



Where Waterpower Moves Forward | Powered by 

Exhibitor 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!



Where Waterpower Moves Forward | Powered by  NHA

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

GEORGIA WORLD CONGRESS CENTER
Atlanta, GA

“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



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.

“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)



“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 Associate Vice President,
Hydropower & Hydraulic Structures | Black & Veatch

JOIN THESE PARTICIPATING GENERATORS AT NHA'S CLEAN CURRENTS 2021

JOIN THESE PARTICIPATING INDUSTRY LEADERS AT NHA'S CLEAN CURRENTS 2021



Initial Industry Supporters as of June 25, 2020

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 2016¹. Facilitating innovation is also critical to harnessing the potential 90 GW from marine energy estimated by the U.S. hydropower industry².

¹<https://www.hydro.org/resources/hydropower-vision/>
²<https://www.hydro.org/waterpower/marine-energy/>

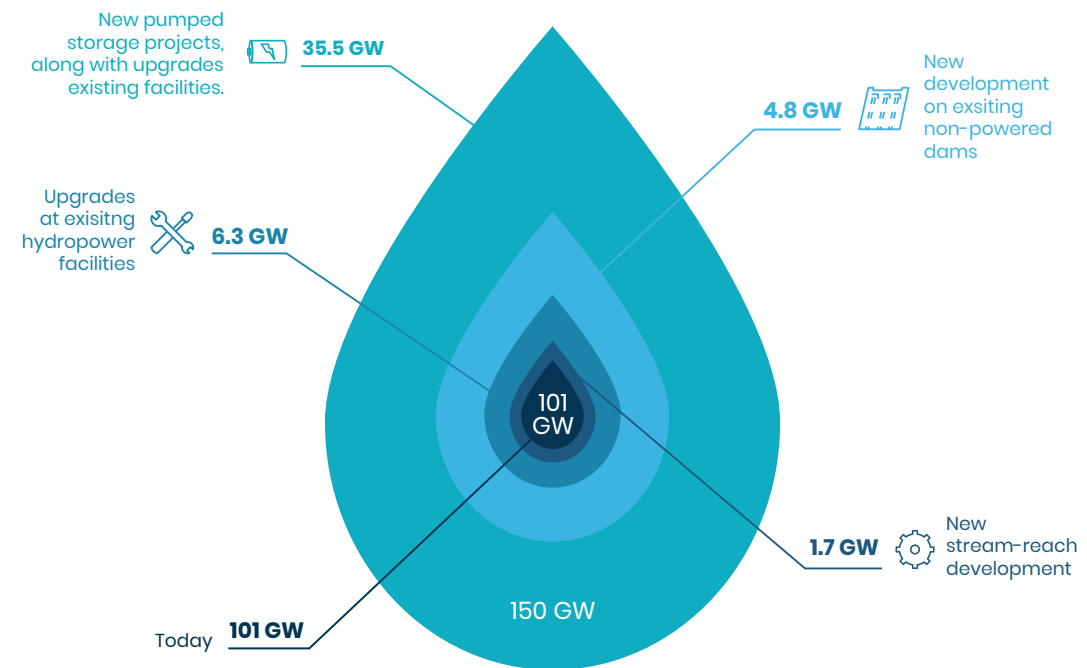
We're thinking forward! A spirit of innovation and growth will flow through all aspects of Clean Currents—from conference programming to the tradeshow floor. Together, we will explore ways to leverage promising new technologies along with proven products and solutions to increase hydropower generation.



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.

PATHWAYS FOR INCREASING HYDROPOWER GENERATION



Source: U.S. Department of Energy *Hydropower Vision* Report

The Story of Clean Currents

continued

A BETTER MIX OF ATTENDEE TYPES

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.

A BIGGER TENT

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.

EXPANDED EDUCATION

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.

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.



Where Waterpower Moves Forward | Powered by NHA

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.

Thousands of hydropower professionals are expected to attend.



Conventional Hydropower



Small Hydro



Pumped Storage



Marine Energy

Your clients are excited about Clean Currents!



ASSET OWNERS

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.

“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



“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.



“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



“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

“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



“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



Why Exhibit



FUND OUR INDUSTRY!

Clean Currents is the official waterpower tradeshow and conference of the National Hydropower Association.

