

Water Environment Federation

# SPECIALTY CONFERENCES

EXHIBITION AND SPONSORSHIP OPPORTUNITIES

# 2019



[www.wef.org/conferences](http://www.wef.org/conferences)



WEF Specialty Conferences offer exhibitors the chance to gain direct access to their targeted audience and provide sponsors the opportunity to receive unparalleled exposure beyond the exhibition and technical sessions.

Each Specialty Conference is dedicated to a specific topic of interest within the water quality community and reaches up to 800 registrants with a high level of buying intent for the products and services being featured.

### **EXHIBITING AND SPONSORING OFFERS:**

- **Exposure:** Majority of attendees make a connection with an exhibitor.
- **Lead procurement:** 85% of exhibitors rate the quantity and quality of leads obtained as average or above average.
- **Customer engagement:** Between 50% and 60% of attendees either recommend, specify, or buy products and/or services within 12 months of attending.
- **Brand awareness:** Half of all attendees recognize sponsors at WEF Specialty Conferences.

# WHY EXHIBIT?

Exhibiting allows you to showcase your technologies and products to hundreds of new and returning professional attendees with a proven interest in your specific equipment, products, and services. WEF Specialty Conferences offer exhibitors an exceptionally focused audience of buyers, providing successful sales leads in terms of both quality and quantity.

## **VISITING THE EXHIBITION IS AMONG THE TOP 5 REASONS FOR SPECIALTY CONFERENCE ATTENDANCE**

60% of attendees influence buying decisions for related products and services.

### **ATTENDEES VISIT THE EXHIBITION 1-3 HOURS PER DAY TO:**

- Learn about new or updated products/services
- Connect with peers
- Request additional information and follow-up to purchase products/services on display

### **EXHIBITOR SPACE RATES INCLUDE:**

- Complimentary booth personnel badge(s), two per 100 sq ft or 1 per table top contracted
- Listing in the onsite conference program exhibitor directory
- Mobile app listing, including description, categories, and PDF upload capability for Residuals and Biosolids and Collection Systems
- Access to registrant data download in Excel once space is fully paid. Non-exhibiting companies may not purchase the use of this data
- Access to conference proceedings
- Exclusive sponsorship opportunities
- Booth personnel badges allow access to: technical sessions, reception and luncheon

*Exhibitor information will vary based on conference location, please refer to the conference exhibitor page for details.*

# BECOME A SPONSOR AND REACH YOUR TARGET AUDIENCE.

Increase your visibility and brand awareness with hundreds of water professionals in your market base. Benefit from an integrated marketing and promotional campaign that positions your organization as a premier source for solutions and advice. Each opportunity offers multiple brand exposures before, during, and after the show at price points designed for any marketing strategy.

## OVERALL SPONSOR BENEFITS\*

Overall sponsor benefits will vary based on conference location, please refer to the conference sponsorship page for details.

- Enhanced visibility to conference attendees and WEF members
- Logo recognition on corresponding sponsor slide at the Opening General Session
- Branding on signage recognizing all sponsors on display for duration of conference
- Logo with sponsor directory listing including company website in conference program
- Logo enhanced exhibitor directory listing in conference program, only for conference exhibitors
- Logo on conference homepage banner recognizing all conference sponsors
- Complete mobile app listing, including logo description, categories, and PDF upload capability for Residuals and Biosolids and Collection Systems
- Pre-registered or final registration list in Excel format
- Sponsor badge ribbons

## SPONSORSHIP OPPORTUNITIES

Opportunities will vary based on conference location, please refer to the conference sponsorship page for details.

## EXCLUSIVE CONFERENCE-WIDE SPONSORSHIP PACKAGES

- Platinum, Gold, and Silver levels

### EXCLUSIVE BRANDED ITEMS

- Tote Bags
- Lanyards
- Giveaway Items
- Hotel Key Cards
- Water Bottles
- And more...

