Exhibitor & Sponsorship Prospectus

THE ALL-NEW INDUSTRY EVENT

HOST UTILITY: Georgia Power

TRADESHOW: OCT 20–21
CONFERENCE: OCT 20–22
Atlanta, GA

ALL-ENCOMPASSING

Conventional Hydropower
Pumped Storage
Small Hydro
Marine Energy

Keep current at CleanCurrents.org
Introducing the All-New Waterpower Industry Experience

Clean Currents 2021 is the all-new, official waterpower tradeshow + conference of the National Hydropower Association—promoted by North American waterpower to benefit the industry. Conventional hydropower, pumped storage, small hydro and marine energy are already flexible and renewable clean energy sources. Clean Currents will showcase innovative solutions, thought leadership and exclusive educational opportunities to ensure that the advantages of hydropower remain relevant long into the future.

Clean Currents will feature an expansive, energetic tradeshow experience. Exhibitors from across the waterpower supply chain will have access to thousands of decision-makers from all waterpower technologies.

And, what’s more, revenue raised through this event will be invested directly back into advancing waterpower.

Don’t miss being part of this inaugural event!

“Waterpower is an essential part of a flexible, carbon-free electricity grid, and Clean Currents 2021 will serve as a hub for our industry to move waterpower technologies forward.”

Malcolm Woolf, President and CEO | NHA

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GEORGIA WORLD CONGRESS CENTER
Atlanta, GA

TRADESHOW: OCT 20–21
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GEORGIA WORLD CONGRESS CENTER
Atlanta, GA
About NHA

The National Hydropower Association is the only U.S. nonprofit trade association dedicated exclusively to advancing the interests of the North American hydropower industry, including conventional, pumped storage, small hydro and new marine and hydrokinetic technologies. NHA is dedicated to promoting the growth of clean, affordable waterpower in all of its forms. The association seeks to secure waterpower’s place as a renewable and reliable energy source that serves environmental, energy, and economic policy objectives.

NHA represents more than 250 companies working in the waterpower industry, from Fortune 500 corporations to family-owned small businesses. Our members include public and investor-owned utilities, independent power producers, developers, manufacturers, environmental and engineering consultants, attorneys, and public policy, outreach, and education professionals.

All proceeds from Clean Currents will go directly toward funding the activities and work of NHA.

“NHA is the voice of hydropower and by participating in Clean Currents we can unite with one another to amplify our clean hydropower voice. This exciting new conference allows us to champion the broader work of the industry and further support the NHA.”

Jay Anders, P.E., NHA Board Chairman and COO | Rye Development

“Having Georgia Power Company serve as the host utility for NHA’s first-ever hydro tradeshow and technical conference in the Southeast is very important to us. We’re excited to bring the industry to the great city of Atlanta. Hydro was one of our first generating resources when our company was founded, and our first renewable energy source, and it’s as strong today as it has ever been.”

Herbie Johnson, Hydro General Manager | Southern Company (the parent company of utilities Georgia Power and Alabama Power)
The Story of Clean Currents

How the New Current Has Come to Be
BY THE INDUSTRY. FOR THE INDUSTRY. FOR NOW AND INTO THE FUTURE.

The headwaters that formed the National Hydropower Association’s Clean Currents tradeshow + conference originate from a desire throughout the waterpower community that it was time for the industry, in particular NHA, to develop a bold, new event that would bring the industry together for the betterment of the industry.

The vision was an event dedicated to the advancement of conventional hydropower, pumped storage, small hydro and marine energy as reliable and flexible sources of clean energy now and into the future. This vision aligned with NHA’s growth and evolution in its leadership to position waterpower for success in the decades to come.

We Began With Industry Feedback ...

We started by listening to waterpower’s generators, manufacturers and suppliers. In 2018, NHA began to solicit input from members and non-members on industry event wants and needs. Our process included in-depth listening sessions with NHA members.

As a result of the input we were gathering, the NHA Board of Directors created a “New Event” Advisory Committee in 2019. The committee was charged with setting in motion a plan to develop a new waterpower event that would launch in 2021.

… Then Created Clean Currents to Answer Identified Gaps and Needs

The constructive dialogue and insights gathered during our listening phase identified the following gaps and needs that Clean Currents 2021 will address:

- **REINVESTMENT IN OUR INDUSTRY**
  A key driver in the creation of Clean Currents was the observation by NHA and industry representatives that the returns on investments in national events were not necessarily flowing back into the industry. Revenue raised was not invested directly back into advancing waterpower.

Proceeds from Clean Currents will fund NHA’s work to secure hydropower’s place as a climate-friendly, renewable and reliable energy source that serves national environmental, energy, and economic policy objectives.

INNOVATION AND GROWTH

We identified a need for a “space” that would foster industry research and development, information exchange and innovation. This is critical to help the industry grow its current 101 gigawatts (GW) of capacity by nearly 50 GW, by 2050 as outlined in the U.S. Department of Energy’s Hydropower Vision report, published in 2016. Facilitating innovation is also critical to harnessing the potential 90 GW from marine energy estimated by the U.S. hydropower industry.

We’re thinking forward! A spirit of innovation and growth will flow through all aspects of Clean Currents—from conference programming to the tradeshow floor. Together, we will explore ways to leverage promising new technologies along with proven products and solutions to increase hydropower generation.

PATHWAYS FOR INCREASING HYDROPOWER GENERATION

- New pumped storage projects along with upgrades existing facilities.
- Upgrades existing hydropower facilities.
- New development on existing non-powered dams.
- New stream-reach development.


A Hydropower Homecoming!

We’re a tight-knit community that can only grow stronger by expanding our circle and coming together as an industry. Because we ARE the industry, and we’re all behind Clean Currents, this will be a perfect opportunity to reconnect with friends and colleagues we’ve known for years as we meet new folks from every corner of the industry and career stage! Let’s bring it home to Atlanta, GA.
Prior to the formation of Clean Currents, there wasn’t one event that would offer the opportunity for all sectors of the waterpower industry to convene, communicate and collaborate.

Clean Currents will bring together professionals from conventional hydropower, pumped storage, small hydro, marine energy, government agencies, regulators, NGOs and consultants on topics such as safety, security, markets, environmental enhancement, engineering, and licensing/relicensing.

Industry perceptions of education opportunities available at other national events are that they are too focused on technical education or that the content changes little from year to year. Furthermore, exhibiting organizations do not have access to educational programming.

Clean Currents’ educational programming will be unique, comprehensive, accessible to all and driven by industry thought leaders. In addition to technical programming, there will be learning opportunities for a wide range of interests including: market opportunities, governance, professional management, policy, safety, workforce development and re-licensing/licensing.

There was a general consensus among those we spoke with that other national hydropower events don’t offer the desired mix of owner/operator attendees and industry vendors, which are over-represented. Exhibitors do not have full access to the decision makers they need to connect with.

Asset owners support Clean Currents. 85% of the asset owners in North America are NHA members and to date more than two dozen of these entities have already indicated they will participate.

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A BETTER MIX OF ATTENDEE TYPES

A BIGGER TENT

EXPANDED EDUCATION

Clean Currents Has Exhibitors in Mind

We understand that expanded opportunities and a positive experience are critical to our exhibitors, and to the success of Clean Currents. Here are the ways we are responding to industry manufacturer and supplier input:

- Clean Currents is driven by exhibitor input—early in 2020 we created NHA’s first-ever Exhibitor Advisory Committee (EAC). Committee participants have played a large role in getting us to this point and shaping our approach to both the tradeshow and conference. The Clean Currents experience is based upon the wants and needs of exhibitors, including the hours the tradeshow floor will be open, the programming schedule and even how we approach offsite events.
- The Clean Currents 2021 experience is for everyone. Exhibitors will have access to the full conference, including the education program, event meetings and lunches, and networking opportunities.
- We’re placing all the activity in one place. The Clean Currents exhibit hall is being designed as an “interactive space” to facilitate maximum interaction among exhibitors and owners/operators. The education sessions will surround the hall to encourage booth visits and our Power House pavilion at the center of the hall will draw traffic throughout the floor. Exhibitors will have a unique opportunity for meaningful exchanges with owner/operators to discuss their current and upcoming plans and needs.
- Your event investments stay in the industry. Clean Currents will enhance your ROI—your company will benefit from business development opportunities and your investment will fund NHA’s efforts to support the industry.

The Clean Currents Name

“NHA’s Clean Currents” creatively communicates the focus of NHA’s new annual industry event. Its inclusion of “Clean” underscores that waterpower is considered a “clean” energy and will help further promote this position.

“Currents” on its surface is a nod to the movement of water as well as the concept of “electrical currents.” Its second meaning is inspired by the event’s promise to be the source for new ideas and innovation. By attending NHA’s Clean Currents, participants will remain on top of the latest industry developments as well as get a window into the future of the industry.