It's produced and promoted by the North American waterpower industry for the benefit of all of our industry. By exhibiting, you will also fund NHA's advocacy, education and membership efforts. **Join us!**



“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

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.

Who Should Exhibit



Conventional Hydropower



Pumped Storage



Small Hydro



Marine Energy

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

Federal Agencies

- Research Entities
- Non-Profit Organizations
- Academia
- Financial Entities

Marine Energy Technologies

Current Wave Tidal

- Academic/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
- Regulators
- Technology Developers, Incubators, Accelerators
- Venture Capitalists/Financiers

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 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 2019 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 January 15, 2021 with final payment due by July 18, 2021.

CREDIT CARD

Online payment by credit card results in immediate booth rental.

CHECK

Payment by check results in a temporary booth rental. 50% deposits by check must be received by January 15, 2021. If the check is not received within this timeline, the booth will be released for general sale. Checks must be in USD and payable to the National Hydropower Association. All international bank fees are the responsibility of the exhibitor.

Cancellation Policy

Cancellation requests must be submitted in writing to the Clean Currents Exhibits Manager. If written cancellation is received by January 15, 2021, the booth fee will be refunded 100%. If written cancellation is received after January 15, 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.

Before January 15, 2021: 100% refund
After January 15, Before July 18, 2021: 50% refund
After July 18, 2021: No refund

Downsize/Booth Reduction

Should an exhibitor downsize or reduce the size of its contracted booth space on or before January 15, 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 Exhibits Manager.

Example:

20x20 = \$15,800 reduced to a 10x20 = \$7,900 + cancellation fee of \$0 before January 15

20x20 = \$15,800 reduced to a 10x20 = \$7,900 + cancellation fee of \$3,950 (50% of \$7900) = \$11,850 before July 18

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.

Exhibit Hall Floorplan

THE CLEAN CURRENTS 2021 EXHIBIT HALL FLOORPLAN IS ONLINE AT: cleancurrents.org/2021floorplan

Floorplan is subject to change. Please see the website for the most updated version.

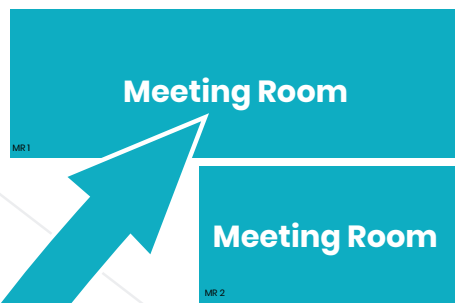
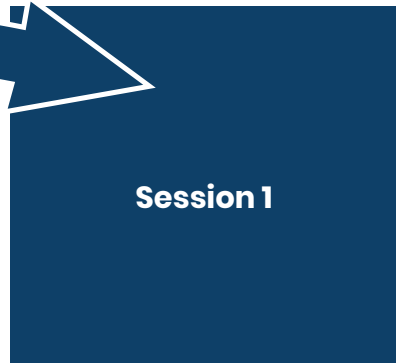
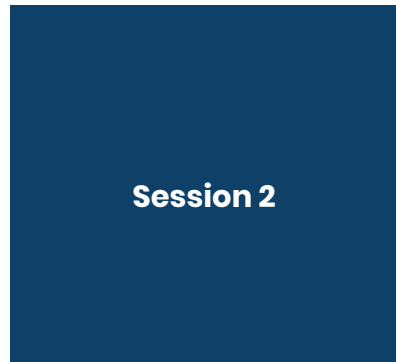
Georgia World Congress Center
Building A | Level 1 | Halls A1-A2 | Atlanta, Georgia



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!



