



EXHIBITOR SHOWCASE PROSPECTUS

OCTOBER 5–9, 2020

CONFERENCE & EXHIBITION 11:00 AM – 4:00 PM EDT

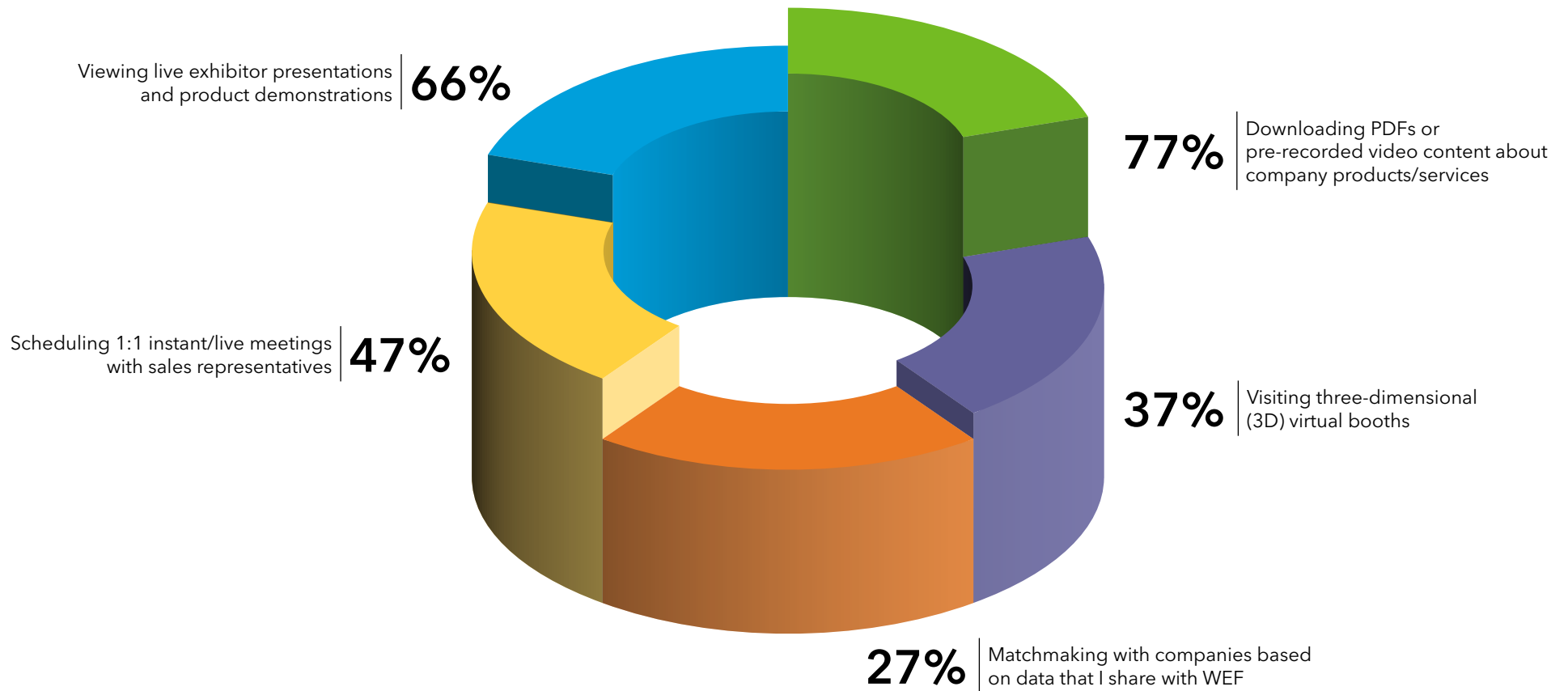
EXHIBITION POWER HOURS 12:30 PM – 2:30 PM EDT

We are excited to introduce the cutting-edge Virtual Exhibitor Showcase for WEFTEC Connect. This interactive and engaging online environment allows WEFTEC Connect attendees to visit your booth and learn about your products and services without leaving the comfort of their home or office. The highly customizable platform provides an array of opportunities such as product demonstrations, video chats, data-driven matchmaking, flexible meeting scheduling with customers and extensive analytics all geared towards helping you successfully reach your target audience.

