

# ATCAVE 2012 —

ATCAVE (Annual Technical Conference and Vendor Exposition) marks its 16th anniversary year on Wednesday, February 29, 2012. Connecticut's drinking water industry decision makers will be at ATCAVE 2012.

The vendors play the key role in the ATCAVE trade show and product demonstrations. From support of the CTAW-WA Associates Committee chaired by Dave Riter of Mueller Company, to the welcoming of returning and new vendors in the water industry, the support of the industry professionals continues to grow.

"ATCAVE has grown over the past 16 years, and the Associates Committee has been there from the very beginning. Their efforts in soliciting booths, offering marketing advice, booth assignments and traffic flow are much appreciated," said Pam Monahan, Executive Manager of CTAWWA.

According to the Trade Show Exhibits Association, 51 million people attended

trade shows last year in the United States. Trade shows connect buyer to seller and people to people in a way that virtual marketing can never achieve.

ATCAVE 2012 provides vendors with the opportunity to meet and network with potential customers and clients, reacquaint colleagues in the industry, and show support for the one organization

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that represents the drinking water industry across the nation – the American Water Works Association.

The managers, operators and supervisors who attend ATCAVE are the people who understand water industry issues and make recommendations that result in the sale of equipment and processes to their companies.

ATCAVE includes something for everyone. From valves to consultants, the latest in computer security, billing, safety and more, the vendors providing the services continue to disseminate innovative solutions and cutting edge trends.

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ness, then participation in this show is where they should be.

The general format remains the same with expanded seminar attendee breaks from education programs so key individuals in the water industry can see, up close, the most recent trends, newest products and services that the industry has to offer.

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# Another way of saying “Opportunity”

CTAWWA's conference host is The Crowne Plaza in Cromwell, a premier exposition facility offering roomy and well-equipped space. There is a vendor reception on Tuesday evening, February 28, with a vendor breakfast the following morning before the show gets underway. The hotel is offering a block of rooms for overnight guests on Monday at preferential pricing.

ATCAVE takes place on Wednesday, February 29 from 8 AM to 2:30 PM with a two-hour break for lunch for the seminar attendees. Exhibitors who display at ATCAVE will receive two free luncheon tickets. Vendors are encouraged to sign up for product demonstrations. Filled to capacity for the past few years, vendors who are interested in participating should reserve their space now.

“On the Dot,” a game conceived and facilitated by CTAWWA National Director and former CTAWWA Chair, Marcey Munoz of The MDC, provides increased

traffic and networking opportunities for the vendors. Vendors have generously contributed to the game over the years such exciting items as sports tickets, gift cards, electronic equipment and the like. “On the Dot” really grabs attendees' attention and that benefits every exhibitor.


For companies considering participation in ATCAVE, a trade show is a non-stop series of beginnings. Every moment, from the second the doors open until the end of the day, is a moment where a potential new customer is met for the first time.

There are many reasons for participating in a trade show, among them, networking, showcasing new products and innovations, brand exposure, reaching the people who make decisions for the business, and learning new trends in the industry.

Watch the mail soon for registration forms and the sponsorship opportunities that are available. The information

will also be posted on the CTAWWA website – [www.ctawwa.org](http://www.ctawwa.org). For further information, please contact the ATCAVE Vendor Booth Specialist, Kathy Fortin of SNEW, at 203-762-7884 x 4302, [kfortin@snew.org](mailto:kfortin@snew.org).

Demand for exhibitor space for this exciting event is expected to be a sell-out once again, so reservations should be made early. If you want your product or service to be seen by water industry decision makers, reserve your space at the Connecticut Section AWWA's on February 29, 2012.

**ATCAVE 2012** – You just have to be there! 

## CT-AWWA Contact Information

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