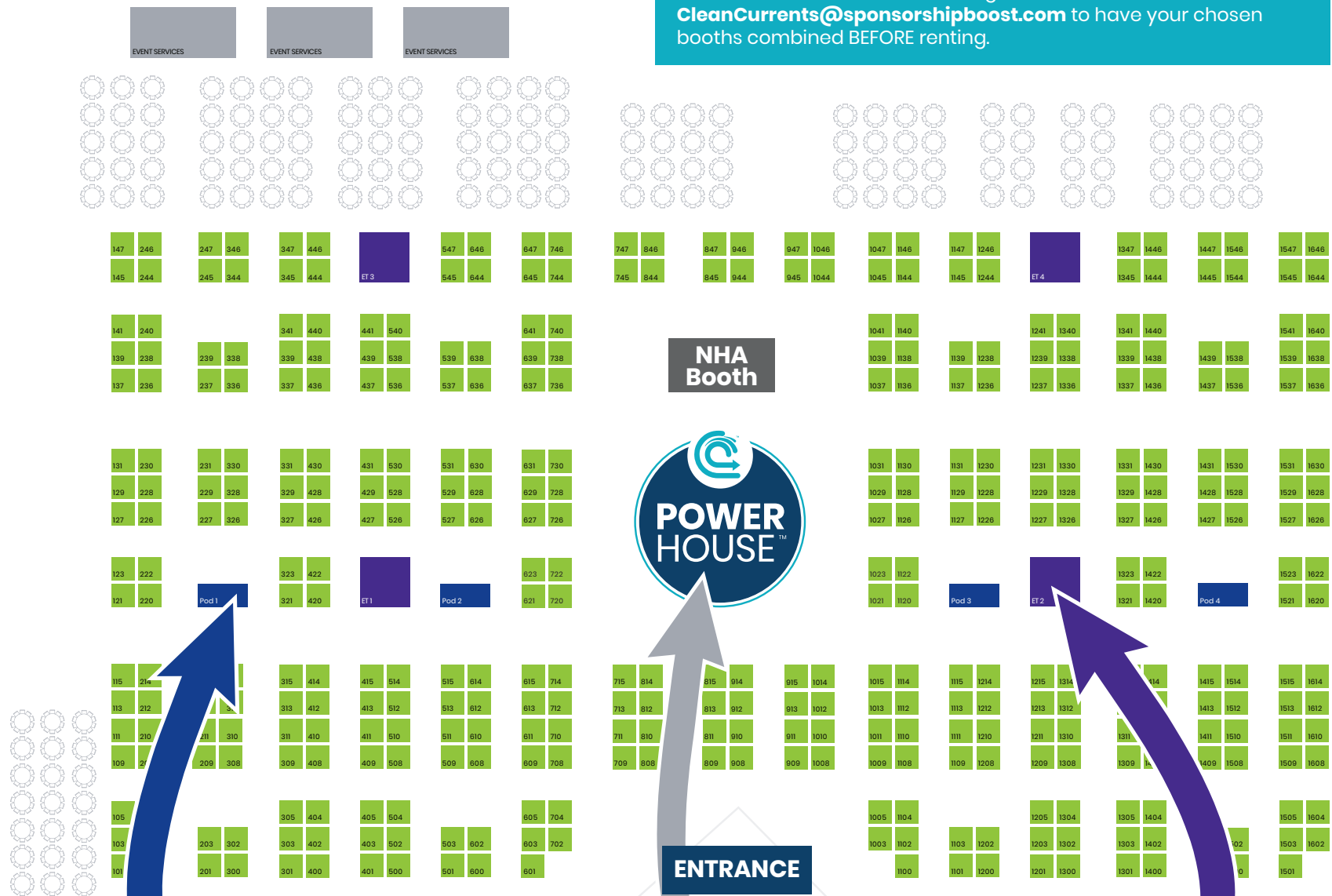
Meeting Rooms -

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.

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.



ENTRANCE

The Power House -

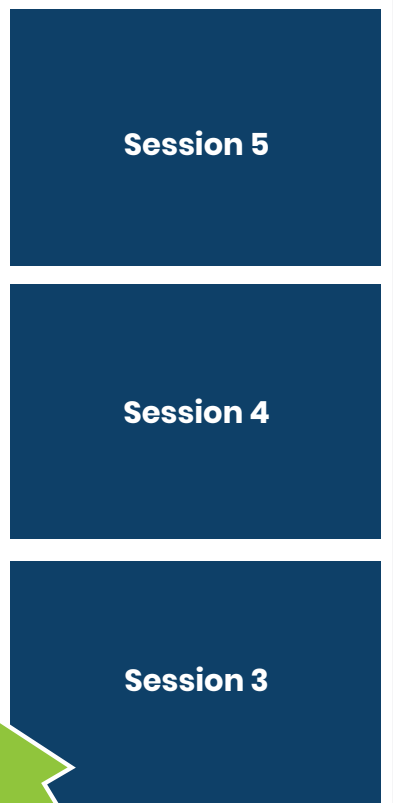
The tradeshow's energetic center where ideas are generated and information is exchanged. Experience interactive content as you connect with industry experts, consultants and one another!

