



EXHIBITOR TOOLKIT

**Free marketing tools to build awareness
of your exhibit at WEFTEC 2020**

93RD ANNUAL WATER ENVIRONMENT FEDERATION
TECHNICAL EXHIBITION & CONFERENCE
New Orleans Morial Convention Center, New Orleans, LA
Conference: October 3 - 7, 2020 | Exhibition: October 5 - 7, 2020

BUILD AWARENESS FOR YOUR PRESENCE AT WEFTEC 2020!

Thank you for becoming a WEFTEC 2020 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 spread the news about your participation and engage with your key audience at the conference.

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
- Printed Conference Program
- New Product Listing for *WE&T* (Limited to 60 Exhibitors)

LISTING DEADLINES	
June 12	New Product Listing for <i>WE&T</i>
August 7	Directory Listing for Onsite Conference Program
September 30	Mobile App/Online Planner

Find forms and Marketing opportunities
at www.weftec.org/exhibitor-toolkit

WEFTEC 2020 MOBILE APP



The WEF Events Connect app includes all WEF events apps including WEFTEC 2020. Over 56% of surveyed attendees downloaded and used the mobile app and 75% of users found it highly valuable. The WEFTEC 2020 app will be available for download from the App Store and Google Play in mid-April. Be sure that your exhibitor listing is up-to-date when it launches!

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
- ETS-Next-Shuttle, providing real-time shuttle updates for all routes and hotels



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 to maximize the search function. We suggest reading "How to Rewrite Your Exhibitor Listing to Drive Booth Traffic" in the Promote Your Participation section of the Exhibitor Success Resource Center, www.weftec.org/ESRC. Select no more than 20 product categories when completing the Exhibitor Directory Update Form at www.weftec.org/exhibitor-forms.

MAINTAINING YOUR CONTACT INFORMATION

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/exhibitor-forms



EXHIBITOR HOUSING

Convention Management Resources, Inc. (CMR) has managed WEFTEC hotel reservations on behalf of the Water Environment Federation (WEF) for more than 15 years. WEF does not authorize or endorse any other housing service or independent broker.

During the general request period (January through June 2020):

- Room block requests are processed in date received order and assignments are made according to the available sleeping room inventory at the company's preferred hotel(s) at the time their request is processed.
- Room blocks must be reserved in the name of the parent company contracting exhibit space. If a parent company has more than one division/subsidiary sharing their booth, the parent company should submit one request for the entire group.
- Exhibiting companies' room blocks are limited to either 25 rooms per hotel or four rooms per 100 square feet of reserved booth space, whichever is greater.

DEADLINES	
July 6	Last day to book dedicated exhibitor housing based on availability.
August 7	Group rooming lists due. Unassigned rooms will be released.
August 31	Last day to cancel a group room block without penalty.
September 23	Last day to make reservation changes/cancellations through CMR.
September 25	Reservation changes/cancellations must be made directly with the hotel(s).
72-hours prior to check-in date	Cancellation deadline for individual reservations to avoid penalty of 1 night's room and tax per guest room.

Access the official WEFTEC 2020 Housing Website to view the hotel list, submit a group block request, and see more details by visiting <https://www.weftec.org/exhhotel>.

BEWARE OF UNAUTHORIZED AGENCIES!

CMR (Convention Management Resources) is the official hotel management company for WEFTEC 2020. No other hotel management company or travel agency is authorized to place reservations on behalf of WEF for WEFTEC participants. Other companies/agencies have not entered into agreements with the New Orleans hotels and are not able to guarantee rates and accommodations during the dates of the conference. Should you be contacted by any other hotel management company or travel agency, send us a message through the WEFTEC Housing Support Center.

WEFTEC HOUSING CONTACTS

CMR

Bill Delaney, Senior Housing Director
Nga Tran, Senior Housing Coordinator
weftecsupport@cmrus.com
(888) 301-4933 or (415) 979-2298

EXHIBITOR SERVICE MANUAL

The Exhibitor Service Manual contains critical forms and details relevant to planning and preparing your booth for WEFTEC 2020. Visit the enhanced Exhibitor Services Portal that gives you easy access to everything you need to know about WEFTEC booth planning: important deadlines, booth personnel registration, display guidelines, shipping, move-in, and ordering booth services.

The Exhibitor Service Manual officially launches on April 15, 2020 at www.weftec.org/exhibitor-service-manual

SPONSORSHIP OPPORTUNITIES

Position your company as a leader in the forefront of sector innovation as a WEFTEC 2020 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 today!

Learn about WEFTEC sponsorship opportunities at www.weftec.org/sponsorships.

ADVERTISING OPPORTUNITIES

Learn more about the range of advertising opportunities available, including print, web banners, retargeting, and more. Learn about WEFTEC advertising opportunities at www.weftec.org/advertising.

EXHIBITOR SERVICES CONTACTS AND E-MAILS

Stay connected and updated! PDF copies of all e-mails sent to exhibitors for the current year are posted at weftec.org/exhibit/exhibitor-toolkit/links-articles/

Contact WEFTEC Exhibitor Services directly with your questions.

Stefanie Walter
Director, Exhibition Operations
swalter@wef.org
+1-703-684-2443