



sign up for 2022 exhibit space at **WEFTEC** 2021

95th Annual Water Environment Federation
Technical Exhibition and Conference

New Orleans Morial Convention Center
New Orleans, Louisiana USA

Conference: October 8-12, 2022

Exhibition: October 10-12, 2022

why reserve now?

Use your priority points to get the best booth location.

Save \$1.50 per square foot off the standard rates for WEFTEC 2022.

Receive hotel reservation materials in advance of other exhibitors.

Ask about our Pavilions

STORMWATER | INNOVATION NEIGHBORHOOD | 100 MILE | INTELLIGENT WATER | DRINKING WATER
ONLY AT WEFTEC!



how to reserve your space at onsite sales in chicago

Arrive at the Onsite Sales Office at your designated appointment time. You will check-in and be called to a booth assignment station to reserve your space.

If you cannot make your appointment:

- Prior to your appointment time, go online to: www.weftec.org/2022AdvanceMaterials
- Complete the online WEFTEC 2022 Proxy Application
- At your designated appointment time, WEF will use your submitted WEFTEC 2022 Proxy Application to secure a space on your behalf.
- You will receive an e-mail confirmation with your booth number assigned once complete. You will be required to provide a digital signature acknowledging your booth assignment.

Booth Rates & Payment Deadlines

Onsite (Advance) Sales space rates for 2022

WEF Exhibitor Members	\$40.50/sq ft plus \$250 per corner
Non-members	\$48.00/sq ft plus \$250 per corner

- Exhibitor Member is the only type of WEF Membership that receives the booth space discount. WEF Exhibitor Memberships must be renewed for 2022 in order to keep the member rate.
- A booth space confirmation and an invoice will be emailed immediately following your appointment time.
- A 25% deposit is due no later than January 31, 2022.
- Full payment of the balance is due no later than May 31, 2022.

Exhibit Space Cancellation Policy

- Exhibitors cancelling or reducing space reservations before January 31, 2022, will receive a full refund.
- Exhibitors cancelling or reducing space reservations between February 1, 2022, and May 31, 2022, are subject to liquidated damages of 10% of total booth fees of the cancelled space.
- Cancellation/reductions after May 31, 2022, are subject to liquidated damages of 100% of total booth fees.
- Per the terms of the License Agreement, cancellation requests must be received in writing to WEFTECSales@wef.org.
- Access the Exhibitor License Agreement for the full cancellation policy at www.weftec.org/exhibit2022.

additional marketing opportunities

Special Discount When You Book Your Booth Space!

Map Your Show (MYS) Digital Exhibitor Listings

BASIC PACKAGE	DELUXE PACKAGE	PREMIUM PACKAGE
<p>Complimentary Included with booth fee</p>	<p>\$750 regular rate \$495 onsite rate</p>	<p>\$1,500 regular rate \$995 onsite rate</p>
<ul style="list-style-type: none"> • Company and Contact Information • Booth number w/active link to floorplan • Website • Company Description • Thirty (30) Product Categories 	<p>Basic Package plus:</p> <ul style="list-style-type: none"> • Access to leads • Logo upload • Upload of one (1) show special • Two (2) virtual business cards with live chat • Upload of two (2) exhibitor collateral 	<p>Basic Package plus:</p> <ul style="list-style-type: none"> • Access to leads • Logo upload • Upload of four (4) showcase images • Upload of two (2) show specials • Four (4) virtual business cards with live chat • Upload of four (4) exhibitor collateral



additional marketing opportunities

Special Discount When You Book Your Booth Space!

WEFTEC Exhibitor Directory Logo Enhancement

~~\$1,038 regular rate~~
\$882 onsite rate

Increase your company's listings in the exhibitor directory published in the WEFTEC Program, September WE&T, and on www.weftec.org



WEF Buyer's Guide

The WEF Buyer's 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.

Enhanced Level Profile

~~\$502/12 months regular rate~~
\$426.70/12 months onsite rate

Includes:

- 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 e-mail address)

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

Bronze Level Profile

~~\$1,130/12 months regular rate~~
\$960.50/12 months onsite rate

Includes:

- 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 e-mail address)

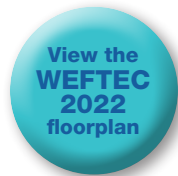
[Click Here](#) for current Bronze profile example

2022 advance materials

Appointment Schedule & Floorplan

The onsite sales appointment schedule is posted online at:
www.weftec.org/2022AdvanceMaterials

Please go online now and note your appointment date and time. A reminder of your appointment will also be delivered to your booth in Chicago.



