



2026 VRWA Conference Exhibit Information

April 20-22, 2026

Hotel Roanoke Conference Center, Roanoke, Virginia

Why should you be there?

- Meet with your customers all under one roof.
- Attend the best conference on the east coast.

BOOTH ASSIGNMENTS – IMPORTANT INFORMATION

- Booths will be assigned to VRWA Members **first**. After **February 1, 2026**, booth sales will be opened to non-members.
- Booths are assigned first come, first served.
- Registrations **MUST** be paid in full.
- By registering you are confirming that you have read and accept the exhibitor agreement.

Exhibitor setup and breakdown

- Setup begins Monday, April 20th at 11:00 am. Setup must be completed by 5:00pm Monday.
- **Breakdown begins after** the vendors' grand drawing on **Wednesday, April 22nd at 11:30 am**. We ask that you do not break down ahead of time unless you have made prior arrangements.

Loading/Unloading Area

- Due to possible construction occurring at Hotel Roanoke, please allow for extra time for loading and unloading. As we become aware of circumstances, we will reach out to vendors to help make this process as smooth as possible.

Exhibit hall hours

- 5:00 pm – 6:30 pm Monday, April 20th
- 7:30 am – 6:00 pm Tuesday, April 21st, opening with a continental breakfast
- 7:30 am – 11:30 am Wednesday, April 22nd, opening with a continental breakfast

NOTE: Wednesday breakdown will be after the closing of the exhibit hall at 11:30 am, NOT earlier.

Exhibit hall receptions

- 5:00 pm – 6:30 pm light refreshments and door prizes – Opening of the Exhibit Hall - Monday, April 20th
- 5:00 pm – 6:00 pm light refreshments & door prizes – Vendors Night and Water Taste Contest Tuesday, April 21st

Outdoor Vendors Spaces

- Due to construction of a new ballroom at Hotel Roanoke, the outdoor vendor spaces are NOT available this year.

Booth prices includes

- Pipe and drape (8-ft back drape, 3 ft side drape)
- One 110 V electrical outlet
- Booth identification sign
- 6-ft draped table
- Two side chairs and wastebasket
- Technical sessions, breaks, breakfast both days and **lunch on April 21, Tuesday ONLY**

Booth Prices

- White booths - \$1000 Members (2 reps) / \$1600 Non-Members (1 rep)
- **Pink** booths - \$1100 Members (2 reps) / \$1700 Non-Members (1 rep)
- **Blue** booths - \$1200 Member (2 reps) / VRWA Members ONLY
- **Green** booths - \$1300 Member (2 reps) / VRWA Members ONLY

Exhibit shipping and handling

- Hollins Exhibit will be handling shipping and setup at Hotel Roanoke. They will contact you several weeks prior to conference with further information and instructions. If you need additional accessories, you may contact Kris Peter at kpeter@hollins-expo.com 540-362-3940 ext. 115.

Fishbowl Drawings

- Vendors are encouraged to have their own fishbowl drawings at their booths. There will be a winner's board outside the exhibit hall to post the names of the winners. You are responsible for posting the winner's name and delivering the prize. Drawings should be done between 11:00am and 11:30am, Wednesday, April 22.

Lodging Information

- Hotel Roanoke reservations are made by individuals no later than March 17, or until sold out, by calling 866-594-4722 or online at <https://book.passkey.com/e/51030152>
- Room rate will be \$179 per room/per night plus taxes – mention VRWA for rate.
- **One night non-refundable deposit required**
- Parking - \$18* self-park and \$28* for valet parking, daily \$12-20.*

*subject to change

VIRGINIA RURAL WATER ASSOCIATION

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