

## WEFTEC 2024 Second Advance/General Sales FAQs

Updated November 14, 2023

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### NEW WEFTEC 2024 Exhibit Policies

- **New Policy:** Member Booth Rate Request and WEF Exhibitor Membership Activation
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- **New Policy:** Hanging signs are permitted for 600 square foot islands or larger.
- **Stormwater Pavilion:** WEFTEC will not host a Stormwater Pavilion in 2024. Many exhibiting companies do not focus all products and services solely on stormwater or wet weather management, thus do not want to be exclusively aligned to this pavilion. WEF will still focus on stormwater in its technical program.

### Completing the WEFTEC 2024 Booth Application

#### How do I complete my WEFTEC 2024 booth application?

On December 1, you will receive an email from [service@mapyourshow.com](mailto:service@mapyourshow.com), which will contain your customized WEFTEC 2024 booth application link. To ensure you receive this communication, please email us your updated contact information to [WEFTECSales@wef.org](mailto:WEFTECSales@wef.org).

#### Will I be able to select my booth on my application?

When completing your application, you will be prompted to select your booth size and will be able to list up to 5 preferred booth numbers. If your preferences are not available at the time your booth is assigned, the best available booth will be assigned to you based on your listed preferences.

## Does my company qualify for Second Advance Sales or General Sales?

Companies who exhibited at WEFTEC 2022 are eligible to participate in Second Advance Sales. Also, WEFTEC 2023 exhibitors who did not participate in Advance Sales may participate in Second Advance Sales. Exhibitors who are first-time WEFTEC exhibitors or who exhibited at WEFTEC 2021 or prior are eligible for General Sales.

## When will my booth be assigned?

Beginning January 2024, WEF will review/assign Second Advance Round Sales booth space applications in priority point order. All Second Round Sales assignments will be notified by February 2024.

After the conclusion of the Second Advance Sales period, WEF will review/assign General Sales booth space applications in date receipt order, estimated beginning March 2024.

## What is the payment schedule?

For applications submitted *before* April 1, 2024:

- 50% deposit due at the time of application.
- Final payment due May 31, 2024.

For applications submitted *after* April 1, 2024:

- 100% deposit due with application.

## What is the exhibit space cancellation policy?

- Exhibitors cancelling or reducing space reservations before January 31, 2024, will receive a full refund.
- Exhibitors cancelling or reducing space reservations between February 1, 2024, and May 31, 2024, are subject to liquidated damages of 50% of total booth fees of the cancelled space.
- Cancellation/reductions after May 31, 2024, are subject to liquidated damages of 100% of total booth fees.

Any cancellations or reductions in booth space must be received in writing to [WEFTECSales@wef.org](mailto:WEFTECSales@wef.org).

## What if I change my mind after I submit my application?

You may increase, reduce, or cancel your space with a 0% penalty until January 31, 2024. All cancellation/reduction requests must be received in writing to [WEFTECSales@wef.org](mailto:WEFTECSales@wef.org).

## Where can I view the Exhibitor License Agreement?

[View the WEFTEC 2024 Exhibitor License Agreement](#)

## How can I view the WEFTEC 2024 floorplan?

Click here to view the WEFTEC 2024 floorplan: [https://weftec24.mapyourshow.com/8\\_0/exhview/](https://weftec24.mapyourshow.com/8_0/exhview/)

## What Specialty Pavilions will be on the WEFTEC 2024 exhibit floor?

- **Circular Water Economy Pavilion:** This pavilion is dedicated for systems and services for industrial water users who are seeking to build a circular water system or water reuse. Industries can include but are not limited to automotive/manufacturing, industrial, pulp and paper, food and beverage, and construction and mining. Exhibitors represented must service the industrial water sector as 50% or more of their business. Exhibitors' displays must represent 50% or more of industrial water.
- **Discovery Zone:** Available to startups who are first time exhibitors and have won innovation awards or companies who are exhibiting for the first time on their own outside of the Innovation Showcase. These spaces are 8'x8' and come with a basic counter, carpet, and chairs.
- **Distributed Infrastructure Zone:** This area focuses on treatment and disposal of reuse water – rainwater, greywater, wastewater, or other alternative water supplies – in or near buildings and the property close to them. Companies exhibiting here must have at least 50% of their display focused on distributed infrastructure.