The Story of Clean Currents

(Continued)
Voith Hydro looks forward to being a part of this highly anticipated tradeshow and conference spearheaded by the National Hydropower Association. Our participation in this new and progressive event will allow us to connect with customers, consultants, vendors, regulators and other innovators and experts, while simultaneously strengthening and growing the National Hydropower Association as the voice of our hydroelectric industry.

Carl Atkinson, PE, Director, Sales & Marketing | Voith Hydro

NHA Clean Currents seeks to attract companies and professionals in a diversity of hydropower contexts from conventional hydro to energy storage and marine energy. The conference emphasizes visibility with customers and face to face meetings with colleagues and peers.

Malcolm Woolf, President and CEO | NHA

As the voice of the industry, NHA is well positioned to organize an event that convenes all the key players to discuss critical issues that will enable hydropower to maximize its potential as a source of clean, reliable, renewable energy.

Debbie Mursch, Director Business Development, Hydro | GE Renewable Energy

Chelan County P.U.D. is excited to see the launch of NHA’s Clean Currents event, which brings the hydropower industry together and strengthens our trade association’s ability to thrive while representing hydropower.

Suzanne Grassell, Senior Policy Advisor | Chelan County P.U.D.

Duke Energy is proud to support NHA’s Clean Currents 2021. The conference aligns with our mission to provide clean, renewable energy to our customers as we transition to a lower-carbon energy future.

Randy Herrin, PE, Vice President Carolinas Regulated Renewables, Fossil Hydro Operations | Duke Energy

Seattle City Light is very much looking forward to attending Clean Currents in 2021. This is shaping up to be an incredible event for renewable energy, especially for hydropower.

Mike Haynes, PE, Chief Operating Officer | Seattle City Light

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Mike Haynes, PE, Chief Operating Officer | Seattle City Light

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Suzanne Grassell, Senior Policy Advisor | Chelan County P.U.D.

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Suzanne Grassell, Senior Policy Advisor | Chelan County P.U.D.

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Mike Haynes, PE, Chief Operating Officer | Seattle City Light
Why Exhibit

Access the leading experts in waterpower.

**MAKE LASTING CONNECTIONS**
within our diverse and dynamic community of industry waterpower pros — generators, manufacturers and suppliers.

**GAIN NEW INSIGHTS**
at the comprehensive educational program driven by hydropower industry thought leaders.

**MARKET YOUR ORGANIZATION**
and raise brand exposure to thousands of waterpower decision makers while enhancing your organization’s reputation.

**MEET WITH DECISION-MAKERS**
to connect with hydropower project owner/operators, IPPs and other business partners all in one place.

**REACH NEW AUDIENCES**
and gather leads with prospects for your waterpower products/services at the tradeshow.

**RECRUIT TALENT**
from the entire waterpower industry.

**SHOW SUPPORT OF CURRENT CUSTOMERS**
who may be giving a talk, presenting a poster, or hosting a workshop.

**SHOWCASE YOUR PRODUCTS/SERVICES**
through hands-on demonstrations and in-depth discussions related to the waterpower supply chain.

We are excited that the NHA—the hydropower industry champion—has created Clean Currents to continue promoting the growth of clean, renewable hydropower. We are thrilled that this event will focus on all aspects of our industry and will benefit all companies that are passionate about hydropower.

Russ Sanford,
Chief Marketing Officer | Kleinschmidt

Who Should Exhibit

**Conventional Hydropower**

- Manufacturers/Suppliers
  - Turbines
  - Generators
  - Governors
  - Controls
  - Bearings
  - Gates
  - Trash Racks/Rakes
  - Switchgear
  - Balance of Plant
  - Environmental Mitigation Equipment

- Service Providers
  - Construction
  - Consulting
  - Dam Safety
  - Dam / Water Infrastructure
  - Powerhouse Engineering
  - Environmental
  - Fish Passage
  - Licensing/Relicensing
  - Safety/Security
  - Plant Operations
  - Equipment Rehabilitation/Repair
  - Labor
  - Law Firms

**Marine Energy Technologies**

- Current
- Wave
- Tidal

- Academia/Research Organizations
- Ocean Conservation Non-Profits
- Ocean or Ocean Energy Software & App Developers/Distributors
- Ocean Related Scientific and Engineering Societies

- Regional Development or Innovation Organizations
- Resource Agencies
- Regulators
- Technology Developers, Incubators, Accelerators
- Venture Capitalists/Financiers

Questions? Contact the Clean Currents Exhibits Manager at +1 301-200-4616 ext. 106 or cleancurrents@sponsorshipboost.com
Exhibitor Benefits

Exhibitor Registrations include all networking events and education - including lunches, receptions, coffee breaks, breakout sessions and more!

Clean Currents Booth Package

**BOOTH PACKAGE:**
All exhibitors receive:

- 15 total Exhibit Hall hours over 2 days
- 24-hour security
- Preferred selection time to reserve booth space for Clean Currents 2022.

Exhibit booths can be customized for your space needs, starting with a minimum of 100 square feet. For linear exhibit booths only, exhibitors receive a draped back wall and sides and a standard 7” x 44” registration sign.

**MARKETING:**

- List of pre-conference attendees 4 weeks prior to the event
- List of post-conference attendees 2 weeks after the event (Excel spreadsheet)
- Listing on the Clean Currents website, mobile app, onsite signage, and onsite directory
- Exhibitor marketing kit to promote your booth

**REGISTRATION:**

For EVERY 100 square feet of space purchased, an exhibitor receives 2 registrations. These registrations include the following (estimated value of $1,800):

- Access to ALL educational sessions (keynote and breakout sessions)
- Access to complimentary lunches served in the exhibit hall on Wednesday, October 20, and Thursday, October 21
- Access to complimentary coffee breaks
- Access to the Welcome Reception on Wednesday, October 20
- Access to the Closing Reception in exhibit hall on Thursday, October 21

Additional registrations can be purchased at the discounted exhibitor registration rate.

**Exhibit Booth Fees**

- **NHA Member: $39.50/sq ft**
- **Non-Member: $45.50/sq ft**

Linear Booths: All corner fees are **$200**.
Island Booths: Each island has 4 corner fees (4x $200) for a total of **$800**.

*Eligibility: Exhibiting companies must be a member of NHA in good standing to exhibit and obtain Member Rates.

**NOT A MEMBER OF NHA?**
Join now to take advantage of member discounts. Contact diane@hydro.org for more information.

**Exhibit Booth Design**

Clean Currents generally follows the International Association of Exhibitions and Events (IAEE) guidelines for display rules and regulations. IAEE’s revised 2018 edition has been used as a resource to create consistent and fair exhibiting standards for the Clean Currents tradeshow. In keeping with this direction, NHA has the following guidelines:

- End caps or cross aisle booths are prohibited.
- The display rules and regulations will be strictly enforced by the Show Management Team.

**Booth Payment Terms**

A 50% deposit is due by April 2, 2021 with final payment due by July 18, 2021.

- **CREDIT CARD**
- **CHECK**

**Cancellation Policy**

Cancellation requests must be submitted in writing to the Clean Currents Exhibits Manager. If written cancellation is received before April 2, 2021, the booth fee will be refunded 100%. If written cancellation is received after April 2, 2021 the booth fee will be refunded less 50% of the contracted booth rental fee. No refunds for cancellations will be made after July 18, 2021. A cancellation fee will be charged for downsized booth space. If a booth is canceled, all complimentary full-conference registrations will be forfeited and immediately canceled.

**Downsize/Booth Reduction**

Should an exhibitor downsize or reduce the size of its contracted booth space on or before April 2, 2021, there will be no cancellation fee. Exhibitor will be responsible for 50% of the reduced space before July 18, 2021. After July 18, 2021 an exhibitor is permitted to reduce the size of their contracted space; however, no refunds will be given. Show Management has the right to reassign the exhibitor to a different booth space based on revised size requirements. Space reduction requests must be submitted in writing to the Exhibitors Manager.

**Hotel**

Clean Currents will announce the hotels in Fall 2020. Exhibits will be allowed sub-block agreements for guest rooms only. No meeting room space will be allowed for rental without express written permission by Show Management.

**Example:**

20x20 = $15,800 reduced to a 10x20 = $7,900 + cancellation fee of $0 before April 2
20x20 = $15,800 reduced to a 10x20 = $7,900 + cancellation fee of $3,950 (50% of $7900) = $11,850 before July 18
Lunch! - Clean Currents provides complimentary daily lunch for all attendees and ALL exhibitors!

Educational Session Rooms - All of our breakout educational sessions are easily accessible directly from the tradeshow floor. No lost opportunities as attendees move back and forth in between sessions!

