

WEFTEC Connect Exhibitor Webinar

presented by

Kate Hawley, CEM
Senior Manager, Exhibition Sales



Stefanie Walter, CEM
Director, Exhibition Operations



What You'll Learn

WEFTEC Connect: What's Available
& Planning

Exhibitor Showcase Types

Matchmaking

Marketing Opportunities

Deadlines & Contacts

Q&A

What's available at WEFTEC Connect?

EDUCATION

Each day WEFTEC Connect serves-up a mixture of real-time, interactive learning events and on-demand technical presentations.

SPEAKERS



Easily see and search for speakers by name or topic category to view:

- Speaker bio
- Contact information
- Comprehensive list with links to their presentations

TECHNICAL SESSIONS



View a listing of technical sessions by day or simply filter by topic category or session type. Once you've clicked on the session of choice, you will find:

- Full session description
- List of speakers linked to their full profile
- Watch Now button



NETWORKING

Make the most of your WEFTEC Connect experience using our engagement tools.

- Participate in interactive sessions and join discussion rooms with speakers, sector leaders, and your peers.
- Converse with your community of practice through text chat channels or audio/video-enabled roundtables.
- Allow AI-technology to pair you for 1:1 chats with other attendees and exhibitors that share your interests based on data provided when you build your participant profile.
- Have some fun with your colleagues and your family at the social events, like the Monday Movie, WEF Awards and Presidential Ceremony and Celebration, Wrap Party, and more!



The WEF Events Connect App

Available from the App Store or Google Play. Search for WEF Events Connect or use the direct link for your device.



<https://atv.me/oh1>

<https://atv.me/oh2>

The app requires Internet access to process updates and to log in, but supports offline browsing, scheduling, and searching.

App Store is a service mark of Apple Inc.
Google Play and the Google Play logo are trademarks of Google LLC.

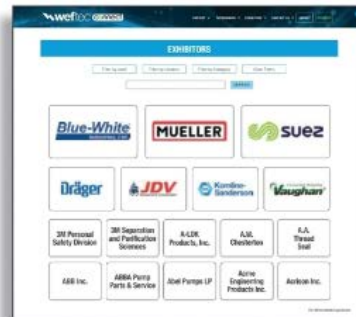
What's available at WEFTEC Connect?

EXHIBITOR SHOWCASE

Finding and meeting with the right exhibitors has never been easier!

The WEFTEC Connect Exhibitor Showcase allows you to talk directly with the most knowledgeable product and service suppliers in the sector. Set-up appointment times, see video demonstrations, download resources, and schedule follow-up meetings.

Search exhibitors by name, or filter by product category, or location to find their company profile. Use AI-powered matchmaking to identify specific contacts you want to meet with and instantly chat or schedule 1:1 video meetings.



EXHIBITOR SHOWCASE HIGHLIGHTS

Dedicated Exhibitor Power Hours, 12:30 pm – 2:30 pm (EDT) daily
Scheduling access for 1:1 video meetings with critical contacts
Product demonstrations with Q&A and chat



EXHIBITOR PROFILES INCLUDE

- Company description
- Website information
- Product categories
- Contact information
- Product downloads and videos
- Meeting scheduling



Digital Conference Preview

View online at
www.weftec.org

WEF Events Mobile App

Download the WEF Events Connect app - your WEFTEC mobile event guide

VISIT THE ONLINE PLANNER



Included in the WEF Events Mobile App

- Sessions
- Speakers
- Exhibitors
- Registration
- Search by keyword across the app, or within section
- **Features requiring Registration/Login**
 - Scheduling
 - Networking

Visit www.weftec.org/weftecmobile for download links or to access the online planner.