- **Drinking Water Pavilion:** For exhibitors with a focus on water reuse (including potable) or drinking water treatment and/or distribution. Companies exhibiting within this pavilion must have at least 50% of their display dedicated to reuse or drinking water. Relevant programming will take place in the SDG Theater located in the Drinking Water Pavilion.
- **Drone Pavilion:** For exhibitors who offer aerial and drone systems that serve the water sector, with a focus on the municipal, industrial, and environmental water marketplace. At least 75% of the booth display must focus on aerial and drone systems.
- **First-Time Exhibitor Pavilion:** This pavilion is exclusive to first-time WEFTEC exhibitors.
- **Innovation Showcase & Theater:** Available to winners of the WEF Innovative Technology Award, BlueTech Forum Innovation Award, and Imagine H2O's Consumer Innovations Prize.
- **Innovation Zone:** Inside Innovation Pavilion, these booths are for alumni of the pavilion or other companies who have won recent innovative product awards.
- **Intelligent Water, Safety, and Cybersecurity Pavilion:** For exhibitors featuring product(s) that protect networks, devices, and data for critical infrastructure applications. The pavilion will also feature technologies to optimize system operations, promote the application of process instrumentation, control equipment and automation, and the management of information in the water environment. Products may also include but are not limited to safety systems, professional security, building automation & alarm systems, and onsite video and cameras. At least 75% of the display must be dedicated to intelligent water, safety, security, and/or cybersecurity solutions.

### How do I apply to participate in a Specialty Pavilion?

During the booth application process, we will ask you to indicate if your company is interested in exhibiting in the General Exhibition and/or a Specialty Pavilion. You can make up to 3 selections.

Companies must be pre-qualified to exhibit in a specialty pavilion. Please submit supporting documentation to [WEFTECSales@wef.org](mailto:WEFTECSales@wef.org). If you previously exhibited in a specialty pavilion at WEFTEC, you do not need to submit documentation for that pavilion.

## Exhibitor Membership

### What is the NEW process for selecting the member or non-member booth rate when I complete my application?

**NEW POLICY:** During your application process, you will be asked to opt into choosing a 2024 Exhibitor Membership by selecting the Member or Non-Member rate. While WEF offers a variety of memberships, only active 2024 WEF Exhibitor Membership permits access to the WEFTEC Member booth rate. Once your application is submitted, you cannot change your booth rate selection. You do not need to have an active 2024 WEF Exhibitor Membership at the time of application. Following your booth application submission, you will be directed to renew/activate your Exhibitor Membership. Booth applications requesting the WEFTEC member booth rate will not be assigned until your 2024 WEF Exhibitor Membership is activated.

### What are the benefits of Exhibitor Membership?

The benefits of investing in WEF Exhibitor Membership include:

- Access to Manufacturers' Representatives
- Earn Recognition for Your Technology
- Earn Priority Points Toward Preferred Space
- Grow Awareness and Gain Sales
- Stay Informed on the Latest Sector News and Research
- Booth Space Discounts – at WEFTEC and Specialty Conferences.

The exhibitor membership primary contact receives:

- Complimentary publications and webcasts

- Discounts on technical publication, products, and services
- Participation in WEF communities

To learn more about WEF Exhibitor Membership including benefits and annual dues, go to <https://www.wef.org/exhibitormembership> . For membership questions or to activate/renew your membership, please contact: WEF Membership Services | 1-800-666-0206 or [csc@wef.org](mailto:csc@wef.org)

**If I select the WEFTEC member booth rate, when must I activate/renew my 2024 WEF Exhibitor Membership?**

**NEW POLICY:** All Second Advance and General Sales exhibitors who request the WEFTEC member booth rate must activate/renew their 2024 WEF Exhibitor Membership before their booth can be assigned.