Meeting Rooms - Need easy access to a small meeting room? We have both meeting rooms on the tradeshow floor and locations on the 2nd floor. Exhibitors can rent meeting rooms as part of their sponsorship opportunities.

Quiet Cubes - Several meeting pods provide small, glass-enclosed locations for 1-2 people to meet or take calls on the tradeshow floor.

The Power House - The tradeshow’s energetic center where ideas are generated and information is exchanged. Experience interactive content as you connect with industry experts, consultants and one another!

Want to combine multiple 10x10 booths to create a larger exhibit space? Please contact the Exhibits Manager at 301-200-4616 ext. 106 or CleanCurrents@sponsorshipboost.com to have your chosen booths combined BEFORE renting.

Georgia World Congress Center
Building A | Level 1 | Halls A1-A2 | Atlanta, Georgia
How to Purchase Exhibit Space

Want to combine multiple 10x10 booths to create a larger exhibit space? Please contact the Exhibits Manager at 301-200-4618 ext. 106 or CleanCurrents@sponsorshipboost.com to have your chosen booths combined BEFORE renting.

1. Visit the online floor plan at cleancurrents.org/2021floorplan.
2. Decide which booth size and location you want. (Contact the Exhibits Manager if you’d like to combine booths BEFORE renting.)
3. Select “Rent or Purchase.”
4. Follow online prompts to rent a booth.
5. Enter the payment information and submit credit card payment or select “Check” or “Make Payment in Future” as your form of payment.
6. An email confirmation and invoice of your contract submission will automatically be sent to the booth coordinator.

Exhibitor Schedule

Exhibit Hall

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday, October 18, 2021</td>
<td>Installation</td>
<td>3 pm – 6 pm</td>
</tr>
<tr>
<td>Tuesday, October 19, 2021</td>
<td>Installation</td>
<td>9 am – 5 pm</td>
</tr>
<tr>
<td></td>
<td>Booth Inspections</td>
<td>3 pm – 4 pm</td>
</tr>
<tr>
<td>Wednesday, October 20, 2021</td>
<td>Exhibit Hall Hours</td>
<td>10 am – 5 pm</td>
</tr>
<tr>
<td>Thursday, October 21, 2021</td>
<td>Dismantle</td>
<td>6:30 pm – 10:30 pm</td>
</tr>
<tr>
<td>Friday, October 22, 2021</td>
<td>Dismantle</td>
<td>8 am – 5 pm</td>
</tr>
</tbody>
</table>

The schedule is tentative and subject to change.

Schedule at a Glance

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday, October 19, 2021</td>
<td>Site Visit Tours/Workshops</td>
<td>9 am – 5 pm</td>
</tr>
<tr>
<td>Wednesday, October 20, 2021</td>
<td>Opening Plenary Session</td>
<td>9 am – 10 am</td>
</tr>
<tr>
<td></td>
<td>Concurrent Sessions</td>
<td>10 am – 5 pm</td>
</tr>
<tr>
<td></td>
<td>Exhibit Hall–coffee breaks</td>
<td>10 am – 5 pm</td>
</tr>
<tr>
<td></td>
<td>and complimentary lunch</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Networking Event</td>
<td>6 pm – 9 pm</td>
</tr>
<tr>
<td>Thursday, October 21, 2021</td>
<td>Concurrent Sessions</td>
<td>10:30 am – 5 pm</td>
</tr>
<tr>
<td></td>
<td>Exhibit Hall–coffee breaks</td>
<td>10:30 am – 6:30 pm</td>
</tr>
<tr>
<td></td>
<td>and complimentary lunch</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Plenary Session</td>
<td>9 am – 10:30 am</td>
</tr>
<tr>
<td></td>
<td>Closing Party in Exhibit Hall</td>
<td>5 pm – 6:30 pm</td>
</tr>
<tr>
<td>Friday, October 22, 2021</td>
<td>Closing Plenary Session</td>
<td>9 am – 10 am</td>
</tr>
<tr>
<td></td>
<td>Workshops</td>
<td>10 am – 1 pm</td>
</tr>
</tbody>
</table>

The schedule is tentative and subject to change.
Clean Currents has established a priority points system for rebooking as a way of organizing the exhibit selection process. This system ensures a fair and transparent process for all parties involved.

Exhibitors and sponsors accumulate points for the booth assignment process for the following year. This priority points system allows companies with the highest accumulation of points to have priority registration for exhibit space and assists show management in the booth selection process for the next year’s expo. Companies that earn the most points will have the first opportunity to sign up for exhibit space for 2022.

Exhibitors will accrue points based on the below set of criteria.

<table>
<thead>
<tr>
<th>Type of Points</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>NHA Membership - current</td>
<td>50</td>
</tr>
<tr>
<td>Clean Currents Exhibitor Advisory Committee (EAC) - current membership</td>
<td>5</td>
</tr>
<tr>
<td>Booth Size (space paid and occupied)</td>
<td>2 per 10x10</td>
</tr>
<tr>
<td>Consecutive Years Exhibited</td>
<td>1 per year, starting in 2021</td>
</tr>
<tr>
<td>Overall NHA Financial Support (Sponsorships, Advertising, Membership Dues)</td>
<td>1 per $1,000, starting in 2021</td>
</tr>
<tr>
<td>Years Missed</td>
<td>-2</td>
</tr>
<tr>
<td>Booth Violation</td>
<td>-1</td>
</tr>
</tbody>
</table>

**NOTES:**

- Show Management has the right to remove points for booth violations. This would include: late set-up or early tear-down of booth; violation of height and space restrictions; unauthorized use of attendee mailing list, etc.
- When companies are acquired, merged, or consolidated Clean Currents will use the points from the company with the greatest amount accumulated; they will not be combined. The Clean Currents Exhibition Manager must be notified, in writing, in order for the acquiring company to assume the higher point total.
- If the total points between exhibitors are equal and the companies requested a tie breaker, it will be decided by:
  - a. Continuity of years exhibiting
  - b. Number of years exhibiting
  - c. NHA membership
- Three consecutive absences from the show will result in loss of all accrued priority points.
- Clean Currents Show Management shall be the final arbiter of all ties or disputes related to the point system.
- Wait-listed exhibitors do not lose points if unable to clear waitlist.

Points awarded and accumulated will be administered by NHA Clean Currents according to the rules and guidelines as stated above. A confirmation of the point total will be sent to all companies, for which points have accumulated each year, in advance of the exhibit selection for the Clean Currents in the next year.

The preferences stated on the contract are for guidance and are not guaranteed by Clean Currents. In the event of conflicts regarding space requests or conditions beyond its control, Clean Currents reserves the right to rearrange the floor plan and/or relocate any exhibit at any time.
Questions? Contact the Clean Currents Exhibits Manager at +1 301-200-4616 ext. 106 or cleancurrents@sponsorshipboost.com
CANCELLATION
Cancellation requests must be submitted in writing to the Exhibitors Manager. If written cancellation is received by April 2, 2021, the booth fee will be refunded 100%. After April 2, 2021, the booth fee will be refunded less 50% of the contracted booth rental fee. Any exhibitor who cancels all of their booth space after July 18, 2021, will forfeit to NHA, as liquidated damages, a sum of money equal to 100% of the full price of said exhibitor’s booth space.

DOWNSIZED BOOTHS
Space reduction requests must be submitted in writing to the Exhibitors Manager. A cancellation fee will be charged to down sizing booth space. The cancellation fees listed will be applied to the booths removed from the final booth size. Complimentary full-conference registrations will apply to the final booth size. Show Management has the right to realign the exhibitor to a different booth space based on revised size requirements.

EVENT CANCELLATION, POSTPONEMENT
AND/OR RELOCATION
If NHA, in its sole discretion, cancels the tradeshow, a full refund of the exhibitor’s show fee will be made, which is the limit and extent of NHA’s liability to the exhibitors for such cancellation. If the date and/or location of the event is changed, the exhibitor has the right to request a full refund of the exhibit rental fees from NHA, and NHA commits to honoring that request, which is the limit and extent of NHA’s liability to the exhibitors for this change.

CONTRACTOR SERVICES
An official contractor will provide all services in the exhibit area. Complete information, instructions and schedule of services regarding the contracted services will be made, which is the limit and extent of NHA’s liability to the exhibitors for such services. Management reserves the right to the immediate withdrawal of any exhibit that NHA believes to be injurious to the purpose of NHA. Management reserves the right to refuse to admit or eject from the exhibit building any objectionable or undesirable person or persons. The use of sidewalk town cars or any other means of transportation considered by NHA to be objectionable are expressly prohibited in the exhibit area and in any meeting room.