Please Note: Only WEFTEC 2021 contracted exhibitors can participate in the WEFTEC 2022 onsite (advance) sales booth space selection process.

Preparing for your onsite appointment in Chicago

- Arrive 15 minutes early to your appointment to review the floorplan, additional marketing offerings available at an on-site discount, and be ready to select at your appointment time.
- Once you are at the assignment station, you will choose your booth with a WEF staff member. New this year, all contracts must be signed digitally, agreeing to the exhibitor license agreement, available for review at www.weftec.org/exhibit2022. No payments are due at time of your booth selection. You will leave the sales office with your booth number for WEFTEC 2022.
- You will receive a confirmation of your booth assignment and invoice via email immediately following your appointment.
- Booth space is assigned by seniority, availability, pavilion eligibility, and the exhibitor's preferences.
- You may check availability of space by visiting the Onsite Sales Office throughout WEFTEC 2021 or by viewing the floorplan online at https://weftec22.mapyourshow.com/8_0/exhview/index.cfm.
- Your health and well-being are WEF's priorities. Expect that a range of measures will be in place – according to prevailing U.S. Federal, State of Illinois, and City of Chicago government and health authority guidance, and venue-specific regulations – to maintain a healthy, hygienic, and enjoyable event for everyone involved. For additional information, view WEFTEC's Health and Wellbeing plans: <https://www.weftec.org/attend/health-and-wellbeing/>

Specialty Exhibitor Pavilions

Reserve your space in the general exhibition or choose a specialty pavilion that aligns with your products and services. If you aren't exhibiting in a specialty pavilion at WEFTEC 2021, you will need to be pre-qualified for a specialty pavilion. Apart from the 100 Mile Pavilion, to qualify for the pavilions below, exhibitors must submit product literature to WEFTECSales@wef.org for approval and may book in the pavilion if they are pre-qualified.

DRINKING WATER PAVILION: For exhibitors with a drinking water treatment/distribution system focus. Companies exhibiting within this pavilion must have at least 50% of their display dedicated to drinking water. Drinking water and related programming will take place in the SDG 6 Theater located in the Drinking Water Pavilion.

100 MILE PAVILION: For exhibitors who are located within 100 miles of New Orleans. Highlights local companies and emphasizes sustainability.

STORMWATER PAVILION: Companies exhibiting in this pavilion must have at least 50% of their display dedicated to stormwater and wet weather management products.

INTELLIGENT WATER PAVILION: For exhibitors featuring product(s) that use technology to optimize system operations, promote the application of process instrumentation, control equipment and automation, and the management of information in the water environment. At least 75% of the display must be dedicated to Intelligent Water solutions.

INNOVATION NEIGHBORHOOD: Find the latest innovations at WEFTEC with four designated areas within the Innovation Neighborhood:

- **Innovation Row:** Surrounding Innovation Pavilion, Discovery Zone, and Distributed Infrastructure Zone, these booths are for alumni of the pavilion and other companies who have won recent innovative product awards.
- **Innovation Pavilion:** Showcases winners of the WEF Innovative Technology Award, BlueTech Forum Innovation Award, and Imagine H₂O's Consumer Innovations Prize. The Innovation theater will feature presentations by the award winners.
- **Discovery Zone:** The Discovery Zone is open 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 Pavilion. 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.

priority points

Why Are Priority Points Important?

WEFTEC exhibit space is assigned according to an exhibitor's earned priority points during onsite (advance) sales, second advance round and during booth moves. During general sales, contracts received are assigned space on a date-received basis.

How are 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 (Residuals and Biosolids, Collection Systems, Odors and Air Pollutants, Innovations in Process Engineering, Stormwater Summit, etc.)
- 1 point per show for exhibiting in WEF's WIN Pavilion program

For the full priority point policy, please go to www.weftec.org/exhibit2022

CALL FOR ABSTRACTS

WEF exhibitors are encouraged to submit abstracts for inclusion in the WEFTEC 2022 technical program. Gain exposure for your work as you increase industry knowledge.

Abstract Submission Deadline:

Early December 2021

For details and updates, visit
www.weftec.org/abstracts

what's included

What's Included with your Exhibit Space

Your Space

- **Inline Spaces:** 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 but can be ordered by the exhibitor.

Badges

- Booth personnel admittance badges: four per 100 square feet of contracted space.
- Additional badges may be purchased at \$100 each.
- 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
- Company listing in September 2022 issue of Water Environment & Technology
- Company listing in official Conference Program and Exhibitor Directory
- Free Customer Invitation Program, including e-mail signature, web banners, social media-ready templates, and e-mail templates
- Exhibitor press coverage opportunities
- Pre-show webinars to help you prepare and be successful at WEFTEC
- Exclusive advertising opportunities in the Conference Announcement, the Onsite Program, and on www.weftec.org

To have your company listing appear in the publications, your space reservation must be received prior to the scheduled print deadlines and space fees must be current.