**If I select the non-member rate, but change my mind, can I sign up for Exhibitor Membership later?**

To receive the Exhibitor Member rate for WEFTEC 2024, you must select it at the time of application. However, if you later decide to upgrade your space, you can choose to invest in 2024 Exhibitor Membership at the time of upgrade.

**How do I activate my 2024 WEF Exhibitor Membership?**

- Current WEF Exhibitor Members: 2023 WEF Exhibitor Members may auto-renew their membership beginning September 1.
- New WEF Exhibitor Members: Invest in 2024 WEF Exhibitor Membership by contacting WEF Member Services at 1-800-666-0206 or [csc@wef.org](mailto:csc@wef.org).

**Booth Shares**

**What is a booth share?**

A booth share is an opportunity to promote the brands of legally related companies in a single exhibit space. This opportunity is only available to companies who are legally related to the primary exhibiting company, such as a parent or child company.

- Booth shares “share” the exhibit space with the primary, contracted exhibitor.
- The primary contracted exhibitor must hold enough space to allow each company represented in a booth space at least 100 square feet per company.
- All booth shares must be approved by the primary exhibiting company.
- Only primary exhibiting companies are awarded priority points for their exhibiting participation. Booth share companies are not awarded priority points for their exhibiting participation.

**What are the booth share benefits?**

Booth shares help companies who are legally related to leverage their relationships by advertising their brands at WEFTEC.

- Basic listing in exhibitor directory (company and contact information, booth number w/ active link to floorplan, website, company description, 30 product categories).
- Searchable by company name on the floorplan.

**What is the cost of a booth share?**

- Booth share fee is \$500 per share.
- Booth share applications will be processed once fees are paid in full.

## How do I sign up for a booth share?

To begin the booth share process, send an email to [WEFTECSales@wef.org](mailto:WEFTECSales@wef.org) with the following information for each of your booth share companies:

- Company name.
- Billing address.
- Primary contact first name, last name, email, office and/or mobile number (please specify).
- Indicate if you would like to be added as a secondary contact on the booth share account.

Booth share applications will be emailed in Spring 2024.

## Exhibitor Pricing, Benefits, and Marketing Opportunities

### What are the WEFTEC 2024 booth rates?

	Member Rate	Non-Member Rate
WEFTEC 2024 Advance Sales	\$43.00	\$51.00
WEFTEC 2024 Second Round/General Sales	\$45.00	\$53.00
Corner fee	\$250 per corner	\$250 per corner

### What is included with my WEFTEC 2024 booth space?

#### Your Space

- Inline booths: 8' high back drape, 36" side dividers
- Shared islands: 8' high back drape

(The exhibitor is responsible for providing all booth furnishings, including carpet, tables, chairs, etc. Electricity and other utility connections are not provided with the space and can be ordered by the exhibitor through the Exhibitor Service Manual.)

#### Badges

- Booth personnel admittance badges: four per 100 square feet of contracted space.
- Additional badges may be purchased at the prevailing rate.
- All exhibitor badges allow access to technical sessions at no additional cost.

#### Access to Data

- Free access to registrant data (does not include e-mail addresses) via download once space is fully paid. Non-exhibiting companies may not purchase the use of this data.
- Free online access to conference proceedings.

#### Benefits and Promotions

Exclusive access to benefits including listings (deadlines apply) and promotional tools, including:

- Profile in online planner (desktop version) and WEFTEC mobile app
- Company listing in Conference Announcement
- Free Customer Invitation Program, including e-mail signature, web banners, social media-ready templates, and e-mail templates
- Pre-show webinars to help you prepare and be successful at WEFTEC

#### At Show

Receive complimentary access to:

- Keynote and technical sessions
- Exhibitor-Only Lounge

## Additional Marketing Opportunity: Digital Exhibitor Directory Listings

Receive a 33% discount by upgrading your directory listing during the booth application process.