Exhibitor Showcase
Type Examples

Premium Plus

- Shown with Add-on 3-D Booth
 - 5 Hot-spot locations with customized images
 - Locations open to Videos or PDFs
 - Custom fly-in image
 - Custom colors/logo
 - Light or dark mode
- Logo
- 3,000-character description
 - Can contain links – counts against character limit
- Unlimited Product Categories
- Unlimited live meetings
- 12 staff contacts
 - Accessible by attendees through “Schedule a Meeting” button
- 8 Product Downloads
 - Embedded or Linked PDFs
 - External Links
- 6 Linked Videos
 - 10 minutes max
 - YouTube or Vimeo
- Lead list & reports – includes email addresses
- Standard Web & Social Media links



Blue-White Industries, Ltd.

LOCATION
United States

PRODUCT CATEGORIES

- Chemicals
 - Chemical Feed Equipment
 - Pump: Chemical Feed
- Flow Control
 - Pump: Diaphragm
 - Pump: Reciprocating
- Monitoring/Sampling & Analysis
 - Flow Meters & Instruments
 - Process Control Instrumentation
 - Pump: Metering
- Process Treatment & Equipment
 - Chlorination/Dechlorination Equipment

Blue-White® Industries

BLUE-WHITE® INDUSTRIES manufactures chemical metering pumps and flowmeters for use in industrial and municipal water and waste-water treatment. Product lines include ultrasonic flowmeters, variable area flowmeters and digital meters; and peristaltic and diaphragm type chemical metering pumps. In addition, the company manufactures complete skid systems and a variety of water treatment accessories. Trademarks include: Blue-White®, ProSeries®, ProSeries-M®, Flex-Pro®, Chem-Pro®, Sonic-Pro®, CHEM-FEED®, FLEXFLO®, BW OIGMETER®, TFD® and DiaFlex™.

<http://www.proseries-m.com>



PRODUCT DOWNLOADS

- ▶ Chem-Pro® C2 Farming Application
- ▶ Flex-Pro® ASV with CHEM-FEED Skid System - Stanton Energy
- ▶ Sonic-Pro® S3 - Return Activated Sludge - WWTP
- ▶ Diaphragm vs. Peristaltic Pumps
- ▶ Peristaltic Pumps Excel in Chloramine Application

REPRESENTATIVE CONTACT

Sales Director
(714) 893-8529
sales@blue-white.com

[SCHEDULE A MEETING](#)



Premium Plus

- Standard Design – Custom Header
 - 1325 x 290 px
- Logo
- 3,000-character description
 - Can contain links – counts against character limit
- Unlimited Product Categories
- Unlimited live meetings
- 12 staff contacts
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LOCATION

United States

PRODUCT CATEGORIES

- Chemicals
 - Chemical Feed Equipment
 - Pumps: Chemical Feed
- Flow Control
 - Pumps: Diaphragm
 - Pumps: Reciprocating
- Monitoring/Sampling & Analysis
 - Flow Meters & Instruments
 - Process Control Instrumentation
 - Pumps: Metering
- Process Treatment & Equipment
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Premium

- Logo
- 3,000-character description
 - Can contain links – counts against character limit
- Unlimited Product Categories
- Unlimited live meetings
- 8 staff contacts
 - Accessible by attendees through “Schedule a Meeting” button
- 6 Product Downloads
 - Embedded or Linked PDFs
 - External Links
- 4 Linked Videos
 - 10 minutes max each
 - YouTube or Vimeo
- Lead list & reports – includes email addresses
- Standard Web & Social Media links



SUEZ

LOCATION

United States

PRODUCT CATEGORIES

Chemicals

- Chemicals

Monitoring/Sampling & Analysis

- TOC Detectors
- Water Monitoring/Sampling Systems

Process Treatment & Systems

- Advanced Oxidation Equipment & Systems
- Evaporators

Filter Equipment

- Filters: Biological
- Flotation Equipment
- Membrane Bioreactor
- Nutrient Removal
- Ozone Generators
- Reverse Osmosis Equipment
- Sludge Drying Equipment
- Sludge Mixers
- Tertiary Equipment
- Ultrafiltration Equipment
- Ultraviolet (UV) Disinfection
- Water Recycling/Reuse

Residuals & B iosolids

- Anaerobic Treatment

SUEZ Water Technologies & Solutions

With operations in 130 countries and employing over 10,000 people worldwide, SUEZ's water technologies & solutions leverages our innovation, expertise and global capabilities to solve our customers' toughest water, wastewater and process challenges wherever they occur. We have a comprehensive set of chemical, equipment and digital enabled services and products. These help our customers optimize water resources and overcome process challenges. We work with customers across all industries, including food & beverage, metals and mining, power, chemicals & pharma, oil & gas downstream and petrochemicals, upstream oil & gas, pulp and paper, and utilities.

