



EXHIBITOR REPORT WEFTEC YEAR IN REVIEW



**91st Annual Water Environment Federation
Technical Exhibition & Conference**

New Orleans Morial Convention Center
New Orleans, Louisiana

Conference: Sep 29 - Oct 3, 2018

Exhibition: Oct 1-3, 2018

www.weftec.org

NEW REGISTRATION RECORD

WEFTEC broke its total New Orleans registration record in 2018!

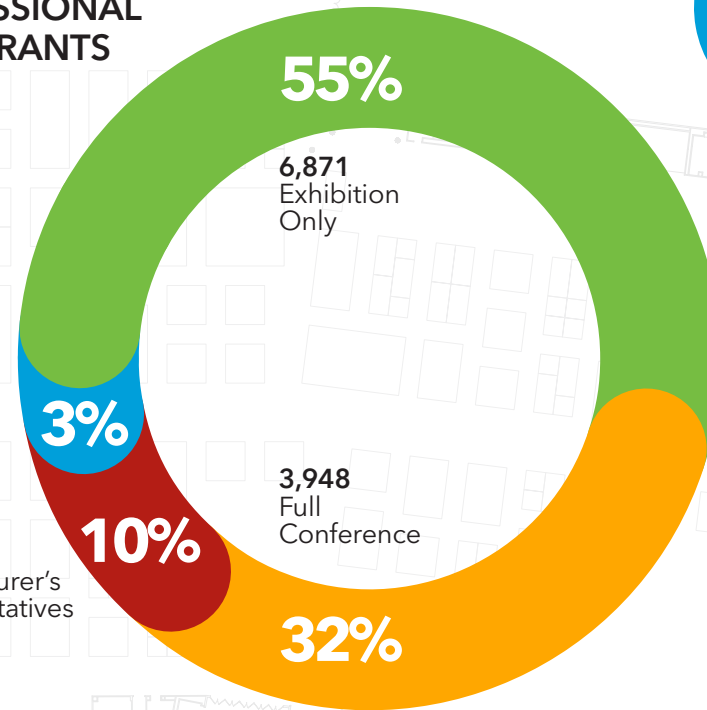
20,740

TOTAL REGISTRATION

Exhibition Only	6,871
Exhibitor Booth Personnel	7,613
Full Conference	3,948
Manufacturer's Representatives	1,207
Guest Registration	518
Meeting/Session/Workshop Only	473
Press	63
Ticket Only	47
Total	20,740

12,499

PROFESSIONAL REGISTRANTS



GLOBAL REGISTRANTS

140 International Exhibitors
2,646 International Registrants
73 Countries Represented

1,015

EXHIBITORS USING
299,500 NET SQUARE FEET



MOBILE ACTIVITY

Add product categories to your exhibitor directory:
<https://www.wefnet.org/onlineform/weftec/ExhibitorDirectory/>

WEFTEC MOBILE IMPACT

8,611
APP USERS*

165,408
APP EXHIBIT VIEWS

2,887,229
APP ADVERTISING IMPRESSIONS

* iOS and Android

Top 30 Exhibitor Product Searches

- | | | |
|--|--|---|
| Absorbents/Adsorbents | Chemicals | Gates & Gate Controls |
| Activated Carbon | Chlorine Instrumentation | Membrane Bioreactor |
| Advanced Oxidation Equipment & Systems | Clarifier Equipment | Motors & Motor Controls |
| Aerators | Coatings & Linings | Pumps: Centrifugal |
| Aerobic Treatment | Data Acquisition & Datalogging Equipment | Ultraviolet Disinfection (UV) Equipment |
| Alarms | Design: Stormwater Management | Water Monitoring & Sampling Systems |
| Algae Control | Dewatering Equipment | |
| Anaerobic Treatment | Engineering & Consulting | |
| Associations | Filter Equipment | |
| Blowers | Filters: Membrane | |
| BOD Monitors, Instruments & Test Equipment | Flow Meters & Instrumentation | |
| Centrifuges | | |
| Chemical Feed Equipment | | |



NEW IN 2018

weftec¹⁸
the water quality event™

Discovery Zone

The Discovery Zone kiosks, located across from the Beer Garden, featured six startup companies and other entities committed to driving water innovation.

wef | InFlow

The Water Environment Federation (WEF) was excited to introduce WEF InFlow (Introducing Future Leaders to Opportunities in Water), an initiative that strives to identify promising students from underrepresented minority groups who are interested in professional careers in the water industry.

WEF InFlow is a scholarship program, which invites students to attend WEFTEC to solidify their interest in working in the water sector and help foster a network within WEF and water to increase probabilities for employment and for long term success.

The program kicked off at WEFTEC 2018 and provided travel assistance, hotel accommodations, registration, and additional networking opportunities to 16 students from Howard University (Washington, D.C.), Tuskegee University (Tuskegee, Alabama), and University of South Florida (Tampa, Florida).