Secure your space in this immersive virtual format which will offer attendees from around the globe an efficient way to learn about your products and services.

WEFTEC CONNECT SURVEY RESULTS*

Primary components of the virtual Exhibitor Showcase participants are interested in are:



*Survey results as of 6/9/2020

DEDICATED EXHIBITOR POWER HOURS

WEF is providing dedicated Exhibitor Power Hours from 12:30 pm - 2:30 pm EDT (9:30 am - 11:30 am PDT) without conflicting live learning content or technical sessions, offering exhibitors the ability to schedule demonstration and meetings between the morning and afternoon technical programming and providing convenient scheduling for attendees in multiple time zones. Exhibitors are encouraged to be available throughout the day and make appointments according to their availability - not just during the Exhibitor Power Hours!

SCALABLE NETWORKING OPPORTUNITIES

A virtual meeting can provide new networking opportunities by giving conference attendees multiple channels for direct communication, including instant messaging and scheduling meetings at the click of a button. Available October 5-9, the matchmaking platform will suggest connections based on communal interests between attendees and exhibitors, facilitating new and efficient pathways to meaningful connections.

EFFECTIVE LEAD GENERATION

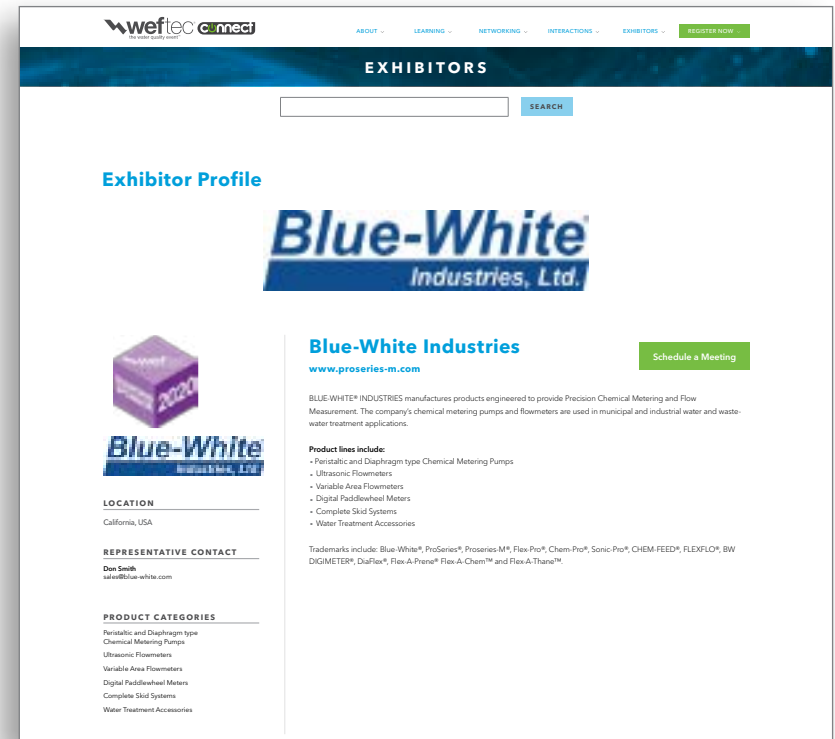
The online platform will provide you with lead tracking and data for all attendees who visited your showcase at the close of the live event. The lead report will include dwell time and full contact information with email, and scheduled meetings which took place during the event. This allows you to follow up on missed opportunities in addition to the direct connections made during the five-day meeting.

COST SAVINGS

Your company will save thousands of dollars in travel costs, booth fees and shipping charges. Our virtual environment will allow you to connect with water and wastewater professionals and decision makers who are actively seeking solutions to current challenges in the water industry.