### ONSITE SPONSORSHIPS

- Opening General Session
- Conference Luncheon (exhibitor exclusive)
- Networking Breaks (exhibitor exclusive)
- Networking Reception (exhibitor exclusive)

### HOTEL OPPORTUNITIES

- Door Hanger
- Lobby Display Ad
- Meeting Room Display Ad
- Hotel Room TV Ad
- Custom Hotel Recognition

### DIGITAL MEDIA

- Online Registration
- Online Proceedings
- Mobile App Banner
- Mobile App Overall
- WiFi

### ONSITE ADVERTISING

- Meter Board
- Conference Program Ad
- Exhibit Hall Capet Cling
- Tote Bag Insert
- Charging Station

# 2019 WEF SPECIALTY CONFERENCES & EVENTS

WEF FORUM 2019:  
**JAMES BARNARD  
RESEARCH CONFERENCE  
ON EMERGING THEMES  
IN BIOLOGICAL  
PHOSPHORUS REMOVAL  
AND RECOVERY**

January 14–16, 2019  
Austin, Texas  
[wef.org/forum-howto-sponsor](http://wef.org/forum-howto-sponsor)

WATER ENVIRONMENT FEDERATION 2019

## RESIDUALS AND BIOSOLIDS

May 7–10, 2019  
Fort Lauderdale, Florida  
[wef.org/resbio-howto-exhibit-sponsor](http://wef.org/resbio-howto-exhibit-sponsor)





WATER ENVIRONMENT FEDERATION 2019

# STORMWATER AND GREEN INFRASTRUCTURE SYMPOSIUM

May 8–10, 2019

Fort Lauderdale, Florida

[wef.org/stormwaterGI-howto-exhibit-sponsor](http://wef.org/stormwaterGI-howto-exhibit-sponsor)



WATER ENVIRONMENT FEDERATION 2019

# COLLECTION SYSTEMS

Race to Indy – 25 Years of  
Wet Weather Control

June 4 – 7, 2019

Indianapolis, Indiana



[wef.org/collections-howto-exhibit-sponsor](http://wef.org/collections-howto-exhibit-sponsor)

WATER ENVIRONMENT FEDERATION 2019

# NUTRIENT REMOVAL AND RECOVERY SYMPOSIUM

July 23–25, 2019

Minneapolis, Minnesota

[wef.org/nutrients-howto-sponsor](http://wef.org/nutrients-howto-sponsor)



American Water Works  
Association



Water Environment  
Federation  
the water quality people

# transform- ative issues

symposium

[wef.org/TISworkforce-howto-sponsor](http://wef.org/TISworkforce-howto-sponsor)

washington, dc  
august, 2019

**workforce**

# EXHIBITOR MEMBERSHIP

Exhibitor membership is designed for firms and organizations who are suppliers and service providers to the water environment field and decide to partner with the water quality community to conduct business more effectively.

## WEF EXHIBITOR MEMBERSHIP BENEFITS INCLUDE:

- Savings on WEFTEC and Specialty Conference booth space
- WEF Buyers' Guide listing
- WEFTEC Priority Points
- Manufacturers' Representatives Listings
- Advertising Opportunities at a Discounted Rate

Learn more: [www.wef.org/exhibitormembership](http://www.wef.org/exhibitormembership)

## INNOVATIVE TECHNOLOGY AWARD

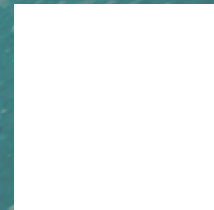
Up to four (4) outstanding technologies and companies will be recommended for this award. The company must be an Exhibitor Member to apply, and the technology must be installed and in use for more than one year, but not more than five years.

Any new technology used within the water industry may be submitted. Examples include: instrumentation, process equipment, collection systems, solids handling, stormwater treatment, water purification, software, on-site systems, and heavy machinery. Winners are announced prior to WEFTEC, the winner is recognized in the Innovation Pavilion on the show floor and awards are presented during the WEFTEC Awards celebration.

Review criteria and download the nomination form: [www.wef.org/innovativetechaward](http://www.wef.org/innovativetechaward)



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