Learn more about WEF InFlow at www.wef.org/inflow.

PURE WATER ALLIANCE Beer Garden

The Beer Garden hosted more than 1,000 visitors over three days and featured samples of Pure Water Brews - the world's most sustainable beer made from 100% pure recycled wastewater.



EXHIBIT HALL FEATURES



innovation showcase & PAVILION

Nominate the next Innovative Technology Award winner before April 1, 2019.

Visit www.wef.org/membership/awards-recognition/ for more information.



30
PAVILION THEATER
SESSIONS



20
INNOVATION ROW
EXHIBITORS



13
INNOVATION PAVILION
EXHIBITORS



1
WEF INNOVATIVE
TECHNOLOGY
AWARD WINNER

wef Stormwater
Institute

STORMWATER PAVILION

WEF invites abstracts from all stormwater exhibitors for Stormwater Pavilion Case Studies.

Visit www.weftec.org/speak/call-for-abstracts/Exhibitors/ to learn more.



30
STORMWATER THEATER
SESSIONS



37
STORMWATER PAVILION
EXHIBITORS

weftec
MOBILE
SESSION



MOBILE SESSIONS

Want to present in a WEFTEC mobile session?

Visit www.weftec.org/speak/call-for-abstracts/Exhibitors/ to learn more.



15
MOBILE
SESSIONS



40
PARTICIPATING
COMPANIES



EXHIBITOR HIGHLIGHTS

Exhibitors invited guests to the exhibition for free using a unique code through a custom portal provided by our official vendor, VIP Guest Invites. Materials included a signature file, artwork ready for social media, and pre-formatted e-mails and more.

EXHIBITOR SUCCESSES USING VIP GUEST INVITES

1,816

EXPO ONLY REGISTRATIONS THROUGH VIP GUEST INVITES

5%-15%

MORE AISLE TRAFFIC THAN OTHER BOOTHS

45%-52%

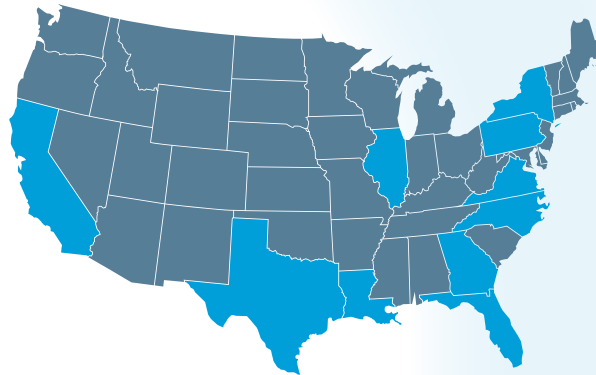
MORE SCANNED LEADS THAN OTHER BOOTHS

Look for information about inviting customers to your booth in 2019 in the Exhibitor Toolkit www.weftec.org/exhibit/exhibitor-toolkit/marketing/

ATTENDEE STATISTICS

TOP 10 2018 REGISTRANTS BY STATE

- | | |
|-------------------|---------------------|
| 1. Texas | 6. Illinois |
| 2. California | 7. North Carolina |
| 3. Florida | 8. New York |
| 4. Louisiana | 9. Georgia |
| 5. Pennsylvania | 10. Virginia |



969

WEF MEMBERS ATTENDED WEFTEC FOR THE FIRST TIME

2,571,882

Minutes spent on the expo floor

12,528

Total sessions attended

35,221

Total booth visits

- Attendees making purchasing decisions spend more time in the exhibit hall than in sessions
- Decision-making attendees were scanned .8 times more times than the next highest group and 2.3 times than those with no role in purchasing

BEST BOOTH AWARDS

For the second year, judges were checking the floor for the very best booths. This program highlights booths based on excellence in design elements, interactivity, fun/engagement, messaging and uniqueness.

THE WEFTEC 2018 BEST BOOTH WINNERS ARE...

LARGE ISLAND WINNER

XYLEM INC.

Honorable Mentions

Sulzer Pumps Solutions Inc, Ovivo USA LLC, Aqua-Aerobic Systems, Inc.

ISLAND WINNER

ENVIRONMENT ONE CORPORATION

Honorable Mentions

Flottweg Separation Technology, Inc, Franklin Electric, VTScada by Trihedral, Andritz Separation, Inc., Veolia Water Technologies

INLINE WINNER

CLEANWAY ENVIRONMENTAL PARTNERS

Honorable Mentions

Draeger Inc, Hayward Flow Control, StormTrap

See the winners and standout booth report at www.weftec.org/exhibit/exhibitor-toolkit/engage/.

WEFTEC CONTACTS

BOOTH SALES

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EUROPE, ASIA, AND MIDDLE EAST (Excluding Italy)

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