

EXHIBITOR REPORT

WHERE THE WATER COMMUNITY COMES TO CONNECT



weftec.org

2021

October 16-20 | **Conference**
October 18-20 | **Exhibition**
McCormick Place, Chicago, IL

REGISTRANTS

9,250
TOTAL REGISTRATION

430
EXHIBITORS
USING 100,482 NET
SQUARE FEET

6,495
PROFESSIONAL
REGISTRANTS

Exhibition Only	3,696
Exhibitor Booth Personnel	2,421
Full Conference	2,009
Manufacturer's Representatives	573
Guest Registration	293
Operations Challenge	175
Meeting/Session/Workshop Only	42
Press	29
Ticket Only	12
Total	9,250

GLOBAL PARTICIPATION

47 International Exhibitors
768 International Registrants
50 Countries Represented



WEFTEC PLANNER AND MOBILE APP

Attendees used the Map Your Show online planner to view exhibitor directory showcases in advance of WEFTEC and while onsite in Chicago. Exhibitors had the opportunity to upgrade their directory showcases to view leads provided by users who opted-in to share their information.



WEFTEC MOBILE IMPACT

295,623

MOBILE APP SPONSOR
BANNER VIEWS

54,458

TOTAL MOBILE APP USES

33,878

EXHIBITOR DIRECTORY VIEWS
BEFORE WEFTEC
(Prior to 10/16)

23,501

EXHIBITOR DIRECTORY
VIEWS DURING WEFTEC
(10/16 - 10/20)

9,132

UNIQUE USERS ADDED
EXHIBITORS TO THEIR AGENDA

5,036

UNIQUE USERS SHARED THEIR
INFORMATION WITH EXHIBITORS

TOP KEYWORD SEARCHES*

Users conducted relatively few searches indicating that in general they were finding sessions and exhibitors without using the search function. The keywords listed here are those searched for most often.

Analytical Instrumentation	Dryer	Level Sensor
Chemical/Chemical Level Monitoring	Electric	Polymers
Diesel/Diesel Monitoring	Fuel Level Monitoring	Pump
Digital Level Sensor	Inventory	Sonic
Dissolved Air Flotation	Landfill	
	Leachate	
	Legionella	

Add product categories to your exhibitor directory using your Map Your Show portal (login required):

https://weftec22.exh.mapyourshow.com/6_0/

HIGHLIGHTS



WEFTEC LIVE STUDIO

3,425 online participants watched programming from the WEFTEC Live Studio in the exhibit hall. Designed to offer our audience the chance to sample some of the best of WEFTEC, even if they couldn't attend, the WEFTEC Live Studio in the exhibit hall was a place for attendees to watch it all as it happened.

The line-up included Main Stage Events like the Opening General Session and Waterside Chat, live interviews on a variety of topics, and pre-recorded videos showing key activities throughout WEFTEC.

Exhibitors were offered the opportunity to place a limited number of short advertisements during the livestream.

The WEFTEC Live Studio will be back even bigger for 2022!

A 40' x 50' booth on the center aisle is dedicated for the studio and more attendee seating.

SPECIALTY PAVILIONS

WEF added two new pavilions for 2021 and a new area to the Innovation Pavilion to provide exhibitors new ways to highlight their unique products and services and to offer attendees novel ways to explore the exhibition.

DISTRIBUTED INFRASTRUCTURE ZONE

Located within the Innovation Pavilion, this area is for exhibitors featuring products focusing on treatment and disposal of reuse water - rainwater, greywater, wastewater, or other alternative water supplies - in or near buildings and the property close to them.

DRINKING WATER PAVILION AND SDG 6 THEATER

New for 2021, the SDG 6 Theater offered 28 sessions Monday and Tuesday across a wide variety of topics. The Drinking Water Pavilion featured exhibitors with 50% or more of their display relating to drinking water treatment and/or distribution systems.

INTELLIGENT WATER PAVILION

For exhibitors featuring product(s) which use technology to optimize system operations, promote the application of process instrumentation, control equipment and automation, and the management of information in the water environment. At least 75% of their display must be dedicated to Intelligent Water solutions.

Visit www.weftec.org/exhibit/Exhibit2022/ for information about these and other specialty pavilion areas.

HIGHLIGHTS

EXHIBITOR SUCCESSES USING THE FEATHR DASHBOARD AND INVITES

Exhibitors invited guests to the exhibition for free using a unique code through a custom portal provided by our official vendor, Feathr.