<http://www.suezwatertechnologies.com>



PRODUCT DOWNLOADS

- Guidance on the Essential Critical Infrastructure Workforce
- Rebuilding & Innovating wastewater treatment in Nassau County, NY
- Building the wastewater system of the future in East Providence, RI

REPRESENTATIVE CONTACT

Andrew Sparkes
(215) 355-3300

[SCHEDULE A MEETING](#)



Deluxe

- Logo
- 2,000-character description
 - Can contain links – counts against character limit
- 20 Product Categories
- 30 live meetings
 - Outstanding requests
- 4 staff contacts
 - Accessible by attendees through “Schedule a Meeting” button
- 4 Product Downloads
 - Embedded or Linked PDFs
 - External Links
- 2 Linked Videos
 - 10 minutes max each
 - YouTube or Vimeo
- Lead list & reports – includes email addresses
- Standard Web & Social Media links

LOCATION

United States

PRODUCT CATEGORIES

Flow Control

- Motors & Motor Controls

Monitoring/Sampling & Analysis

- Flow Meters & Instruments
- pH Analyzers & Instruments
- Pumps: Metering

Utilities/Facilities

- Chains/Sprockets
- Electrical Equipment
- Software: Operations & Maintenance

ABB Inc.

Throughout all stages of the water cycle - from collection, through treatment and distribution - ABB's complete product portfolio can be found accurately controlling water flow and reducing energy consumption, while lowering the overall maintenance costs. Who you choose matters.

<http://www.abb.com>



PRODUCT DOWNLOADS

 Download 1

 Download 2

REPRESENTATIVE CONTACT

Howard (HJ) Dewes
(262) 395-1991

[SCHEDULE A MEETING](#)



Subsidiary

- Company name
- 2,000-character description
 - Can contain links – counts against character limit
- 20 product categories
- Html link
- Social media links
- Lead list & reports

LOCATION

United States

PRODUCT CATEGORIES

Flow Control

- Motors & Motor Controls

Monitoring/Sampling & Analysis

- Flow Meters & Instruments
- pH Analyzers & Instruments
- Pumps: Metering

Utilities/Facilities

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REPRESENTATIVE CONTACT

Howard (HJ) Dewes

(262) 395-1991

A LA CARTE OPTIONS	Member/Non-Member Rate
3D Booth Design/Production (only available to Premium Plus)	\$6,000
20-minute Exhibitor Demo with interactive chat	\$2,500
Subsidiary Listing (add-on for Premium/Premium Plus)	\$500
Press Kit listed in Press Room	\$500

ADDITIONAL BOOTH REGISTRATIONS	Rate
20 Available per Showcase type	\$100

Download Prospectus or Reserve Showcase at:

www.weftec.org/exhibit

WEFTEC Connect Lead Capture/Reporting

- Available post-event
- Includes email addresses
 - Attendees who visited your showcase
 - Attendees who viewed PDFs/Videos
 - Opt-in addresses
- Year-round lead capture
- Meeting reports from Matchmaking
 - History of meetings in CSV format
 - Time
 - Individual
 - Individual's Topics of Interest


Questions?





Matchmaking

Matchmaking – Exhibitor “Schedule a Meeting” View

< Back

 **Water Environment Federation**
Exhibiting Company
Water Environment Federation

 Interested

 Skip


Details

Website
www.wef.org


Summary


The Water Environment Federation (WEF) is a not-for-profit technical and educational organization of 35,000 individual members and 75 affiliated Member Associations representing water quality professionals around the world. Since 1928, WEF and its members have protected public health and the environment. As a global water sector leader, our mission is to connect water professionals; enrich the expertise of water professionals; increase the awareness of the impact and value of water; and provide a platform for water sector innovation.