	<i>BASIC</i>	<i>DELUXE</i>	<i>PREMIUM</i>	<i>PREMIUM PLUS</i>
Discounted Rate (With Application)	<i>Comp.</i>	\$525	\$1,055	\$2,100
Standard Rate	<i>Comp.</i>	\$785	\$1,550	\$3,100
Contact Info	Y	Y	Y	Y
Company Description (need to set limit)	Y	Y	Y	Y
Product Categories (need to set limit)	Y	Y	Y	Y
Access to Leads		Y	Y	Y
Booth number with active link to floorplan	Y	Y	Y	Y
Website	Y	Y	Y	Y
Logo		Y	Y	Y
Showcase Images		X	4	6
Showcase Videos		X	X	4
Featured Exhibitor Listing		N	Y	Y
Featured Exhibitor Search (Priority Placement in Search Results)		N	N	Y
Highlighted Booth		N	N	Y
Exhibitor Collateral (Product Brochures and Press Releases)		2	4	6
Virtual Business Cards w/ Live Chat		2	4	6
Show Specials		1	2	3

## Additional Marketing Opportunity: WEF Buyers Guide

Integrated with the WEFTEC Exhibitor Directory, the WEF Buyers Guide provides a comprehensive, interactive gateway to products, solutions, and services for leading decision makers worldwide. Profiles are live 12 months, and content can be changed/added throughout the contract period—keeping your offerings fresh and timely. Purchase now and get a 15% discount!

**WEFTEC 2024 Pricing: Enhanced Level Profile** -- \$443/12 months (regular rate \$522/12 months)

- Company logo
- Company description
- Inclusion in 3 product categories (WEFTEC Exhibitor Showcase category is free)
- Company contacts – unlimited (name, title, headshot image, direct link to email address)

[Click Here for current Enhanced profile example](#)

**WEFTEC 2024 PRICING: Bronze Level Profile** -- \$999/12 months (regular rate: \$1,176/12 months)

- Products section--unlimited (includes product image, title, description, and hyperlink)
- Keyword Integration (500 characters of keywords or phrases)
- Live iFrame of company website
- Company logo
- Company description
- Inclusion in 6 product categories (WEFTEC Exhibitor Showcase category is free)
- Company contacts – unlimited (name, title, headshot image, direct link to email address)

[Click Here for current Bronze profile example](#)

## Priority Points

### Why are Priority Points Important?

Priority points determine the order in which WEFTEC exhibit space is assigned during advance sales, second advance round, and booth moves. During general sales, contracts received are assigned in date receipt order.

Exhibitors may lose 1 point per infraction for failure to adhere to show policy (display out of compliance with show regulations, etc.). Specifically for early booth tear down, there is a 5-point deduction.

### How Are Priority Points Earned?

Exhibitors can earn points as follows:

- 1 point per year for exhibiting at WEFTEC.
- 1 point per year for being a WEF Exhibitor Member.
- 1 point per show for exhibiting at WEF Specialty Conferences (Collection Systems, Innovations in Process Engineering, Odors and Air Pollutants, Public Health, Residuals and Biosolids, Stormwater Summit, etc.).
- 1 point per show for exhibiting in WEF's WIN Pavilion program.

All accrued points will be removed if an exhibitor misses two consecutive WEFTEC events.

- This policy was frozen in 2020 and 2021 due to the pandemic. The policy resumed in 2022.

### A merger or acquisition has taken place with my company. What is WEF's policy as it related to priority points?

When a WEFTEC exhibiting company is part of a merger or acquisition, the acquired company may transfer its higher priority points to the acquiring company. To do so, legal documentation must be presented to WEF that shows all assets were sold to the acquiring company, including booth points. Once received, WEF can transfer the points to the acquiring company. The new points will supersede the acquiring company's existing points, if any. Points cannot be combined.

## Contact Information

### WEFTEC Exhibition Sales

#### North America:

**Kate Hawley**, Senior Manager, WEFTEC Exhibition Sales

**Rachelle Stefanik**, Specialist, WEFTEC Exhibition Sales

**James Harrison**, Specialist, Customer Success

+1.703.684.2437 | [WEFTECSales@wef.org](mailto:WEFTECSales@wef.org)

#### WEF Member Services

+1.800.666.0206 | [CSC@wef.org](mailto:CSC@wef.org)

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

### Outside North America

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### WEF Buyers Guide

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