Current Knowledge Theaters -

Learn the latest trends from industry leaders at these 4 themed Theaters. Exhibitors can participate.

Lounge -

Attendees can recharge their devices or take a coffee break and talk with colleagues on comfortable seating.



Exhibitor Schedule

Exhibit Hall

Monday, October 18, 2021	Installation	3 pm – 6 pm
Tuesday, October 19, 2021	Installation Booth Inspections Show management will walk the Exhibit Hall and inspect booths to approve displays. Show management will review booths for proper design to ensure line of sight and safety. It is not necessary for exhibitor personnel to be present for the inspection. If there are any issues, show management will leave a notice at the booth.	9 am – 5 pm 3 pm – 4 pm
Wednesday, October 20, 2021	Exhibit Hall Hours	10 am – 5 pm
Thursday, October 21, 2021	Exhibit Hall Hours Dismantle	10:30 am – 6:30 pm 6:30 pm – 10:30 pm
Friday, October 22, 2021	Dismantle	8 am – 5 pm

The schedule is tentative and subject to change.

Schedule at a Glance

Tuesday, October 19, 2021	Site Visit Tours/Workshops	9 am – 5 pm
Wednesday, October 20, 2021	Opening Plenary Session Concurrent Sessions Exhibit Hall—coffee breaks and complimentary lunch Networking Event	9 am – 10 am 10 am – 5 pm 10 am – 5 pm 6 pm – 9 pm
Thursday, October 21, 2021	Concurrent Sessions Exhibit Hall—coffee breaks and complimentary lunch Plenary Session Closing Party in Exhibit Hall	10:30 am – 5 pm 10:30 am – 6:30 pm 9 am – 10:30 am 5 pm – 6:30 pm
Friday, October 22, 2021	Closing Plenary Session Workshops	9 am – 10 am 10 am – 1 pm

The schedule is tentative and subject to change.

How to Purchase Exhibit Space



GEORGIA WORLD CONGRESS CENTER Atlanta, GA

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.

- 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.



2022 Priority Points System



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.

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

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.
 - Should a company sell or split into two separate companies that would also participate as an exhibitor, all prior points will be split evenly between the two exhibitors, unless otherwise mutually desired as part of the divestiture agreement. (Providing that the new exhibit applies for space within two years of the split. After two years, the original company keeps all points).
 - Should two or more companies request to be assigned together in the same exhibit booth, their points will be averaged together and all companies will be assigned space based on the average amount.
 - 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.

Exhibitor Advisory Committee



Clean Currents Exhibitor Advisory Committee

The Exhibitor Advisory Committee helps plan the future of Clean Currents by shaping the direction, policies and procedures of the exhibit hall. The EAC acts as a voice for exhibitors & sponsors by presenting the concerns and interests of the exhibitor community to NHA management. Specifically, the Committee will help create:

- 1 Exhibit hall schedule & benefits
- 2 Sponsorship opportunities & benefits
- 3 Meeting rules/regulations
- 4 EAC membership rules/regulations

Committee members are a diverse group of individuals that represent an extensive cross-section of the hydropower community.

If you are interested in joining the Exhibitor Advisory Committee for 2022, please contact Francesca Blanco (francesca@hydro.org).

Exhibitor Terms & Conditions

1 | SHOW MANAGEMENT

The exhibition is organized and managed by the National Hydropower Association. 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 exhibitors must abide by their decisions. Exhibitors 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 exhibitors. Each exhibitor, 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 | ASSIGNMENT OF BOOTH SPACE

A priority points system will be used for initial booth selection and then followed by booth rentals on a first-come, first-served basis. Visit our website at www.cleancurrents.org/2021floorplan for regular floorplan updates. The floorplan is subject to change. Full payment, payable to NHA, must accompany the application. Applications without payment will not be processed.

3 | OFFICIAL EXHIBIT SCHEDULE

Monday, October 18 | 3 PM-6 PM
Exhibitor Installation

Tuesday, October 19 | 9 AM-5 PM
Exhibitor Installation

Tuesday, October 19 | 3 PM
Show Management Booth Inspections

Wednesday, October 20 | 10 AM-5 PM
Exhibit Hall Open

Thursday, October 21 | 10:30 AM-6:30 PM
Exhibit Hall Open

Thursday, October 21 | 6:30 PM-10:30 PM
Exhibitor Dismantle

Friday, October 22 | 8 AM-5 PM
Exhibitor Dismantle

These hours are tentative and subject to change. If the official exhibit hall schedule changes, all exhibitors will be notified in writing.

