PLAINTIFF'S EXHIBIT

CAP-835

American Water Works Association | 6666 West Quincy Avenue | Denver, Colo. 80235 | 303 794-7711

TO: All Exhibitors

FROM: Charles M. Potter, Jr. Meetings Manager

DATE: March 23, 1982

RE: MANUFACTURER'S FORUM

New to the 1982 Exposition is the creation of the Manufacturers' Forum.

This will be an opportunity for manufacturers to provide a non-selling technical presentation concerning new technologies they have developed.

The Forum is available at no cost only to those manufacturers exhibiting in this year's show. A room (#151) located adjacent to the exhibit hall with a door opening directly onto the exhibit floor will be available for these presentations. The room will be set theatre style with a small head table. Standard audio-visual equipment will be provided.

The program will be an adjunct to the exposition and will not be in the vicinity of or associated with the technical program.

The Forum will be open and available for presentations during show hours. The room will not be open on Sunday, May 16th during Meet and Greet nor on Monday, May 17th during the Opening General Session (9 AM - 12 Noon).

Timeslots of 45 minutes will be offered to exhibitors on a first come, first served basis. Please be sure to fill out the attached application completely listing your choice of times. If your first choice is not available, we will attempt to assign your 2nd or 3rd choice. ONLY ONE PRESENTATION PER EXHIBITOR.

WE EMPHASIZE GENTLEMEN, THAT MANUFACTURERS WILL NOT BE ALLOWED TO SELL OR PROMOTE THEIR PARTICULAR PRODUCT OR SERVICE UNLESS IT IS USED TO DESCRIBE OR DEMONSTRATE THE NEW TECHNOLOGY.

These sessions will not be considered part of the technical program and any papers presented will not be included in the proceedings of the Annual Conference.

A typical presentation would be a verbal description or demonstration of a new technology supported by a short slide presentation, followed by a brief question and answer period. ALL PRESENTATIONS SHOULD BEGIN AND END PROMPTLY. AWWA will monitor each presentation to assure that the time schedule and that a non-selling approach is maintained.

AWWA will list each session topic, time and date on signs placed at strategic locations throughout the Exhibit Hall. We will do as much as possible to promote these sessions.