

Founding Exhibitor and Priority System Information Sheet

2027 Annual Conference & Trade Show

April 18 - 20 2027

Who is considered a “founding exhibitor”?

Founding exhibitors have exhibited for 9 out of 10 years during 2015 and 2026 at the BCWWA Annual Conference and Trade Show (Note: Sponsorship for virtual conference 2020 & 2021 does not count). To recognize these years of support, the BCWWA will be offering these companies priority registration and booth selection.

Why has the BCWWA established a “founding exhibitor” category?

The BCWWA values our founding exhibitors. Our goal is to strike a balance – we want to recognize and reward founding “loyal” customers while also providing opportunity for new entrants to profile their products and services to our members.

How are booths assigned for founding exhibitors?

Booth selection for founding exhibitors will be based on a “priority” system that ranks all founding exhibitors based on their participation in the trade show during 2015 - 2026 and their sponsorship history over the years of 2025 & 2026.

Starting at the top of the ranked list, each company will be notified with a time frame to submit a booth request form online. Companies will have a window of several days to submit their request. BCWWA will review the requests and be in contact with the exhibitor to assign a booth space.

What if I miss my group's dates?

If you miss your selection week, your organization will be placed in the queue for the last week of founding exhibitor selections, which will occur the week of November 16th. After that week your application will become part of the regular exhibitor process and/or a waiting list.

Can we reserve more than one booth?

Please note only one booth per organization is available. Should multiple booth spaces be of interest please contact Katie Patrao at kptrao@bcwwa.org to discuss sponsorship opportunities that qualify for multiple booth space allotments.

What about companies that have merged or been acquired by another exhibitor?

In the event that founding exhibiting companies merge together, are purchased by, or purchase another company, the parent company can choose to use the higher priority ranking of the two companies with written consent from BCWWA.