BOOTH DESIGN
NHA follows the International Association of Exhibitions and Events (IAEE) Display Guidelines for exhibit booth design. The regulations listed herein are not intended to unduly restrict exhibitors as to either design or utility. The spirit in which the rules are presented is to create and maintain an open atmosphere on the exhibit floor. In designing exhibits, traffic flow, good judgment and consideration for neighboring exhibitors and attendees should be primary objectives. Every effort has been made to ensure the accuracy of all information distributed by NHA; however, due to the ever-changing needs and maintenance schedules of facilities, such as the Georgia World Congress Center, up-to-the-minute information is not always available. With this in mind, we remind all exhibitors that NHA, the Georgia World Congress Center and its contractors or agent can make no warranties as to the accuracy of floor plans issued in conjunction with or pertaining to the exposition. If locations of building columns, utilities or other architectural components of the facility are considerations in the construction of an exhibit, it is the responsibility of the exhibitor and/or his/ her agent to physically inspect the facility to verify all dimensions and locations.

NOT ALLOWABLE BOOTH DESIGN
NHA does not permit end-cap booths, meaning a 10’x20’ booth that is exposed to aisles on three sides. NHA also does not permit exhibitors to purchase linear booth spaces that are across the aisle or diagonal from one another. Example: If an exhibitor wishes to purchase these two 10’x20’ spaces across the aisle from one another, this would not be permitted.

IN-LINE BOOTHS
In-line booths have only one side exposed to an aisle and are generally arranged in a linear exhibit space. Regardless of the number of in-line booths utilized, (e.g., 10’ x 20’, 10’ x 40’, etc.) display materials must be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8 feet is allowed only in the rear half of the booth space, with a 4-foot height restriction imposed on all materials in the remaining space forward to the aisle. When three or more in-line booths are used in combination, a single in-line booth, the maximum height limitation is applied only to that portion of exhibit space that is within 10 feet of an adjoining booth.

ISLAND BOOTHs
Island booths are booths exposed to aisles on all four sides, with a minimum size of 20’x20’. Supplementary regulations governing such exhibits are the following:

a. Island booths are restricted to 20 feet in height.

b. The entire cubic content of the space may be used up to the maximum allowable height of 20 feet including signage (hanging or stationary), banners, trusses and hanging lighting systems.

c. Any hanging signage will be hung at 20 feet from the floor to the top of the sign.

d. No signage, lighting fixtures, or light/signature trusses are permitted outside the boundaries of the exhibit space.

LIGHTING
Lighting should be directed to the inner confines of the booth space. Lighting must not project onto other exhibits or show aisles. Lighting that is potentially harmful, such as lasers or ultraviolet lighting, must comply with facility rules and be approved in writing by exhibition management. Lighting that spins, rotates, pulsates and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event. NHA reserves the right to restrict the use of glaring lights or objectionable lighting effects.

SOUND DEVICES & OTHER PRESENTATION DEVICES
Public address, sound production or amplification devices that project sound must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitor and their patrons, nor cause the aisles to be blocked. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisles. Any expenses incurred in this instance will be the sole responsibility of the exhibitor. Any form of attention-getting devices or presentations must be terminated when crowds obstruct aisles or infringe upon another exhibitor’s display. Music, whether vocal or instrumental, is prohibited.

ARRANGEMENTS OF EXHIBITS
Any portion of an exhibit that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated booth space or for any reason becomes objectionable, must be immediately modified or removed by the exhibitor. The show management reserves the right to inspect the quality of the appearance of each booth prior to show opening. Where necessary, masking devices or other covering material will be placed to cover unsightly wires, unfinished backwalls exposed water pipes or hoses, etc. at the exhibitor’s expense.

BOOTH MATERIALS
Only fireproof materials may be used in displays and the exhibitor must take all necessary fire precautions. No combustible material will be stored in or around exhibit booths.

EXHIBITOR SERVICES MANUAL
Each exhibitor will be provided with an official Exhibitor Services Manual. The Exhibitor Services Manual describes the types and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions, and limitations contained in the Exhibitor Services Manual. In the sole opinion of Show Management, any exhibit that fails to conform to the Exhibitor Services Manual guidelines or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exhibition.

BOOTH & AISLE SPACE
All exhibit equipment and materials must be located within the booths. All personnel and promotional activities must be confined to the limits of the exhibit space. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions. Sufficient space must be provided within the exhibit space for the comfort and safety or persons watching demonstrations and other promotional activities.

CARPET
All booths must be carpeted. Exhibiting companies are responsible for furnishing, cleaning, and carpeting their booths. Any booth(s) not carpeted by 3pm on Tuesday, October 19, 2021, will be carpeted by Show Management at the exhibitor’s expense. All exhibits must comply with the public accommodation provisions of the Americans with Disabilities Act of 1990 (ADA). Any exhibit with raised flooring must be ramped.

SUBLACING OF SPACE
Exhibitors may not sublease space, assign, or apportion to others the whole, or any part of, the space allocated, and may not display goods or services other than those regularly distributed by them.

CONDUCT
All exhibitors will be to serve the interest of NHA and will be operated in a way that will not detract from other exhibitors, the exhibition, or the meeting as a whole. Show management reserves the right to the immediate withdrawal of any exhibit that NHA believes to be injurious to the purpose of NHA. Management reserves the right to refuse to admit to and eject from the exhibit building any objectionable or undesirable person or persons. The use of sidewalk town cars or any other means of transportation considered by NHA to be objectionable are expressly prohibited in the exhibit area and in any meeting room.
25 | TYPE OF EXHIBITING COMPANIES
The purpose of the exhibition is to further the education of conference attendees through product and service displays and demonstrations. Products or services exhibited must be pertinent to the attendee’s professional interest. NHA reserves the right to restrict those who may exhibit at the conference and exhibit sales activities that it deems inappropriate or unprofessional. In addition, NHA reserves the right to prohibit any company, association, or entity from exhibiting at the conference if it determines that its products or services that compete with the products and services NHA provides.

26 | EXHIBITOR-SUPPORTED EVENTS
Any exhibitor-sponsored event, meeting, seminar, reception, focus group, or similar function to which conference attendees are invited that is related to the Clean Currents schedule is subject to NHA approval. Please consult the NHA website for a schedule of events, or contact the NHA Exhibits Department.

27 | EXHIBITOR PERSONNEL
The official NHA badge must be worn whenever a representative is in the exhibit hall. All personnel representing the exhibitor or his or her employees in the exhibit floor during installation and dismantling must be properly identified.

28 | SELLING PRODUCTS/MERCHANDISE
Prohibited Sales Activities. Exhibitor shall not conduct retail or consumer sales during exhibit hours. Exhibitor may not receive payment or make delivery of equipment or products of the trade, but the Exhibitor may accept orders for future delivery.

29 | HANDOUT MATERIALS
Promotional giveaways and exhibitor prize drawings will be permitted. NHA reserves the right to disallow any material that it believes to be inappropriate. No exhibitor may use NHA’s name, or that of its affiliate organizations, in conjunction with any promotional activity or award in the exhibit hall without the expressed written consent of NHA.

30 | ADDITIONAL ADVERTISING
Exhibitor is prohibited, without express written approval from NHA, from distributing, giving away, or advertising in print or on an electronic medium in an area outside its own booth space. NHA reserves the right to deny such requests to cancel any hospitality space and/or hotel guest rooms under Exhibitor’s name. Exhibitor shall remain liable for the payments made to the hotel. No Exhibitor or group of Exhibitors may organize or convene meetings, host cocktail parties, or similar functions other than those designated areas or times during the scheduled times of the event without prior written approval from NHA.

32 | CANVASSING
Canvassing or distribution of advertising material or souvenirs in the exhibit hall by representatives of nonexhibiting firms is strictly forbidden and may result in immediate eviction from the conference. Distribution of advertising material and souvenirs must be confined to the exhibitor’s booth.

33 | SOLICITATION OF EXHIBITORS
No persons will be permitted in the exhibit hall for the purpose of soliciting exhibitors for advertising, exhibit space, or other sales without the express written permission of NHA.

34 | FIRE, SAFETY, AND HEALTH
The exhibitor assumes all responsibility for compliance with local, city, and state ordinances and regulations covering fire, safety, and health.

35 | LABOR RULES AND REGULATIONS
Labor rules and regulations for union labor are made by the local unions and may change at any time. Where union labor is required because of building or contractor requirements, it will be necessary for the exhibitor to comply with these regulations. Information regarding specific regulations that are applicable may be obtained from the official contractor Displayers, painters, carpenters, electricians, and other skilled labor can be arranged through the official contractor at established rates. Labor order forms will be included in the Exhibitor Services Manual.