At Show

Receive complimentary access to:

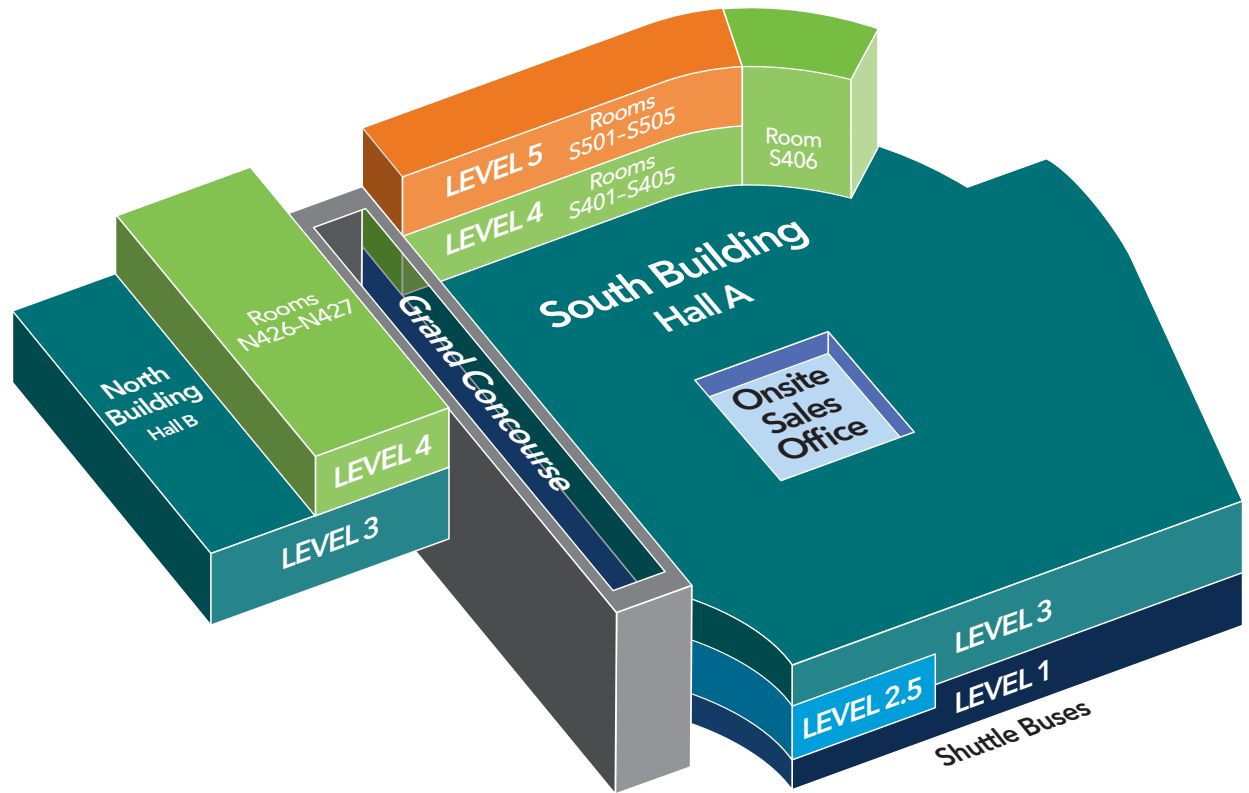
- Keynote and technical sessions
- Exhibitor-Only Lounge

Onsite Sales Office Hours

Booth 2540 | Center of Hall A/South Hall

Monday – Tuesday, 10.18 – 10.19 | 9:00 AM – 5:30 PM

Wednesday, 10.20 | 9:00 AM – 3:30 PM



CONTACT INFORMATION

Exhibit Sales

North America

Kate Hawley, Senior Manager, Exhibition Sales

Erin Kelly, Coordinator, Exhibition Sales

+1.703.684.2437 | WEFTECSales@wef.org

Outside North America:

Nic Christy, Director, International
Business Development

+44 (0) 789-992-7926 | nchristy@wef.org

Advertising & Sponsorship Sales

Nic Christy, Director, International
Business Development

+44 (0) 789-992-7926 | nchristy@wef.org

WEF Buyer's Guide

Jenny Grigsby, Sales Account Manager

+1.703.684.2451 | jgrigsby@wef.org

WEF Member Services

+1.800.666.0206 | csc@wef.org

www.wef.org/exhibitormembership