PROLONGED VISIBILITY

WEFTEC Connect will remain active for a year after the meeting ends, offering registered attendees the opportunity to access exhibitor showcases and recorded content at their convenience. While live matchmaking may only be accessed during scheduled dates, your showcase will continue to provide attendees valuable information and provide lead reports for a full year.



The screenshot shows the exhibitor profile for Blue-White Industries, Ltd. The page includes a search bar, the company logo, a 'Schedule a Meeting' button, and detailed information about the company's products and location.

Blue-White Industries
www.proseries-m.com

BLUE-WHITE INDUSTRIES manufactures products engineered to provide Precision Chemical Metering and Flow Measurement. The company's chemical metering pumps and flowmeters are used in municipal and industrial water and wastewater treatment applications.

Product lines include:

- Peristaltic and Diaphragm type Chemical Metering Pumps
- Ultrasonic Flowmeters
- Variable Area Flowmeters
- Digital Paddlewheel Meters
- Complete Skid Systems
- Water Treatment Accessories

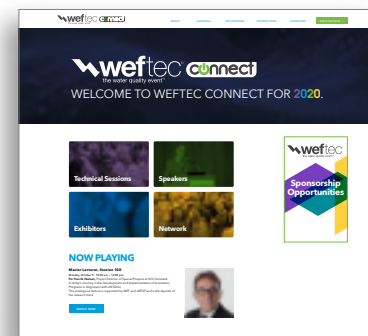
Trademarks include: Blue-White®, ProSeries®, ProSeries M®, Flex-Pro®, Chem-Pro®, Sonic-Pro®, CHEM FEED®, FLEXFLOW, BW DIGIMETER®, DualFlex®, Flex-A-Prene®, Flex-A-Chem™ and Flex-A-Thane™.

LOCATION
California, USA

REPRESENTATIVE CONTACT
Don Smith
sdsmith@blue-white.com

PRODUCT CATEGORIES

- Peristaltic and Diaphragm type Chemical Metering Pumps
- Ultrasonic Flowmeters
- Variable Area Flowmeters
- Digital Paddlewheel Meters
- Complete Skid Systems
- Water Treatment Accessories



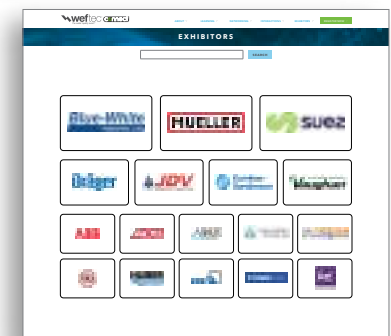
The screenshot shows the Weftec Connect homepage with a navigation menu and a grid of featured content.

weftec connect
WELCOME TO WEFTEC CONNECT FOR 2020.

Technical Sessions | Speakers | Exhibitors | Network | Sponsorship Opportunities

NOW PLAYING

Recent Sessions: Session 001
Session 002
Session 003
Session 004
Session 005
Session 006
Session 007
Session 008
Session 009
Session 010
Session 011
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The screenshot shows the exhibitor showcase grid on the Weftec Connect website, displaying logos for various companies.

weftec connect
EXHIBITORS

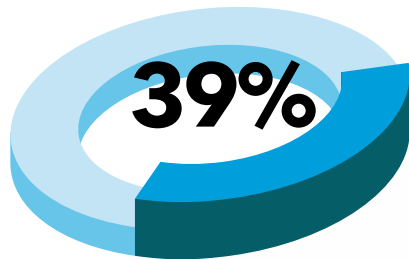
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Dalget | JCV | |

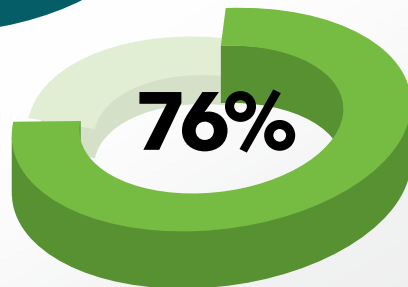
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ATTENDEES INVEST THEIR MONEY...



