



SPECIALTY CONFERENCES

EXHIBITION AND
SPONSORSHIP
OPPORTUNITIES

2020

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 1,000 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 contracted
- Listing in onsite conference program exhibitor directory and floor plan page
- Listing on conference homepage floor plan link
- Mobile app listing, including description, categories, and PDF upload capability
- Primary booth contact access to registrant data download in Excel once space is fully paid.
Non-exhibiting companies may not purchase the use of this data
- Primary booth contact access to conference proceedings
- Exclusive sponsorship opportunities
- Access to exhibitor graphics for your marketing use
- Advance opportunity to reserve booth space for following year
- One priority point toward WEFTEC
- Booth personnel badges allow access to: technical sessions, luncheon(s) and reception

Exhibitor information will vary based on the conference, please refer to each conference exhibit website 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 the conference, please refer to the conference sponsorship website 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 rotating banner recognizing all conference sponsors
- Complete mobile app listing, including logo, description, categories, and PDF upload capability
- Primary sponsor contact access to pre-registered or final registration list in Excel format
- Sponsor badge ribbons
- Access to sponsor graphics for your marketing use

SPONSORSHIP OPPORTUNITIES

Opportunities will vary based on conference, please refer to each conference sponsorship website 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(s) (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
- Nook Meeting Pod

2020 WEF SPECIALTY CONFERENCES & EVENTS



The
Utility
Management
Conference™

WEF | AWWA

February 25–28, 2020 | Anaheim, CA

wef.org/UMC-howto-sponsor
(Includes the YP Summit)

#UMC20



ODORS AND AIR POLLUTANTS

March 15-18, 2020 | Cincinnati, OH
wef.org/OdorsAir-howto-exhibit-sponsor

#OdorsAir20



NATIONAL STORMWATER SYMPOSIUM

March 15–17, 2020
Cincinnati, OH

wef.org/Stormwater-howto-exhibit-sponsor

#Stormwater20



RESIDUALS AND BIOSOLIDS

March 31 – April 3
Minneapolis, MN

wef.org/ResBio-howto-exhibit-sponsor

#ResBio20



COLLECTION SYSTEMS

June 2-5, 2019
El Paso, Texas

wef.org/Collections-howto-exhibit-sponsor

#Collections20



transform-
ative
issues
symposium

cincinnati, oh
august 17-19

communication

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

INNOVATIVE TECHNOLOGY AWARD

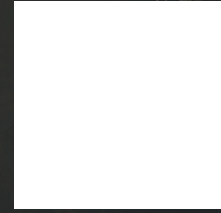
Up to four (4) outstanding technologies and companies will be recommended for this award. The company must be an Exhibitor Member to apply, and the technology must be installed and in use for more than one year, but not more than five years.

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



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