4 | INSTALLATION AND DISMANTLE OF EXHIBITS

Show Management reserves the right to fix the time for the installation of a booth prior to the show opening and for its removal after the conclusion of the show. Under no circumstances will the addition to or removal of any portion of an exhibit be permitted during show hours. All booths must remain intact until the close of the show. Installation

must occur only during the installation times designated in the Exhibitor Prospectus. All booths must be properly installed, fully operational, and show-ready no later than 3 PM on Tuesday, October 19, 2021, for the final inspection of the exhibit hall by Show Management. Dismantle may not begin until after 6:30 PM on Thursday October 21, 2021, and must be completed by 5:00 PM on Friday, October 22, 2021. Early dismantle and/or removal of an exhibit may result in the loss of exhibit privileges for future shows. Exhibitors are expected to make travel arrangements in accordance with this schedule. If erection of any exhibit has not started by 5 pm on Tuesday, October 19th, the NHA Exhibits Manager or his or her designee shall order the exhibit to be erected and the exhibitor billed for all charges incurred. Each exhibitor will complete arrangements for removal of his or her material from the Georgia World Congress Center in accordance with the instructions provided in the Exhibitor Services Manual. All material must be packed and picked-up by 5 PM on October 22, 2021. Any material not called for by said time and date will be packed and shipped at the exhibitor's expense, by a carrier selected by the official drayage contractor.

5 | CHILDREN

No one under the age of 18 will be permitted on the exhibit floor during installation and dismantle hours.

6 | FAILURE TO OCCUPY SPACE

Space not occupied by 3PM on Tuesday, October 19, 2021, may be forfeited by exhibitors and their space may be resold, reassigned or used by the exhibit management without refund.

7 | RATES, DEPOSITS AND REFUNDS

Space will be rented at the rate of \$45.50 per square foot / \$4,550 per 10' x 10' linear space in accordance with the application form, with a \$200 additional charge for each corner assigned. For NHA Members, space will be rented at the rate of \$39.50 per square foot / \$3,950 per 10'x10' linear space in accordance with the application form, with a \$200 additional charge for each corner assigned. Online payment by credit card results in immediate booth rental. A 50% deposit is due by January 15, 2021 with final payment due by July 18, 2021. Payment by check results in a temporary booth rental. 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. In the event of a default by the exhibitor, the exhibitor shall forfeit as liquidated damages, the amount set forth above, regardless of whether or not the Show Management enters into a further lease for the space involved.

Exhibitor Terms & Conditions

8 | CANCELLATION

Cancellation requests must be submitted in writing to the Exhibits Manager. If written cancellation is received by January 15, 2021, the booth fee will be refunded 100%. After January 15, 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.

9 | DOWNSIZED BOOTHS

Space reduction requests must be submitted in writing to the Exhibits Manager. A cancellation fee will be charged for downsizing 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 reassign the exhibitor to a different booth space based on revised size requirements.

10 | EVENT CANCELLATION

If NHA, in its sole discretion, cancels the tradeshow, a full refund of the of the exhibit rental fees will be made, which is the limit and extent of NHA's liability to the exhibitors for such cancellation.

11 | CONTRACTOR SERVICES

An official contractor will provide all services in the exhibit area. Complete information, instructions and schedule of prices regarding shipping, drayage, labor for installation and dismantling, electrical service, furniture, etc., will be included in the Exhibitor Services Manual to be forwarded from the official contractor in July 2021. An exhibitors' service center will be maintained during applicable hours to facilitate services requested for additional needs of exhibitors. Under no circumstances will NHA or the Georgia World Congress Center assume responsibilities for loss or damage to goods consigned to the official contractor. Advance shipments of exhibit material must be made to official contractor as specified in the Exhibitor Services Manual. Should any shipments not be made as specified in the manual it will be removed by the official contractor and stored until the hall is ready to accept materials for the exhibition and all costs involved will be charged to exhibiting company. Exhibitors are responsible for all information provided in the Exhibitor Services Manual.

12 | 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 exhibits 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.