39% of attendees are planning to buy one or more product/services viewed at WEFTEC within the next 12 months.



76% of professional registrants are purchasing decision makers/influence purchasing decisions.

PURCHASING BUDGETS OF WEFTEC 2018 REGISTRANTS

	Capital Equipment	Operating & Maintenance
Wastewater Treatment	\$14,100,000	\$15,096,900
Drinking Water Treatment and Distribution	\$12,985,100	\$7,680,700
Collection Systems	\$13,875,700	\$9,011,500

Statistics from WEFTEC 2018 New Orleans Audience Survey conducted by Freeman Measurement.

ATTENDEE NET PROMOTER SCORE

+59

increased 6 points from 2017

(Net Promoter Score®, or NPS®, measures how likely an attendee is to recommend WEFTEC to a colleague. NPS is recognized globally by top organizations.)

EXHIBITOR SHOWCASE PRICELIST

WHAT'S INCLUDED?

- Free access to registrant data via download through the registration portal
- Company profile listed in all exhibitor directories, including WEFTEC Mobile App, Conference Announcement, Online Planner, Conference Preview Issue of Water Environment & Technology, Conference Issue of Water Environment & Technology (publication deadlines apply).
- Free Customer Invitation Program including e-mail signature, web banners, social media-ready templates, and e-mail templates
- All Showcase Contacts Registrations receive access to technical sessions. 20 Additional Contact Registrations can be purchased for Deluxe, Premium or Premium Plus Showcases for \$100 each.
- Subsidiary Listings include: Company Name, Contact Info, Website, Social Links, Lead Lists & Reports, Company Description, Product Categories

RATES	DELUXE		PREMIUM		PREMIUM PLUS	
	Member	Non-Member	Member	Non-Member	Member	Non-Member
	\$3,000	\$4,500	\$6,000	\$8,500	\$10,000	\$13,000

WHAT'S INCLUDED

Company Name, Contact Info	✓	✓	✓
Website, Social Links	✓	✓	✓
Matchmaking	✓	✓	✓
Lead Lists & Reports	✓	✓	✓
Earn 1 WEFTEC Priority Point	✓	✓	✓
Participate in Advance Booth Selection for WEFTEC 2021	✓	✓	✓
Company Description	2,000 char limit	3,000 char limit	3,000 char limit
Logo		✓	✓
Custom Header			✓
Showcase Contact Registrations	4	8	12
Categories	20	Unlimited	Unlimited
Collateral	4	6	8
Video Content	2	4	6
Live Meetings	30	Unlimited	Unlimited
Press Kit Listed in Press Room			✓
3-D Booth Display Option <i>Design/production of 3-D booth not included</i>			Add-on item; \$6,000
Subsidiary Listings		1	2

CONTACT INFORMATION

SALES

		NORTH AMERICA	OUTSIDE NORTH AMERICA
WEFTEC Exhibition Sales	contact	Kate Hawley, Senior Manager, Exhibition Sales	Nic Christy, Director, International Business Development
	phone	1-866-4WEFTEC toll free (1-866-493-3832) +1-703-684-2423 globally	+44 (0) 789 992 7926
	e-mail	khawley@wef.org	nchristy@wef.org
Advertising & Sponsorship Sales	contact	Nic Christy, Director, International Business Development	
	phone	+44 (0) 789 992 7926	
	e-mail	nchristy@wef.org	

GENERAL INFORMATION

		GLOBAL
WEFTEC Exhibitor Services	contact	Stefanie Walter, Director, Exhibition Operations
	phone	+1-703-684-2414
	e-mail	swalter@wef.org
WEF Membership Information	phone	1-800-666-0206 toll free (menu option 2) +1-703-684-2452 globally
	fax	+1-703-684-2471
	e-mail	csc@wef.org
Online Information	Official WEFTEC website	www.weftec.org
	WEF website	www.wef.org