36 | STORAGE
The exhibitor should make arrangements with the contracted decorator for storage of packing boxes and crates during the exhibition. NHA assumes no responsibility for damage or loss of packing boxes or crates.

37 | LIABILITY AND SECURITY
NHA makes no warranty, expressed or implied, that security measures will avert or prevent occurrences that may result in loss. Damage or loss of certain objects or other valuables at the event will be insured at the exhibitor’s own expense in such amounts as it deems appropriate to comply with its obligations here under and for its own protection. Each exhibitor must show proof of insurance prior to installing their booth.

38 | INSURANCE
Each exhibitor shall be responsible for securing and maintaining the following insurance coverages at the exhibitor’s expense: (a) Workman’s compensation insurance coverage for exhibitor’s employees which shall be approved in writing by NHA. (b) Commercial general liability insurance with policy limits of $1,000,000 for combined single limit coverage to include: comprehensive form, premises/operations, contractual, broad form property damage and products/ completed operations coverage for terms of coverage to be effective from on or before October 18–21, 2021, which shall include exhibitor’s move in and move out. Such insurance shall cover any and all damage or injury to any and all persons arising out of such person’s attendance at the exhibitor’s exhibit during the term of Clean Currents 2021. (c) Other insurance and/or self-insured programs that are not required by law, but that it is reasonable and prudent for the exhibitor to maintain in order to protect its assets. Each exhibitor shall be responsible for obtaining any additional insurance coverage solely at its own expense, in such amounts as it deems appropriate to comply with its obligations here under and for its own protection.

39 | TRADEMARKS
NHA will be held harmless for any trademark, trade name, copyright, or patent infringement on any printed materials belonging to or distributed by any exhibitor. Use of the Georgia World Congress Center logo, design, trademark, trade name, patent, copyrighted work, or symbol must be approved in writing by the Georgia World Congress Center marketing department. Use of the NHA logo, design, trademark, trade name, patent, copyrighted work, or symbol must be approved in writing by NHA’s marketing department.

40 | PHOTOGRAPHING OF EXHIBITS
Each exhibitor has control over the space it has rented and may prevent those competitors from gaining access to or photographing or videotaping its exhibit. The taking of photos of, other than by the official photographer, is expressly prohibited during setup, dismantling, and non-exhibit hours, and cameras will not be allowed on the exhibit floor during these times. Only the exhibitor may grant permission to have its exhibit photographed, videotaped, or an audio presentation taped, during exhibit hours. No exhibitor shall deny any reasonable request from Show Management or the official photographer to photograph the exhibit from outside the perimeter of the booth.

41 | FACILITY USE
All public function space in the Georgia World Congress Center and host hotels is controlled by NHA. No function space will be released to exhibiting firms or other commercial firms for social functions without the permission of Show Management. Good taste and conformity to the purposes of the meeting must prevail. Shaving of equipment or product presentations to registered members or guests of NHA by exhibiting firms other than on the exhibit floor during the stated hours is expressly prohibited.

42 | VIOLATIONS
NHA may at its discretion take away all or part of future exhibiting privileges for violations of the Rules and Regulations. In addition, violation of any of these Rules and Regulations by the exhibitor or his or her employees or agents shall at the option of NHA forfeit the exhibitor’s right to occupy space and such exhibitor shall forfeit to NHA all monies paid or due. Upon evidence of such violations, NHA may take possession of the space occupied by the exhibitor, and may remove all persons and goods at the exhibitor’s risk. The exhibitor shall pay all expenses and damages that NHA may incur thereby.
Sponsorship Opportunities

Maximize your exposure by selecting the perfect combination of opportunities that will optimize your presence and visibility at Clean Currents.

1. Enhance your brand exposure
2. Increase your booth traffic
3. Promote your innovative products and services
4. Meet and network with current and potential customers
5. Demonstrate your thought leadership

Questions? Contact the Clean Currents Exhibits Manager at +1 301-200-4616 ext. 106 or cleancurrents@sponsorshipboost.com

CLEAN CURRENTS 2021

Sponsoring

Clean Currents’ 2021 Annual Conference offers comprehensive benefits, including the first right of refusal for next year’s sponsorship and advertising opportunities.

CREATE THE PERFECT SPONSORSHIP PACKAGE FOR YOUR COMPANY FROM THESE CATEGORIES:

- Promotion of your Brand
- Networking Events
- Booth Traffic Generators – Drive Traffic to your Booth
- Educational Content
- Meeting Space
- Onsite Signage/Advertising
- Digital Advertising
- Print Advertising

CLEAN CURRENTS RECOGNIZES MULTIPLE LEVELS OF SUPPORT

1. Choose your sponsorship(s)
2. Determine total spend of these selections to determine your tiered level of support!

All advertising, sponsorships, receptions and educational sessions are chosen individually and will be combined to achieve your total sponsorship contribution which includes additional tiered benefits.

Non-exhibitors may sponsor, but must pay a surcharge fee of $2,500.
**Tiered Sponsorship Opportunities**

**ALL CLEAN CURRENTS 2021 LEVEL SPONSORS WILL RECEIVE:**
- Sponsor ribbons for ALL company staff
- Company logo onsite signage
- Company logo and hyperlink on Clean Currents website
- Enhanced directory listing with acknowledgment as Sponsor

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**TERAWATT**  \( (>=$35,000) \)
- Large onsite banner acknowledging Terawatt Sponsors with company logo
- 4 additional full conference registrations (approximate value $4,000)
- 4 Powerpoint slides, custom designed by sponsor, to be displayed on several digital monitors throughout Building A of the Georgia World Congress Center
- Terawatt Sponsor floor sticker in front of exhibitor booth

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**GIGAWATT**  \( (>=$25,000) \)
- 3 additional full conference registrations (approximate value $3,000)
- 3 Powerpoint slides, custom designed by sponsor, to be displayed on several digital monitors throughout Building A of the Georgia World Congress Center
- Gigawatt Sponsor floor sticker in front of exhibitor booth

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**MEGAWATT**  \( (>=$15,000) \)
- 2 additional full conference registrations (approximate value $2,000)
- 2 Powerpoint slides, custom designed by sponsor, to be displayed on several digital monitors throughout Building A of the Georgia World Congress Center
- Megawatt Sponsor floor sticker in front of exhibitor booth

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**KILOWATT**  \( (>=$10,000) \)
- 1 additional full conference registration (approximate value $1,000)
- 1 Powerpoint slide, custom designed by sponsor, to be displayed on several digital monitors throughout Building A of the Georgia World Congress Center
- Kilowatt Sponsor floor sticker in front of exhibitor booth

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**Power House Demonstrations**  \( Custom pricing – 4 available \)
This is our tradeshow’s energetic center where ideas are generated and information is exchanged. Experience interactive content as attendees connect with industry experts, consultants and one another. This central hub is approximately 3,200 square feet and adjacent to the NHA booth.

As a sponsor, you can create/host an interactive or technical demo in this unique learning space. This is the opportunity to do something incredible, innovative, and creative.

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**Waterpower Intelligence Theater**  \( $2,500 per 45 minute time slot \)
Our Theater is the ideal forum to host 30-minute educational sessions based on your content to an interested audience of hydropower professionals. You choose the speakers and topics!

Located in the exhibit hall, each speaker/session will be approximately 30 minutes with an additional 15 minutes for Q&A.

**SPONSORSHIP BENEFITS INCLUDE:**
- Ability to host a speaker/topic of your choosing (speaker/topic are subject to NHA approval)
- Full Description of session with speaker bios on Clean Currents website, mobile app and onsite program
- Riser with podium, AV, including screen, laptop and speakers — all ready for your presentation
- Theater seating for 60 people
- One floor sticker with your logo in front of the Theater
- Logo and sponsorship acknowledgment on all marketing for this area

**AVAILABLE TIMES**
- **Wednesday, October 20**
  - 11 am, 12 pm, 1 pm, 2 pm, 3 pm, 4 pm
- **Thursday, October 21**
  - 11 am, 12 pm, 1 pm, 2 pm, 3 pm, 4 pm
Sponsored Event Rooms

- 1 hour option: $3,000
- 4 hour option: $4,000
- 8 hour option: $6,000

Host an event—a breakfast, luncheon, educational session or workshop—for current and potential customers—with speakers and topics of your choosing! Clean Currents will provide marketing and large educational rooms at the convention center for your use.

**SPONSORSHIP BENEFITS INCLUDE:**
- Ability to host a speaker/topic and complete workshop uniquely yours (all workshop contents are subject to NHA approval)
- Full description of workshop session with speaker bio on Clean Currents website, mobile app and onsite program, if desired
- 1 eblast to attendees with your workshop session description, if desired
- Riser with podium, AV, including screen, laptop and speakers—all ready for your presentation
- Banquet or Classroom seating for 25-100 people
- 1, 4 or 8 hour options

**NOTE:** Sponsor must provide their own registration and contract directly with the convention center for food and beverage needs.