Exhibitor Booth Staff




Walter Marlowe
Executive Director at Water Environment Federation


 Interested

 Skip



Sacha Carey
Senior Director, Exhibitions & Advertising


 Interested

 Skip

Matchmaking – Networking/Recommendations

Search

Home Notifications Profile en



the water quality event

NETWORK

- Recommended for You
- Interested In You 9
- My Connections
- My 'Interested' List
- My 'Skip' List


SCHEDULE

- My Schedule

MORE

- Exhibitor Booth Staff
- Exhibiting Company
- Visitor


Recommended for You



Walter Marlowe Exhibitor Booth Staff
Executive Director

Meet Interested Skip

Exhibitor Company



Water Environment Federation
the water quality people

Water Environment Federation


Interested Skip

Potential Handshake

Walter Marlowe is interested in meeting you.


Summary

Executive Director



Sacha Carey Exhibitor Booth Staff
Senior Director, Exhibitions & Advertising at Water Environment Federation

Meet Interested Skip



Kate Hawley Exhibitor Booth Staff
Senior Manager, Exhibition Sales at Water Environment Federation

Meet Interested Skip

Matchmaking – Edit Profile

Search



NAVIGATION

[Edit Profile](#)

[Manage My Availability](#)

[Manage Notifications](#)

MORE

[About this Solution](#)

[User Feedback](#)

[Privacy Policy](#)

[Acceptable Use Policy](#)

[Sign Out](#)

EXPORT MEETINGS

Export the data for your accepted meetings at this event.

[Click to Generate CSV](#)

Edit Profile

[View profile](#)



Visitor

First name

Stefanie

Last name

Walter

Headline

Director, Exhibition Operations - Water Environment Federation

(Most Recent) Job Title

Director, Exhibition Operations

(Most Recent) Company

Water Environment Federation

Location

VA, United States

Topics of Interest

Engineering & Consulting Services, Solids Processing/Biosolids Management, Pumps, Valves & Motors

3

Summary

Write here...

Save



Matchmaking – Manage Profile Availability

Home Notifications

Search

NAVIGATION

Edit

Mark

Mark

MORE

About

Use

Priv

Acc

Sign

EXPOS

Export

meet

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profile

7

My Availability

Select the times you are not available for meetings at the event. This will affect your availability both in the matchmaking platform as well as the Smart Calendar.

All times shown in [America/New_York](#)

	Monday July 06	Tuesday July 07	Wednesday July 08	Thursday July 09	Friday July 10
	Mark whole day as Busy	Mark whole day as Available	Mark whole day as Busy	Mark whole day as Busy	Mark whole day as B
09:00	Available	Busy	Busy	Busy	Busy
09:30	Available	Busy	Busy	Busy	Busy
10:00	Available	Busy	Busy	Available	Available
10:30	Available	Busy	Busy	Busy	Available
11:00	Available	Busy	Busy	Busy	Available
11:30	Available	Busy	Busy	Available	Busy
12:00	Available	Busy	Busy	Available	Busy
12:30	Available	Busy	Available	Available	Available

[Save](#)

Matchmaking – Features

Search



NETWORK

Recommended for You

Interested In You 9

My Connections

My 'Interested' List

My 'Skip' List

SCHEDULE

My Schedule

MORE

Exhibitor Booth Staff

Exhibiting Company

Visitor

Recommended for You



Walter Marlowe Exhibitor Booth Staff
Executive Director

Meet

Interested

Skip

Exhibitor Company



Water Environment Federation



Potential Handshake

Walter Marlowe is interested in meeting you.