13 | 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 wants to purchase two 10'x20' spaces across the aisle from one another, this would not be permitted.

14 | IN-LINE BOOTHS

In-line booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. 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, as a single exhibit space, the 4-foot height limitation is applied only to that portion of exhibit space that is within 10 feet of an adjoining booth.

15 | 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/sign trusses are allowed outside the boundaries of the exhibit space.

16 | 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.

17 | SOUND DEVICES & OTHER PRESENTATION DEVICES

Public address, sound producing 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 aisle. 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.

18 | 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 drape or other covering material will be placed to cover unsightly wires, unfinished backwalls exposed waterpipes or hoses, etc. at the exhibitor's expense.

19 | 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.

20 | EXHIBITOR SERVICES MANUAL

Each exhibitor will be provided with an official Exhibitor Services Manual. The Exhibitor Services Manual describes the type 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.

21 | BOOTH & AISLE SPACE

All exhibit equipment and materials must be located within the booth. 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 of persons watching demonstrations and other promotional activities.

22 | 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 1991 (ADA). Any exhibit with raised flooring must be ramped.

23 | SUBLEASING OF SPACE

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

24 | CONDUCT

All exhibits will be to serve the interest of NHA and will be operated in a way that will not detract from other exhibits, 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 sideshow tactics or other undignified methods considered by NHA to be objectionable are expressly prohibited in the exhibition 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 attendees' professional interest. NHA reserves the right to restrict 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 who has products or services that compete with the products and services NHA provides.

26 | EXHIBITOR-SPONSORED EVENTS

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

Exhibitor Terms & Conditions

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 agents on 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 exhibition 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 any 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 displaying products/services and/or other advertising material in areas outside its booth space such as, but not limited to, parking lots, hotel lobbies, lounges, corridors, sleeping rooms, etc., as well as unauthorized facility tours.

31 | EXHIBITOR FUNCTIONS

Exhibitor also agrees not to operate hospitality suites or host any hospitality functions during official Event hours or when any NHA sponsored activities are being held without express written approval from NHA. All requests for a hospitality suite or public function space must be made through NHA. If an exhibitor cancels the exhibit space, NHA reserves the right to notify the venue 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 in their display space 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. Displays, 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 or damage. Each exhibitor must make provisions for the safe guarding of his or her goods, materials, equipment and display at all times. NHA will not be liable for loss or damage to the property of exhibitors or their representatives or employees from theft, fire, accident, or other causes. NHA will not be liable for injury to exhibitors or their employees or for damage to property in their custody, owned or controlled by them, which claims for damages, injury, etc., may be incident to or arise from, or be in any way connected with their use or occupation of display space, and exhibitors will indemnify and hold harmless against such claim. The exhibitor assumes all liability for any damage to the facility's floor, walls, lighting fixtures, etc. as a result of exhibitor negligence. The exhibitor will abide by and observe all laws, rules, regulations and ordinances of any government authority and of the contracted facility. The exhibitor will pay and save NHA, its Board, members, staff, and representatives, the Georgia World Congress Center harmless from any and all damages, loss or liability of any kind whatsoever resulting from injuries to persons or property occurring within the Georgia World Congress Center or property adjacent thereto occasioned by any act, neglect, or wrongdoing of the exhibitor or any of its officers, agents, representatives, guests or employees, invitees, or other persons permitted by the exhibitor upon the premises, and the exhibitor will at its own cost and expense defend and protect NHA, the city of Atlanta and the Georgia World Congress Center against any and all such claims or demands.

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 in compliance with the laws of the State of Georgia; (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, providing for terms of coverage to be effective from on or before October 18-22, 2021, which shall include exhibitor's move in and moveout. 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: Each exhibitor acknowledges that it is 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. Each exhibitor must show proof of insurance prior to installing their booth.

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 considered its competitors from gaining access to or photographing or videotaping its exhibit. The taking of pictures, 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. Showing 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 violation, 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.

FOR QUESTIONS OR MORE INFORMATION, PLEASE CONTACT:

NHA Exhibits Manager: Phone: **301-200-4616 ext. 106** | E-mail: cleancurrents@sponsorshipboost.com
Francesca Blanco, CMP – NHA Director, Meetings and Events: Phone: **202-750-8400** |
 E-mail: francesca@hydro.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.

HOST UTILITY:  Georgia Power