**AVAILABLE TIMES**

- **Tuesday, October 19**
  - 1 HOUR OPTION: 11am - 12 pm, 12 pm - 1pm
  - 4 HOUR OPTION: 9 - 1 pm
  - 8 HOUR OPTION: 9 am - 5 pm
- **Thursday, October 21**
  - 1 HOUR OPTION: 8 - 9 am

Facebook Live Interview

- $1,500 – 8 available – 2 per day

Clean Currents will host daily Facebook Live interviews to discuss the day’s events. As sponsor of this event, you will be interviewed at your chosen location—perhaps in your booth? Choose your topic for this 5 minute interview.

Live Twitter Chat

- $1,500 – 4 available – 1 per day

Clean Currents will host daily live twitter chats to discuss the day’s events. As sponsor of this event, you can co-host the chat—you can lead the discussion by tweeting questions or topics for participants to comment upon. The final discussion comments will be posted and archived on the Clean Currents website for all to see. Your logo will be prominently displayed in this archive.

**Women in Hydro Mentorship Breakfast**

- $2,750 – 5 available

Support and attend the Women in Hydro Mentorship Program breakfast. Men and women are invited to this ticketed event which aims to match mentors and mentees in the industry. Each sponsor will receive 2 tickets to this event. Your company logo will be prominently displayed as the event sponsor on the invitations and onsite signage.

**Young Professionals Networking Event**

- $2,750 – 5 available

Support and attend an event for young professionals. This ticketed event aims to bring seasoned professionals and young or new-to-hydro attendees together to help onboard them. Each sponsor will receive 2 tickets to the event. Your company logo will be prominently displayed as the event sponsor on the invitations and onsite signage.

**Hydraulic Power Committee Networking Dinner**

- $3,500 - 5 available

Network with fellow industry peers and show your support of the hydropower industry. Attend the Hydraulic Power Committee (HPC) networking dinner taking place on Tuesday, October 19, 2021. The HPC specializes in exchanging critical information related to operating hydroelectric projects, dam safety and Operational Excellence (OpEx) and this dinner is a great opportunity to network with asset owners and others within the technical professional community. Each sponsor will receive 2 tickets to the dinner and your company logo will be prominently displayed as the event sponsor on all marketing of the event, the dinner tickets and onsite signage.
**Meeting Space**

**MEETING ROOMS**

**Convention Center 3rd or 4th Floor**

Rent a meeting room on the 3rd and 4th floor of the convention center that is completely yours! You can rent meeting room space for your private meetings with clients and/or internal sales representatives.

**Entire Conference**

- **$3,500 per 3 days OR $4,000 per 4 days**
  - Rent a meeting room for the whole conference – all 4 days. Clean Currents will provide a company sign outside your meeting space to showcase your support of Clean Currents. You will have the ability to brand the space in your company logo – odd wall clings, or floor stickers or any inside décor. Feel free to brand or utilize the space in any way that fits your needs. This room rental fee does NOT include AV or Catering.

**4 Hour increments**

- **$1,000 per 4 hours**
  - Rent a meeting room for the 4 hour increments on one of the 4 days of the conference. Clean Currents will provide a company sign outside your meeting space to showcase your support of Clean Currents. This room rental fee does NOT include AV or Catering and DOES NOT include branding.

**TIME SLOTS**

- 8 am – 12 pm or 1 pm – 5 pm

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**Networking Events**

(Continued)

**COFFEE BREAK**

**General Session Coffee Breaks**

- **$2,250 – 3 available – 1 exclusive sponsor per day**
  - Our general sessions will be held each morning (Wednesday, Thursday, Friday) in the auditorium. Attendees can grab a cup of coffee with your single color logo-branded napkins as they meet and mingle with fellow attendees prior to the keynote and plenary speakers. Prominent onsite signage will display your logo.

**EXHIBIT HALL EVENTS**

**Exhibit Hall Closing Reception**

- **$1,750 – 10 available**
  - Clean Currents will host an exhibit hall closing reception on Thursday, October 21 for all attendees to celebrate! Sponsors will have their logos prominently displayed on all onsite marketing for the reception, including prominent signage throughout the exhibit hall. Bars will also be located close to the sponsor booths.

**Exhibit Hall Lunch**

- **$2,000 – 10 available**
  - Clean Currents will host a complimentary luncheon for ALL attendees on Wednesday, October 20 and Thursday, October 21! Sponsorship includes both luncheons. Sponsors will have their logos prominently displayed on all onsite marketing for the luncheon, including prominent signage throughout the exhibit hall.

**Exhibit Hall Coffee/Dessert Bar**

- **$2,750 – 5 available**
  - A coffee and specialty dessert area will be located in the exhibit hall each afternoon (Wednesday and Thursday). Attendees can grab a cup of coffee and dessert at this central location. Sponsors will have their logos prominently displayed on all onsite marketing for the dessert/coffee bar, including prominent signage throughout the exhibit hall.

**Exhibit Hall Closing Reception**
**Meeting Rooms – Exhibit Hall**

*See map on pages 18-17*

Rent a meeting room space on the exhibit hall floor that is completely yours during all exhibit hall hours. (You will be unable to access this room during non-exhibit hall hours.) Clean Currents will build a custom meeting room, approximate size 20x20, near the Session Room 1 and Aisle 100. We will provide a company sign extending your meeting space to showcase your support of Clean Currents. You will have the ability to brand the space in your company logo – add wall clings, or floor stickers or any inside décor. Feel free to brand or utilize the space in any way that fits your needs.

**This room rental fee includes:**
- 20’ x 20’ walled room with lockable door
- Carpet
- Electricity
- Two (2) 6’ skirted table
- Four (4) chairs

**NOTE:** This fee does NOT include AV or Catering.

**Meeting Rooms –**

Need easy access to a small meeting room? We have both meeting rooms on the tradeshow floor and locations on the 2nd floor. Exhibitors can rent meeting rooms as part of their sponsorship opportunities.

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**Branded Networking Lounge**

*See map on pages 18-17*

$25,000

Your name will be custom branded – “Company X Networking Lounge.” This large lounge, approximately 10,000 square feet, will feature comfortable seating, charging stations, easy access to the Exhibit Hall, general sessions and registration. It provides terrific visibility for both days of the exhibit hall.

**ADDITIONAL BENEFITS INCLUDE:**
- Branded mentions in all pre-conference marketing – website, brochures and eblasts
- Onsite signage:
  - 5 meter boards with your custom graphics. (3x8 signs) located throughout the lounge
  - Floor stickers with your logo located throughout the lounge
  - Ceiling hung sign with your logo

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**Badges**

$18,000

Your company logo will be prominently displayed at the bottom of ALL Clean Currents attendee badges. This exclusive opportunity will showcase your branding and partnership with NHA as it is worn by the 1500+ attendees.

**Hotel Room Key Card**

$6,000 exclusive license fee

Place your company logo on every key card provided to attendees at all hotels in the NHA room block. The key cards will be given at check-in and used to access hotel rooms throughout their stay, a great on-going reminder of your company and products. This sponsorship fee does not include the cost to produce the key card.
Brand Promotion (CONTINUED)

Branded Tote Bag or Padfolio $8,500 exclusive license fee
Your company logo, along with the Clean Currents logo, can be branded on a padfolio or tote bag. The padfolio or tote bag will be purchased separately by the sponsor but must first be approved by NHA. The sponsor will need to supply 1,700 padfolio or tote bags with the appropriate logos.

Branded Speaker Ready Room $4,000 exclusive
Your name will be custom branded – “Company X Speaker Ready Room.” All speakers must go to the speaker ready room to have their slides uploaded to the conference network. This allows for ease of distribution, overflow rooms and location changes. Your company logo will be prominently displayed! There will be branded mentions in all pre-conference communication to speakers.

Branded Ribbon Bar $4,500 exclusive
Your name will be custom branded – “Company X Ribbon Bar.” Attendees will have fun selecting fun and social ribbons creating excitement and assist in generating networking. Attendees can pick up their ribbons – both organizational and fun – at this location next to Registration. Your company logo will be prominently displayed! There will be branded mentions in all pre-conference marketing – website, brochures and eblasts. Your logo will appear on multiple sides of the ribbon wall.

Booth Traffic Generators

Power Quest Trivia Game $2,000 each – 10 available
Attendees can play a fun company trivia game on the mobile app for exciting prizes! Each participating company will have an exclusive QR code sign in their booth. Attendees use the mobile app to scan the code – which then makes them answer a trivia question about your company. All questions are provided by the participating companies! This game will be played during both days of the exhibit hall with grand prizes for the winners handed out in the Power House on the last day.