Summary

Executive Director



Sacha Carey Exhibitor Booth Staff
Senior Director, Exhibitions & Advertising at Water Environment Federation

Meet

Interested

Skip



Kate Hawley Exhibitor Booth Staff
Senior Manager, Exhibition Sales at Water Environment Federation

Meet

Interested

Skip



Updating Matchmaking Profile

- Add photo
- Update interest areas so AI can suggest appropriate matches with attendees
- Update Summary – shows in your profile, so attendees can learn more about you
- Update calendar for availability – enables attendees to only select meeting times you prefer
- Update chat notifications (on/off)

Using Matchmaking

- There are two views
 - What attendees see after clicking “Request a Meeting” – shows all booth contacts
 - What all users see using networking – shows suggested matches, allows searches
- Improve matches by indicating interested/skipped
- Once matches confirmed, can begin 1:1 chats or meetings

Matchmaking Tips

Questions?



Tools for Success

Pre-registered/Post-Conference Attendee List

- Pre-conference promotions
- Includes demographics to narrow down audience in multiple ways
 - Reference against existing contacts
- Key Contact can download from [Exhibitor Registration Portal](#)

FIRSTNAME	LASTNAME	COMPANY	TITLE	ADDRESS	ADDRESS2	CITY	STATECODE	ZIPCODE	COUNTRYNAME	PHONE	REGISTRATION TYPE	
PURCHASING POWER	Collection Systems	Drinking Water	Industrial Water/Wastewater/Process Water	Groundwater	Odor/Air Emissions	Land & Soil Systems	Legislation (Policy Legislation Regulation)	Public Education/Information	Residuals/Sludge/Biosolids/Solid Waste	Stormwater Management/Floodplain	Toxic & Hazardous Materials	Utility Management & Environmental
Wastewater	Water Reuse and/or Recycle	Watershed/Surface Water Systems	Water/Wastewater Analysis & Health/Safety Water Systems								Other (please specify)	
ORGANIZATION	ORGANIZATION OTHER			JOB						JOB OTHER		

WEF Events Mobile App

Download the WEF Events Connect app - your WEFTEC mobile event guide

VISIT THE ONLINE PLANNER



Included in the WEF Events Mobile App

- Sessions
- Speakers
- Exhibitors
- Registration
- Search by keyword across the app, or within section
- **Features requiring Registration/Login**
 - Scheduling
 - Networking

Visit www.weftec.org/weftecmobile for download links or to access the online planner.



Exhibitor Toolkit: Exhibitor Directory Submission

Complete to submit description and categories used for

- Listing
- Search
- Filters

In Mobile App and WEFTEC Connect

Update Exhibitor Directory Listing

[View your current directory listing](#)

Use this form to submit changes for the Mobile App, online and print directories. Contact WEF Exhibition Operations at 1-703-684-2443 or expoinfo@wef.org with any questions about the form.

Note: To change your primary contact information for receiving important WEFTEC exhibitor communications and invoices, please submit the [Contact Information Change Form](#).

* indicates a required field.

Company, Contact Information (not published)	
*Company Name:	<input type="text"/>
*Company/Exhibitor ID Number:	<input type="text"/>
*Booth Number(s):	<input type="text"/>
*Contact Name:	<input type="text"/>
*Contact Email:	<input type="text"/>
Company Information - Please select ONE of the following options	
<input type="radio"/> Name change is company-wide and affects all company files <input type="radio"/> Company name change is for directory listing only	
New Company Name:	<input type="text"/>
Sort Letter:	<input type="text"/>
Sales Contact Name:	<input type="text"/>
Sales Contact Phone:	<input type="text"/>
Company Website:	<input type="text"/>
Postal Address to be Published:	
Street Address:	<input type="text"/>
City/Province:	<input type="text"/>
State:	<input type="text"/>
Zip/Postal Code:	<input type="text"/>

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* indicates a required field.

Company Description for Web and Mobile App. May not exceed 2,000 characters.

WEF reserves the right to edit your submission for spelling and grammar, though does not maintain any responsibility for proofreading submitted content. The contact email referenced above in the **Company, Booth, and Contact** section will receive any questions â€” please make sure that the **Contact Email** section is filled out accordingly.

