

# BUILD AWARENESS FOR YOUR PRESENCE AT WEFTEC 2019!

Thank you for becoming a WEFTEC 2019 Exhibitor. You've reserved your booth and now it's time to make sure that you get the most from your investment. We've put together a suite of exhibitor tools to help you engage with your key audience at the conference and spread the news about your participation.

## EXHIBITOR LISTING OPPORTUNITIES

Keep your targeted exhibit messaging in front of more than 20,000 WEFTEC registrants by taking advantage of digital, mobile and print exhibitor listing opportunities. Visit the Exhibitor Toolkit to learn more about these and other available opportunities.

- Mobile App
- Online WEFTEC planner at [weftec.org](http://weftec.org)
- Printed Conference Program
- New Product Listing (Limited to 60 Exhibitors)
- Export Interest Directory

LISTING DEADLINES	
June 14	New Product
July 26	Exhibitor Directory
August 9	Export Interest Directory
September 13	Mobile App

Find forms and Marketing opportunities at  
[www.weftec.org/exhibit/exhibitor-toolkit](http://www.weftec.org/exhibit/exhibitor-toolkit)



**Water Environment  
Federation**  
the water quality people®

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Alexandria, VA  
22314-1994 USA

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First Class Mail  
Us Postage Paid  
Frederick Md  
Permit No. 3905

**weftec**® 2019  
the water quality event™



Exclusive promotion and marketing  
materials for WEFTEC exhibitors

# weftec® 2019

the water quality event™

92nd Annual Water Environment Federation  
Technical Exhibition & Conference  
McCormick Place Chicago, Illinois  
Conf: Sep 21 – 25, 2019 |  
Exh: Sep 23 – 25, 2019

REGENERATION WORKFORCE

Conference-Wide Sponsors

ch2m

xp

**EXHIBITOR TOOLKIT**  
BUILD AWARENESS FOR YOUR  
PRESENCE AT WEFTEC 2019!

## WEFTEC 2019 MOBILE APP



The new WEF Events Connect app will provide access to all active WEF events including WEFTEC 2019. With an intuitive interface, attendees will find sessions and exhibitor information more easily than ever before. Search for “WEF Events Connect” in the Apple store and Google Play to download the app today.

### New and updated features include:

- User-friendly navigation of exhibitors, program, speakers, and conference information
- Powerful keyword search functionality allows searches across the app or within filtered lists
- Peer-finder networking encourages registered attendees to network by interest areas
- Technical session browsing by date, format and topic
- Point-to-point navigation between exhibits and sessions
- Export notes, favorites, and schedule in convenient html and PDF formats

### Creating a Great Mobile App Listing

To achieve the best results from the Mobile App’s search, focus on writing your directory listing using keywords that will maximize the search function, and select no more than 20 product categories when completing the Mobile/Print Exhibitor Directory Update Form at [www.weftec.org/exhibit/exhibitor-toolkit/exhibitor-forms](http://www.weftec.org/exhibit/exhibitor-toolkit/exhibitor-forms).

## MAINTAINING YOUR CONTACT INFORMATION

The Contact Information Change Form is available for you to update the primary person responsible for receiving WEFTEC invoices and other pre-show communications, advanced mailing for exhibit sales, ordering booth services and coordinating registration.

### FREQUENTLY ASKED QUESTIONS

#### When should you update your contact information?

- When there is a change of primary contact, whether permanent or temporary.
- When the email or mailing address for the primary contact receiving billing or other WEFTEC information changes.

#### What’s the difference between the Contact Information Change and the Directory Update forms?

- The Contact Information Change form provides WEF internal contact and billing information that is not published.
- The Directory Update form creates or updates publication information for the app and print material but doesn’t change any contact information.

Update all your information at [www.weftec.org/exhibit/exhibitor-toolkit/exhibitor-forms](http://www.weftec.org/exhibit/exhibitor-toolkit/exhibitor-forms)

## EXHIBITOR SERVICE MANUAL

The Exhibitor Service Manual contains critical forms and details relevant to planning and preparing your booth for WEFTEC 2019. New for 2019, we have an enhanced Exhibitor Services Portal that allows for easy access to everything you want to know about general show information, important deadlines, booth personnel registration, display guidelines, shipping, move-in, and booth services from carpet to lead retrieval.