Floor Stickers $3,500 – 3 packages available
(Each package contains 4 floor stickers)
Direct Attendees to your booth with colorful and exciting custom floor stickers that start at the exhibit hall entrance and lead to your booth. These stickers will feature your custom graphics along with the Clean Currents 2020 logo. This package includes a total of four (4) floor stickers with an approximate size of 2’x2’.

Questions? Contact the Clean Currents Exhibits Manager at +1 301-200-4616 ext. 106 or cleancurrents@sponsorshipboost.com

CLEAN CURRENTS 2021
October 20–21, 2021 • Atlanta, Georgia • cleancurrents.org
Onsite Signage/Advertising

**Exhibit Hall Aisle Signs**
$20,000 exclusive

Showcase your company logo on all sixteen (16) Exhibit Hall aisles. These aisle signs are hung from the ceiling and are highly visible throughout the Exhibit Hall. Your exhibit booth’s aisle sign will also be in your corporate color.

**Exhibit Hall Entrance Escalator Runners**
$6,000 per escalator

The only entrance to the exhibit hall is accessible from escalators leading from the General Session to the lower level exhibit hall. Showcase your custom graphics on escalator runners as all attendees must take these escalators to enter the exhibit hall. There are 3 sets of escalators.

- **ESCALATOR #1** – Main escalator leading from General Session auditorium to Level 3
- **ESCALATOR #2** – Main escalator leading from General Session auditorium to Level 3
- **ESCALATOR #3** – Main escalator from Level 3 to Exhibit Hall

**Convention Center Column Wraps**
$6,000 – 6 available

Clean Currents has 6 convention center column wraps that can advertise your custom graphics. These column wraps are located throughout the convention center, nearby registration and the general session rooms. They are located outside the exhibit hall.

Connect with attendees with your custom advertising as they move between sessions and to and from the exhibit hall.

**Approximate height** – 10-12’ – 2/3 visible

**Hand Sanitizers**
$750 each hand sanitizer station

Place your logo and custom graphics around all hand sanitizers located in Hall A and the Exhibit Hall. There will be approximately 30 hand sanitizing stations.

**Exhibit Hall Column Wraps**
$6,000 – 8 available

Clean Currents has 8 exhibit hall column wraps that can advertise your custom graphics. These column wraps are located inside the exhibit hall.

Connect with attendees with your custom advertising as they move between the exhibit hall.

**Approximate height** – 8-10’ – all 4 sides visible
CLEAN CURRENTS 2021

Onsite Signage/Advertising

Digital Monitor Slide Show

$750 per slide

Custom design a PPT slide to add to the digital monitor slide show. Sponsor PPT slides and Clean Currents PPT slides will continuously loop on three digital monitors in Building A. These three monitors are located in highly trafficked areas on the same level as Registration and the General Session Auditorium.

Exterior Sidewalk Graphics

$6,000 exclusive opportunity

Custom design a sidewalk graphic to advertise your company. This sponsorship package includes 2 large separate graphics, which will be positioned in the main entrance to Building A.

Hall A Railing Clings

$6,000 exclusive

Custom design a railing cling to advertise your company as attendees navigate from Registration to the Exhibit Hall. This sponsorship package includes 6 railing clings, which will be positioned as attendees navigate from Registration to the Exhibit Hall.

Approximate size is 3’ wide x 3’ tall or 3’ round.
Digital Advertising

Registration Confirmation Email Banner

Once attendees complete their registration details, they will receive an auto generated confirmation that includes your organization’s advertisement banner. There should be an estimated 1,700 registration emails to ALL attendees.

- The email will be sent to attendees upon completion of their registration, each time they make an update to their registration, or if they cancel their registration. Registration is open from January through October 2021.
- The confirmation will include one EXCLUSIVE advertisement. The image size varies based on placement and includes one hyperlink.
- Click-tracking reports are available monthly upon request or in one report provided post-meeting.

“Know Before You Go” Email Banner

Put your logo and custom graphic banner at the bottom of the pre-conference information email that is sent to attendees. Your information will be prominently placed at the end of the informational “Know Before You Go” email and will reach all of the anticipated 1,700+ attendees!

- The email will be sent to attendees prior to arriving at Clean Currents.
- The email will include one EXCLUSIVE advertisement. The image size varies based on placement and includes one hyperlink.
- Click-tracking reports are available monthly upon request or in one report provided post-meeting.

Eblasts

Send your custom message and graphics out to all Clean Currents attendees with a custom eblast. Clean Currents will only schedule one per day in the immediate four weeks prior to the meeting. You can choose your date to coordinate with your internal marketing efforts. Dates are first come first served.

Digital Advertising (continued)

Mobile App

All attendees will use this mobile app to access the schedule, session descriptions, speaker bios and exhibitors.

Splash Screen SOLD OUT! $3,500 exclusive
Your custom graphic will be seen by all attendees each time that they open the app.

Banner Ad – Exhibitor Directory Only SOLD OUT! $2,000 exclusive
Advertise on the exhibitor directory section of the mobile app.

Banner Ad – Schedule Page SOLD OUT! $2,000 exclusive
Advertise on the browse by schedule section of the mobile app.

Push Notification $250 – 5 available per day
Send out a text alert through the Clean Currents 2020 mobile app. With 200 characters, you can remind attendees to stop by your booth or attend your educational session in the Knowledge Theater.
CLEAN CURRENTS 2021

Print Advertising

Hotel Room Drop
$2,500 for license fee + hotel fees
Have your literature or product sample delivered to each attendee’s hotel room. Additional hotel room fees will apply (price is $2.50 per room).

Onsite Program Guide
Advertise in the one publication that every attendee receives! Your four-color advertisement will appear in the onsite program guide that contains event schedule, session details and an exhibitor directory.

<table>
<thead>
<tr>
<th>Options</th>
<th>PRICING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Back Cover</td>
<td>$2,500</td>
</tr>
<tr>
<td>Inside Front Cover (SOLD OUT)</td>
<td>$2,500</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$2,000</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,250</td>
</tr>
</tbody>
</table>

Overall Sponsorship Opportunities

Tiered Sponsorship:
- **Terawatt** (≥$35,000)
- **Gigawatt** (≥$25,000)
- **Megawatt** (≥$15,000)
- **Kilowatt** (≥$10,000)

Educational Content

<table>
<thead>
<tr>
<th>Options</th>
<th>PRICING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Power House Demonstrations</td>
<td>Custom Pricing</td>
</tr>
<tr>
<td>Waterpower Intelligence Theater</td>
<td>$2,500 per 45 minute time slot</td>
</tr>
<tr>
<td>Sponsored Event Rooms</td>
<td>$3,000 (1 hour) / $4,000 (4 hours) / $6,000 (8 hours)</td>
</tr>
<tr>
<td>Facebook Live Interview</td>
<td>$1,500</td>
</tr>
<tr>
<td>Live Twitter Chat</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

Networking Events

<table>
<thead>
<tr>
<th>Options</th>
<th>PRICING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women in Hydro Networking Breakfast</td>
<td>$2,750</td>
</tr>
<tr>
<td>Young Professionals Networking Event</td>
<td>$2,750</td>
</tr>
<tr>
<td>Hydraulic Power Committee Networking</td>
<td>$3,500</td>
</tr>
<tr>
<td>General Session Coffee Breaks (1 exclusive sponsor per day)</td>
<td>$2,250</td>
</tr>
<tr>
<td>Exhibit Hall Closing Reception</td>
<td>$1,750</td>
</tr>
<tr>
<td>Exhibit Hall Lunch</td>
<td>$2,000</td>
</tr>
<tr>
<td>Exhibit Hall Coffee/Dessert Bar</td>
<td>$2,750</td>
</tr>
</tbody>
</table>

Meeting Rooms (For Exhibitors Only – 3rd or 4th floor of Convention Center)

<table>
<thead>
<tr>
<th>Options</th>
<th>PRICING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entire Conference</td>
<td>$3,500 per 3 days / $4,000 per 4 days</td>
</tr>
<tr>
<td>4 Hour Increments</td>
<td>$1,000 per 4 hours</td>
</tr>
<tr>
<td>Exhibit Hall</td>
<td>$18,000</td>
</tr>
</tbody>
</table>
**Overall Sponsorship Opportunities (continued)**

### Brand Promotion

<table>
<thead>
<tr>
<th>OPTIONS</th>
<th>PRICING</th>
<th>QUANTITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Branded Networking Lounge</td>
<td>$25,000</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Badges <strong>SOLD OUT!</strong></td>
<td>$18,000</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Hotel Room Key Card</td>
<td>$6,000 exclusive license fee</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Branded Tote Bag OR Padfolio</td>
<td>$8,500 exclusive license fee</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Branded Speaker Ready Room</td>
<td>$4,000</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Branded Ribbon Bar</td>
<td>$4,500</td>
<td>Exclusive</td>
</tr>
</tbody>
</table>

