WEFTEC 2013 – KEY POINTS ON NEW PRICING MODEL

WEF is pleased to announce a new pricing structure for WEFTEC that begins with WEFTEC 2013 in Chicago. Details are forthcoming in our registration materials. The basic differences are that we are streamlining registration, reducing technical session prices for most participants, and offering complimentary exhibition registration to all attendees.

WHY IS WEF DOING THIS?

- WEF wants to allow access for more water quality professionals to further WEF's new strategic direction, specifically we hope to:
    - Increase exhibition traffic to support continued growth
    - Make educational attendance available to a wider audience by reducing fees charged for the technical program
    - Position WEFTEC at a price point that appeals to a wider range of the water sector, and new audiences, particularly those with budget and travel restrictions.
- WEFTEC provides a great number of high-quality, educational, business, and networking opportunities at a price that respects economic challenges the water sector continues to face.
- Helps WEF meet its 3 critical objectives: enhance expertise, drive innovation, and increase awareness of the value of water.
- Helps to reinforce WEFTEC as "The Water Industry Event".

WHAT ARE THE SPECIFICS OF THE NEW MODEL?

- The new model simplifies registration by eliminating increased fees based on date, and also simplifies other rates by combining categories.
- The new model reduces prices –
    - Exhibition attendance is no charge <u>compliments of WEF and WEFTEC Exhibitors</u>. This is for online registration that is available throughout the time that registration is open. There is a small charge to cover costs for registrations that are processed from a hard copy form or in person onsite.
    - Lower prices of most other categories -
        - Full conference is $50 less than prior lowest rate and $400 less than highest prior rate
        - Academic full week is $35 to $235 less than the prior rate
        - PWO/YP Full - same for lowest, $200 less than highest prior rate
        - One Day – flatten options – make it more advantageous to register for full conference, $100 increase or $75 decrease depending on prior category
        - Life/Retired – $60 increase to consolidate multiple categories (from $90 to $150)
        - Student members remain complimentary.

- Rate chart comparison:

Category	2012 Rate Range	2013 Flat Rate
Member Full Week	$775 - $975	$725
Non-Member Full Week	$975 - $1100	$875
Academic Full Week	$610 - $810	$575
PWO and YP Full Week	$575 - $775	$575
Retired/Life Full Week	$80 - $95	$150
One Day	$425 - $600	$525
Expo Only	$90	Complimentary*
Student Member Full Week	Complimentary	Complimentary

(*note - $50 charge for Expo Only registrations submitted using hard copy form or onsite in person)