The Exhibitor Service Manual officially launches on April 17, 2019 at [www.weftec.org/exhibitor-service-manual](http://www.weftec.org/exhibitor-service-manual)

## FREE EXHIBITOR WEBINAR SCHEDULE

WEF offers free webinars to exhibitors on a variety of topics to help prepare for WEFTEC. Mark your calendar for these scheduled live webinars and take advantage of interactive Q&A to get answers to your most pressing questions.

### New Exhibitor Briefing

Wednesday, June 26, 2019 | 2:00 - 2:30 pm EST

WEF wants to help prepare new exhibiting companies and new contacts take full advantage of this exhibiting opportunity. Learn about the ins and outs of exhibiting at WEFTEC and walk through the key components of the Exhibitor Success Program.

### How Small Exhibitors Can Get Their Fair Share at WEFTEC

Wednesday, July 10, 2019 | 2:00 - 2:30 pm EST

In a large show with mega exhibits, smaller and inline exhibitors can feel lost in the crowd. This all-new webinar is designed exclusively to present unique perspectives and strategic practices to use to compete for attention and booth traffic with larger exhibits.

### Best Exhibitor Social Media Practices for Tradeshows

Wednesday, July 24, 2019 | 2:00 - 2:30 pm EST

Social media can be extremely effective for building your brand, engaging attendees, and driving qualified booth traffic. Are you taking full advantage of this free marketing opportunity? This webinar will present the latest research and best tradeshow practices for effective exhibitor use of Twitter, Facebook, LinkedIn, YouTube and Instagram.

Visit the new Exhibitor Success Resource Center for a complete suite of tools designed to help you make the most out of your investment at WEFTEC, including these webinars. [www.weftec.org/exhibit/exhibitor-toolkit/ESRC/](http://www.weftec.org/exhibit/exhibitor-toolkit/ESRC/)



## DON'T MISS OUR RECORDED WEBINARS!

### Increasing Brand Awareness & Driving Qualified WEFTEC Booth Traffic

(recorded July 2018)

One of the biggest challenges facing exhibitors at a large show like WEFTEC is driving qualified booth traffic. This webinar identifies how to develop your attendee-focused value proposition and deliver it through multiple channels and get "in the mind" and on the agenda of the right attendees.

### Using the Latest Technology to Improve Performance and ROI

(recorded August 2018)

Technology is positively disrupting the tradeshow landscape and creating unique competitive advantages for the companies using it well. Learn about the top 7 tradeshow technologies being utilized today, and the powerful capabilities of eventBit.

Watch recorded webinars at any time at the Exhibitor Success Resource Center,

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

## SPONSORSHIP OPPORTUNITIES

Position your company as a leader in the forefront of sector innovation as a WEFTEC 2019 Sponsor. WEFTEC has a wide range of sponsorship opportunities available to fit your company's goals and budget.

Many prime sponsorships are already sold! Claim the opportunity that aligns with your company's strategic objectives at WEFTEC and start building your brand recognition before the show opens.

Learn about WEFTEC sponsorship opportunities at

[www.weftec.org/Sponsorships](http://www.weftec.org/Sponsorships).



## EXHIBITOR SERVICES CONTACTS AND EMAILS

Stay connected and updated! Contact information and PDF copies of all emails sent to exhibitors for the current year are posted at [weftec.org/exhibit/exhibitor-toolkit/links-articles/](http://weftec.org/exhibit/exhibitor-toolkit/links-articles/).



**BECOME A WEF  
EXHIBITOR MEMBER**

WEF's Exhibitor membership is designed for suppliers and services providers of the water sector that partner with the water quality community. Exhibitor Members receive a savings on the cost of WEFTEC Exhibition and gain access to WEF Member Benefits and Resources for one company contact.

For more information on becoming a WEFTEC Exhibitor Member visit [www.wef.org/exhibitormembership](http://www.wef.org/exhibitormembership).