45%
EXHIBITORS
USED FEATHR

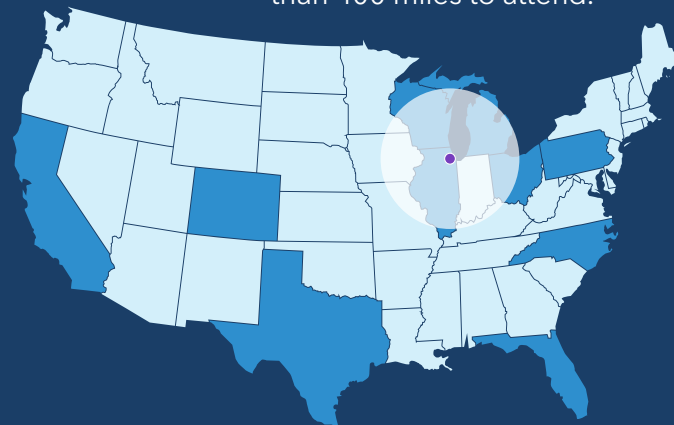
638
EXPO ONLY
REGISTRATIONS

20%
MORE SCANNED
LEADS THAN OTHER
BOOTHs

Look for information about inviting customers to your booth in 2022 in the Exhibitor Toolkit:
www.weftec.org/exhibit/exhibitor-toolkit/marketing/

2/3

of attendees traveled more than 400 miles to attend.



ATTENDEE STATISTICS

Top 10 2021 Registrants by State

- | | | | |
|---|------------|----|----------------|
| 1 | Illinois | 6 | North Carolina |
| 2 | Texas | 7 | Michigan |
| 3 | California | 8 | Pennsylvania |
| 4 | Wisconsin | 9 | Colorado |
| 5 | Florida | 10 | Ohio |

HIGHLIGHTS

WEFTEC ONLINE

NOVEMBER 16-18, 2021

WEFTEC Online offered attendees who joined WEFTEC 2021 or registered for WEFTEC Online access to education on key water quality topics, full speaker information, and access to exhibitors. Content was live November 16-18 and available on demand through December 20.

UNIQUE VISITORS

November 16-18	550
after November 18	139

REGISTRATION TYPE

Online Only	183
Full Conference	175
Booth Personnel	104
Student	29
Manufacturers Representative	28
Young Professional	18
Operations Challenge	13



EXHIBITOR TECHNOLOGY DEMONSTRATIONS IN THE TOP 10 LIVE SESSIONS

- #2 inDENSE™—Modern Day Biological Process Intensification
- #3 Introducing Xylem' Leopold Texler™ Lamella Clarifier

WEFTEC.ORG

65,584
TOTAL VISITORS
(OCTOBER 15 – 22)

+559%

Compared to an average week in 2021.

+14.7%

Compared to the week of WEFTEC Connect 2020.

TOP WEFTEC.ORG PAGES

#1 HOMEPAGE

www.weftec.org/

#5 THE EXHIBITION

www.weftec.org/attend/the-exhibition/

#6 ABOUT WEFTEC

www.weftec.org/about/about-weftec/

#7 WEFTEC LIVE

www.weftec.org/now/weftec-now/lights-camera-weftec-live/

#9 GET THE WEFTEC APP

www.weftec.org/about/about-weftec/app/

CONTACTS

BOOTH SALES

FOR EXHIBITORS IN NORTH AMERICA

Kate Hawley, Senior Manager, Exhibition Sales
1-866-4WEFTEC (1-866-493-3832)
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FOR EXHIBITORS OUTSIDE OF NORTH AMERICA

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EXHIBITOR SERVICES

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SPONSORSHIP AND ADVERTISING OPPORTUNITIES

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NORTHEASTERN U.S. & CANADA

Vickie Bobo	vbobo@wef.org	Phone: +1-470-448-3987
Lynn Krautter	lkrautter@wef.org	

SOUTHEASTERN U.S. & LATIN AMERICA

Cari McBride	cmcbride@wef.org	Phone: +1-703-535-5266 Mobile: +1-703-626-7449
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WESTERN U.S. & CANADA

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EUROPE, ASIA, AND MIDDLE EAST (Excluding Italy)

Thomas Bennett	tbennett@wef.org	Phone: +44 (0) 207 993 4605
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