4X/\$290*
2/3 Page Vertical	4.9167"W X 9.375"H	1X/\$500	4X/\$400*

GRACasts

Online sponsor registration is available for your convenience. Go to grac.org and register for the particular GRACast you are interested in sponsoring.

GOLD HOST – Cost: \$1,000

- Recognition on the sponsored GRACast page of the website
- Special thanks and priority placement of your logo on all promotional emails relating to the sponsored cast (time permitting)
- Special thanks and priority placement of your logo on two presentation slides, one at the beginning and another at the conclusion of the cast
- Opportunity to provide a bio of your company for the moderator to read at the intro of the cast
- One 1/3 page ad in *HydroVisions*.
- Two registrations to the sponsored cast

SILVER HOST – Cost: \$500

- Recognition on the sponsored GRACast page of the website
- Special thanks and your logo on all promotional emails relating to the sponsored cast (time permitting)
- Special thanks and your logo on two presentation slides, one at the beginning and another at the conclusion of the cast
- One registration to the sponsored cast

Branch Sponsorships

Please contact your Scholastic Chair or Branch President for more information or to sponsor a branch event.

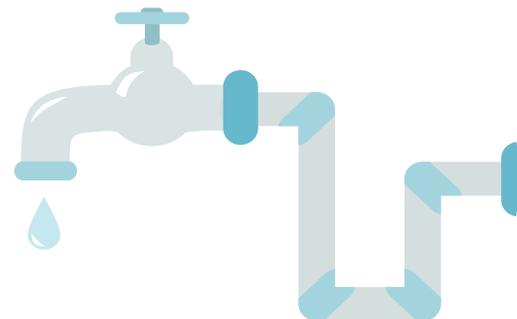
Cost: \$150-\$300 (sliding scale to accommodate large and small businesses alike)

- Table near registration for a small banner or sign and space to provide marketing brochures and materials
- Company introduction at the podium during the meeting announcements
- Up to five promotional slides in the pre-meeting slide show
- Logo, company bio and key contact information included online and in email meeting announcements

RATES CONTINUED

Sponsors & Exhibitors

Online sponsor and exhibitor registration is available for your convenience. Go to grac.org and register for the particular event you are interested in sponsoring.



EXHIBITORS

	Single-Day Program	Multi-Day Program	Annual Meeting
Member Exhibitor			
Standard Booth (8'x8')	\$350	\$700	\$1,000
8'x10'			\$1,200
10'x10'			\$1,300
Booth electricity (optional)	\$50	\$50	\$50
Non-Member Exhibitor			
Standard Booth (8'x8')	\$400	\$800	\$1,200
8'x10'			\$1,400
10'x10'			\$1,500
Booth electricity (optional)	\$50	\$50	\$50

All exhibitors will be supplied with one draped six-foot table and two chairs.

SPONSORS

Program Co-Sponsor	\$1,200	\$1,450	\$1,650
Luncheon Sponsor	\$800	\$800	\$900
Reception Sponsor		\$800	\$900
Refreshment Break Sponsor	\$375	\$375	\$425
Member Benefit Sponsor			\$900

SPONSOR BENEFITS

Multi-Program Co-Sponsor: choose any five programs to co-sponsor over the calendar year, 15% discount on additional programs, logo on cover of onsite programs, 1/3 page square ad in *HydroVisions*, recognition on the event websites, one full program registration per each event, signage recognizing level of sponsorship and the option to exhibit throughout meetings.

Program Co-Sponsor: logo on cover of onsite program, 1/3 page square ad in *HydroVisions*, recognition on the event website, one full program registration for event, signage recognizing level of sponsorship and the option to exhibit throughout meeting.

Luncheon or Reception Sponsor: recognition on the event website, logo recognition in the onsite program, one full program registration for event, signage recognizing level of sponsorship.

Break Refreshment Sponsor: recognition on the event website, logo recognition in the onsite program, signage recognizing level of sponsorship.

Membership Benefit Sponsor: logo recognition in the onsite program, signage recognizing level of sponsorship, one full program registration for event.

Exhibitor: name recognition in the onsite program, signage at the event, exhibit throughout the event, one full program registration for event.

Sponsorships are handled on a first-come, first-served basis. If the event you identified is already sponsored, GRA staff will contact you to assist you in making a new selection.

RULES & REGULATIONS

ELIGIBLE EXHIBITS: Exhibition is restricted to companies that are in good standing with GRA. GRA reserves the right to determine the eligibility of any company or product for inclusion in the meeting and reserves the right to reject, evict or prohibit any exhibit in whole or in part, or any exhibitor, or his/her representatives, with or without giving cause.