Company Description
(Mobile App and Online):

Product Categories - Please select ONE of the following options

After selecting one of the buttons below, select your product category(ies) (Limit:20). Click any Category to Expand

Selections replace existing categories | Selections add to existing categories

Chemicals

Conveyance Systems

Environmental Consulting Services & Organizations

Flow Control

Industrial Internet of Things

Monitoring, Sampling, and Analysis

Process Treatment and Equipment

Residuals & Biosolids

Stormwater

Utilities / Facilities

Invite Attendees

- No cost to exhibitors
- Custom dashboard
- Analytics
- Exhibitor's Invite code used at registration discounts the Attendee Exhibitor Showcase registration up to \$60
 - Attendee registers for free

Create and share custom marketing materials at scale

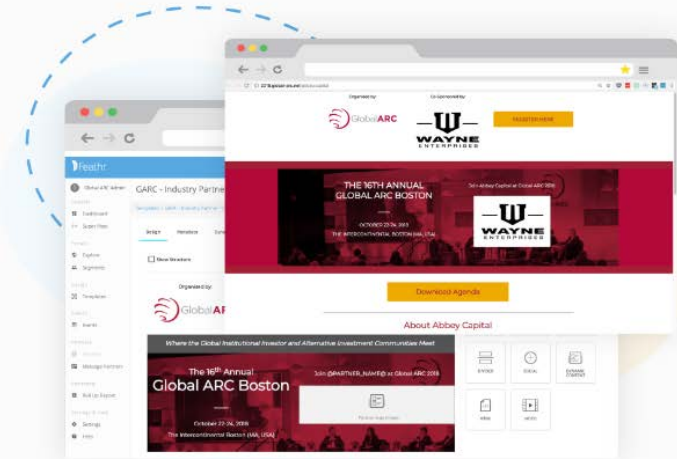
Co-Branded Collateral

Create beautiful emails, landing pages and ads co-branded with each partner's name, logo and more.

Automatic Customization

Build one template per campaign, and Feathr generates custom materials for all of your partners.

Use Invites to multiply event attendance →



www.weftec.org/exhibitor-toolkit/

Exhibitor Toolkit: International Business Form

To participate and be included in the TEPP matchmaking platform, complete the International Business Interest Form

[www.weftec.org/
exhibitor-toolkit/](http://www.weftec.org/exhibitor-toolkit/)



WEFTEC Connect is part of the Trade Event Partnership Program (TEPP)

- U.S. Department of Commerce (DOC) personnel in U.S. Embassies and Consulates worldwide promote WEFTEC to local water professionals.
- Organized delegations from 20+ countries are expected to participate in WEFTEC Connect to learn about equipment, products and services.
- DOC International Trade Administration (ITA) personnel provide overseas market counseling for exhibiting U.S. exporters looking for opportunities in specific markets/regions.
- ITA personnel set up B2B meetings between U.S. exhibitors with potential trade delegation buyers.
- Opportunity only available to U.S. Companies at WEFTEC Connect who have completed the International Business Interest Form and whose products and services are either:
 - Produced or manufactured in the United States.
 - If produced or manufactured outside the United States, must contain at least 51% content and must be marketed under the name of a U.S. firm.

Important Dates & Deadlines

August 21

- Exhibitors Receive Email to Upload Showcase Materials

September 1 Deadline

- [Reserve Exhibitor Showcase](#)
- [Confirm if Transferring, Rolling or Refunding WEFTEC 2020 funds](#)

September 4 Deadline

- [Reserve Exhibitor Demos](#)
- Upload Exhibitor Updates, PDFs, Videos to WEFTEC Connect via Lennd

September 9 Deadline

- Submit Recorded Exhibitor Demos and related speaker information via Orchestrate

October 1 Deadline

- [Exhibitor Directory for Mobile App](#)
- [Update International Business Interest Form](#)

Questions?



WEF Exhibitions Team

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