### Onsite Signage/Advertising

<table>
<thead>
<tr>
<th>OPTIONS</th>
<th>PRICING</th>
<th>QUANTITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Hall Audio Signs <strong>SOLD OUT!</strong></td>
<td>$20,000</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Exhibit Hall Entrance Escalator Runners</td>
<td>$6,000</td>
<td>3</td>
</tr>
<tr>
<td>Hand Sanitizer Station</td>
<td>$750</td>
<td>30</td>
</tr>
<tr>
<td>Convention Center Column Wraps</td>
<td>$6,000</td>
<td>6</td>
</tr>
<tr>
<td>Exhibit Hall Column Wraps</td>
<td>$6,000</td>
<td>8</td>
</tr>
<tr>
<td>Digital Monitor Slide Show</td>
<td>$750 per slide</td>
<td>50</td>
</tr>
<tr>
<td>Exterior Sidewalk Graphics</td>
<td>$6,000</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Hall A Railing Clings</td>
<td>$6,000</td>
<td>Exclusive</td>
</tr>
</tbody>
</table>

### Booth Traffic Generators

<table>
<thead>
<tr>
<th>OPTIONS</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Power Quest Trivia Game</td>
<td>$2,000</td>
<td>10</td>
</tr>
<tr>
<td>Floor Stickers</td>
<td>$3,500</td>
<td>3</td>
</tr>
</tbody>
</table>

### Digital Advertising

<table>
<thead>
<tr>
<th>OPTIONS</th>
<th>PRICING</th>
<th>QUANTITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration Confirmation Email Banner</td>
<td>$7,500</td>
<td>Exclusive</td>
</tr>
<tr>
<td>“Know Before You Go” Email Banner</td>
<td>$7,500</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Eblists</td>
<td>$2,000</td>
<td>10</td>
</tr>
<tr>
<td>Mobile App Splash Screen <strong>SOLD OUT!</strong></td>
<td>$3,500</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Mobile App Banner Ad – Exhibitor Directory Only <strong>SOLD OUT!</strong></td>
<td>$2,000</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Mobile App Banner Ad – Schedule Page <strong>SOLD OUT!</strong></td>
<td>$2,000</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Mobile App Push Notification (5 per day)</td>
<td>$250</td>
<td>5 per day</td>
</tr>
</tbody>
</table>

### Print Advertising

<table>
<thead>
<tr>
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<th>QUANTITY</th>
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</thead>
<tbody>
<tr>
<td>Hotel Room Drop</td>
<td>$2,500 for license fee + hotel fee</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Onsite Program Guide Ad – Outside Back Cover</td>
<td>$2,500</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Onsite Program Guide Ad – Inside Front Cover <strong>SOLD OUT!</strong></td>
<td>$2,500</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Onsite Program Guide Ad – Inside Back Cover</td>
<td>$2,000</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Onsite Program Guide Full Page Ad</td>
<td>$1,250</td>
<td>Unlimited</td>
</tr>
</tbody>
</table>
1 | SHOW MANAGEMENT
The sponsorships contained herein are organized and managed by the National Hydropower Association (NHA) for Clean Currents 2021 (the Event). Any matters not covered in these Rules and Regulations are subject to the interpretation of the National Hydropower Association (NHA) or their designee, and all sponsors must abide by their decisions. Sponsors must comply with the Georgia World Congress Center’s policies and procedures. The Show Management shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of sponsors. Each sponsor, for himself/herself and his/her employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with preceding sentence.

2 | NON-EXHIBITING SPONSORS
Sponsorships are available for purchase by companies who do not exhibit at Clean Currents 2021, but meeting room rental is restricted to companies who rent a booth in the Exhibit Hall.

3 | NHA OBLIGATIONS
In consideration for Sponsor’s participation in Clean Currents 2021, NHA shall provide the Sponsor the benefits set out in the Sponsorship Prospectus, which is incorporated and hereby made a part of this Agreement.

4 | SPONSOR OBLIGATIONS
For its participation as a Sponsor in the Event, Sponsor shall pay to NHA a fee (the “Sponsorship Fee”), as specified in the Sponsorship Prospectus.

5 | PAYMENT
No application will be processed or space assigned without full payment in U.S. funds with the online application. 10% deposit is required from now until July 18, 2021. After July 18, 2021 full payment is due at the time of rental. Payment by check results in a temporary hold on the sponsorship. You may select the option to pay by check until July 18, 2021. Payments by check must be in USD and payable to the National Hydropower Association. All international bank fees are the responsibility of the exhibitors. All check payments must be received within two months of sponsorship purchase. If the check is not received within this timeline, the sponsorship may be reassigned at the following sentence.

6 | CANCELLATION
Cancellation requests must be submitted in writing to the Sponsorship Manager. If written cancellation is received by April 2, 2021, the fee will be refunded 100%. After April 2, 2021, the sponsorship fee will be refunded less 50% of the contracted sponsorship fee. Any sponsor who cancels their sponsorship after July 18, 2021, will forfeit to NHA, as liquidated damages, a sum of money equal to 100% of the full price of said sponsorship.

7 | EVENT CANCELLATION, POSTPONEMENT AND/OR RELOCATION
If NHA, in its sole discretion, cancels the tradeshow, a full refund of the sponsorship fees will be made, which is the limit and extent of NHA’s liability to the sponsors for such cancellation. If the date and/or location of the event is changed, the sponsor has the right to request a full refund of the exhibit rental fees from NHA, and NHA commits to honoring that request, which is the limit and extent of NHA’s liability to the sponsors for such change.

8 | SPONSOR TRADEMARKS/SPONSOR MATERIALS
Subject to the terms and conditions of this Agreement, Sponsor grants to NHA the right to use Sponsor’s trademarks, trade names, and logo designs and company descriptions as prepared and delivered to NHA by Sponsor (“Sponsor Materials”), in any medium of advertising, marketing materials, and/or promotional goods distributed solely in conjunction with the Event and in accordance with Sponsor’s trademark usage guidelines.

9 | LOSS
NHA shall not be responsible for any loss of or damage to property of Sponsor. Its employees, agents, contractors or assigns nor for any personal injury to Sponsor’s officers, directors, employees, agents, contractors and/or invitees except to the extent any such claims may be directly and solely attributable to the gross negligence or willful misconduct of NHA, its directors, officers, and/or employees. Sponsor shall indemnify, defend, and hold NHA harmless from and against any claims arising out of, or relating directly or indirectly to, content on their respective websites, use of Sponsor’s trademarks and logos, and Sponsor Materials.

10 | NOTICE
Sponsor will give NHA prompt written notice of any claim or suit coming within the purview of these indemnities.

11 | LIMITATION OF LIABILITY
In no event shall either party be liable to the other party for any incidental, consequential, indirect, or punitive damages (including but not limited to lost profits) regardless of whether such liability is based on breach of contract, tort, strict liability, breach of warranties, failure of essential purpose or otherwise and even if advised of the possibility of such damages. Notwithstanding anything else in this Agreement, NHA’s liability for any claim against NHA shall be limited to the funds available in its own bank account at the time of the claim.

12 | REPRESENTATIONS
Each party hereby represents and warrants that it has the full power to enter into and perform according to the terms of this Agreement.

13 | MISCELLANEOUS
Relationship. This Agreement does not constitute and shall not be construed as constituting a partnership, or joint venture relationship between or among the parties.

14 | CONFIDENTIALITY
Each party expressly undertakes to retain in confidence all information and know-how transmitted to it by the other party that the disclosing party has designated as proprietary and/or confidential or that, by the nature of the circumstances surrounding the disclosure, ought in good faith to be treated as proprietary and/or confidential, and will make no use of such information and know-how except under the terms, for the purposes of and during the period of this Agreement, and such party’s obligation under this Agreement with respect to any particular information shall extend to the earlier of such time as such information is publicly available through no fault of the receiving party or five (5) years following termination of this Agreement.

15 | GOVERNING LAW/JURISDICTION
This Agreement shall be governed and interpreted in accordance with the laws of the State of Georgia. Sponsor consents to the exclusive jurisdiction and venue of the courts of the State of Georgia.

16 | ASSIGNMENT
This Agreement may not be assigned by either party without prior written consent of the other party.
INTRODUCING THE ALL-NEW WATERPOWER INDUSTRY EXPERIENCE

Clean Currents 2021 is the all-new, official waterpower tradeshow + conference of the National Hydropower Association—promoted by North American waterpower to benefit the industry.

HOST UTILITY: Georgia Power