NON-ENDORSEMENT: GRA does not in any way imply endorsement of any product or service of any exhibitor by entering into the exhibitor contract.

REFUNDS: GRA will provide a refund of 50% of the booth rental fees if written notice is received at least a month before the sponsored event.

CANCELLATION: GRA's performance, in whole or part, is subject to acts of nature, war (whether declared or not), government regulation or advisory, disaster, fire, earthquakes, accidents or other casualty, strikes or threats of strikes, civil disorder, acts or threats of terrorism, government retaliation against foreign enemies, curtailment of transportation services or facilities, the unavailability of the contracted facility, lodging or other necessary facilities, or other causes beyond GRA's control making it illegal, impossible or commercially impracticable to hold the respective events. GRA shall immediately notify exhibitors in the event of termination.

HOLD HARMLESS: To the fullest extent permitted by law, exhibitors shall indemnify, defend and hold GRA, its subsidiaries, and their officers, employees and agents, harmless from any and all liability that might ensue from any cause whatsoever associated with exhibitor's attendance at, exhibition and use of space at the GRA Annual Meeting or other events.

BOOTH ASSIGNMENTS: Booths will be assigned on a "first come, first served" basis and in the best interest of the exhibition. Assignment of exhibit space shall be solely at the discretion of GRA. Application for booth space must be made by email, mail or fax with payment in full. Booths will not be reserved by phone.

INSURANCE: All exhibitors are responsible for arranging risk coverage with a suggested \$500,000 of general liability insurance.

ABANDONMENT OF SPACE: Any space not claimed and occupied prior to the show opening may be resold or reassigned without refund. All booths must be staffed by an authorized company representative during all show hours. Each exhibit must be open for the duration of official show hours and must be closed at all other times. Invitations to participate in future GRA meetings will be withheld if booth space is abandoned.

EXHIBITOR CONDUCT: No exhibitor or member of an exhibit staff shall behave in a manner offensive to decency or good taste in the sole judgment of GRA staff. Exhibitors must conduct themselves in a professional manner and must maintain a professional appearance and demeanor.



Groundwater Resources Association of California Advertising Form

Each of our events also has its own online registration. Visit www.grac.org for more details.

Sponsorship Information						
Name:			Company:			
Mailing Address:						
City:			State:		Zip:	
Phone:		Email:				
GRA Website & GRA Casts						
Please indicate the Sponsor type you want.		GRA CASTS (Please signify which Cast you wish to sponsor): _____ Gold Host \$1,000 Silver Host \$500 SUBTOTAL				
Promotional Banner on GRA website						
HydroVisions Ad						
Business Card	1/3 Page Square	1/2 Page Horizontal	2/3 Page Vertical	Full Page	No. of Issues (1-4) _____	
\$95 or 4X/\$90*	\$185 or 4X/\$160*	\$365 or 4X/\$290*	\$500 or 4X/\$400*	\$750 or 4X/\$600*		
*Reflects a per issue discounted rate						SUBTOTAL
Exhibitors						
MEMBER EXHIBITOR	Single-Day Program		Multi-Day Program		Annual Meeting	
Standard Booth (8'x8')	\$350		\$700		\$1,000	
8'x10'					\$1,200	
10'x10'					\$1,300	
Booth electricity (optional)	\$50		\$50		\$50	
NON-MEMBER EXHIBITOR	Single-Day Program		Multi-Day Program		Annual Meeting	
Standard Booth (8'x8')	\$400		\$800		\$1,200	
8'x10'					\$1,400	
10'x10'					\$1,500	
Booth electricity (optional)	\$50		\$50		\$50	
All exhibitors will be supplied with one draped six' table and two chairs.						SUBTOTAL
Please signify which event you are exhibiting for: _____						
Sponsorships						
	Single-Day Program		Multi-Day Program		Annual Meeting	
Program Co-Sponsor	\$1,200		\$1,450		\$1,650	
Luncheon Sponsor	\$800		\$800		\$900	
Reception Sponsor			\$800		\$900	
Refreshment Break Sponsor	\$375		\$375		\$425	
Member Benefit Sponsor					\$900	
Please signify which event you are sponsoring: _____						SUBTOTAL
Branch Events						
Please contact your Scholastic Chair or Branch President for more information or to sponsor a branch event.						
Payment Information						
Total Due: \$						
Invoice Me	Check # _____	Visa	MasterCard	Discover	American Express	
Cardholder Name:						
Billing Address:						
City:		State:			Zip:	
Card Number:						
Expiration Date:				Security Code:		
Authorized Signature:						

Submit completed registration form and payment to Sarah Kline at skline@grac.org, via fax or mail.
 700 R Street, Suite 200 Sacramento, CA 95811 p. 916.446.3626 Fx. 916.231.2141