



2023 Onsite Booth Sales

**Complete
your Booth
Application
August 1 – 26
to receive a
scheduled
appointment.**

96th Annual Water Environment Federation Technical Exhibition and Conference

McCormick Place
Chicago, Illinois USA

Conference: September 30 – October 4, 2023
Exhibition: October 2–4, 2023

Why complete your booth application?

Receive a scheduled appointment & use your priority points to get the best booth location.

Save \$1.50 per square foot off the standard rates for WEFTEC 2023.

Receive hotel reservation materials in advance of other exhibitors.



Increase, reduce, or cancel your space up until January 31, 2023, with 0% penalty.

How to complete your booth application and prepare for onsite sales in New Orleans.

How to complete your booth application

1. Complete your booth application August 1–26 to receive a scheduled appointment during Onsite Sales. On August 1, you will receive your customized booth application link from service@mapyourshow.com.
2. On your application, booth size is your anticipated size. During your scheduled appointment, you will either confirm or update this size.
3. Your completed booth application will be used to create the appointment schedule. Appointments are scheduled in order of priority points, highest to lowest. The appointment schedule will be published early September.
4. The top 100 companies (approximate) will have the opportunity to select their space via a virtual appointment September 22-30. All remaining companies can reserve their space at the Onsite Sales office at WEFTEC. The full appointment schedule will be emailed early September.

Prepare for onsite sales in New Orleans

1. Arrive to the Onsite Sales Office 15 minutes ahead of your designated appointment time.
2. Prior to your appointment, go online to www.weftec.org/2023OnsiteSales to review all Onsite Sales materials.
3. If you are unable to make your appointment in-person, WEF will use your completed booth application to select a booth on your behalf.
4. You will receive an email confirmation with your booth number assigned once complete. You will be required to provide an updated digital signature acknowledging your booth assignment.

Booth Rates and Payment Deadlines

Onsite (Advance) Sales space rates for 2023

WEF Exhibitor Members	\$42.00/sq ft plus \$250 per corner
Non-members	\$49.50/sq ft plus \$250 per corner

- Exhibitor Member is the only type of WEF Membership that receives the booth space discount. WEF Exhibitor Memberships must be active for 2023 in order to receive the member rate.
- A booth space contract will be emailed to you following your application completion August 1–26. Once you receive your booth assignment onsite, a second email with a countersigned contract and invoice will be sent to you.
- A 50% deposit is due no later than January 31, 2023.
- Full payment of the balance is due no later than May 31, 2023.

Exhibit Space Cancellation Policy

- Exhibitors cancelling or reducing space reservations before January 31, 2023, will receive a full refund.
- Exhibitors cancelling or reducing space reservations between February 1, 2023, and May 31, 2023, are subject to liquidated damages of 50% of total booth fees of the cancelled space.
- Cancellation/reductions after May 31, 2023, are subject to liquidated damages of 100% of total booth fees.
- Per the terms of the License Agreement, cancellation requests must be received in writing to WEFTECSales@wef.org.
- Access the Exhibitor License Agreement for the full cancellation policy at www.weftec.org/2023OnsiteSales.

Read on to the next pages for questions we'll ask on your booth application



2023 Specialty Pavilions

View all the Onsite Sales information and latest updates at www.weftec.org/2023OnsiteSales

The following information allows WEF to prepare for your appointment, anticipating your needs. You will select the actual booth space (and size) that best fits your interests at WEFTEC Onsite Sales, October 9-12 in New Orleans.

During the booth application process, we will ask you to indicate if your company is interested in exhibiting in the General Exhibition and/or a Specialty Pavilion. You may make multiple selections.

Companies must be pre-qualified to exhibit in a specialty pavilion. Please submit supporting documentation to WEFTECSales@wef.org. If you selected a specialty pavilion you have current booth space in at WEFTEC 2022, you do not need to submit documentation.

❑ General Exhibition

❑ Specialty Pavilions

❑ Discovery Zone

Only available to startups who are first time exhibitors and have won innovation awards or companies who are exhibiting for the first time on their own outside of the Innovation Showcase. These spaces are 8'x8' and come with a basic counter, carpet, and chairs.

❑ Distributed Infrastructure Zone

For exhibitors with a focus 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. Companies exhibiting here must have at least 50% of their display focused on distributed infrastructure.

❑ Drinking Water Pavilion

For exhibitors with a focus on water reuse (including potable) or drinking water treatment and/or distribution. Companies exhibiting within this pavilion must have at least 50% of their display dedicated to reuse or drinking water. Relevant programming will take place in the SDG Theater located in the Drinking Water Pavilion.

❑ Innovation Zone

Booths surrounding Innovation Showcase and Theater, Discovery Zone, and Distributed Infrastructure Zone. These booths are for alumni of the pavilion or other companies who have won recent innovative product awards.

❑ Intelligent Water & Cybersecurity Pavilion

For exhibitors featuring product(s) that protect networks, devices, and data for critical infrastructure applications. The pavilion will also feature technologies 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 the display must be dedicated to Intelligent Water and/or cybersecurity solutions.

❑ Stormwater Pavilion

For exhibitors focused on stormwater or wet weather management products – rainwater technologies, green stormwater infrastructure, stormwater control measures or BMP systems, stormwater filter systems, and more. Companies choosing to exhibit must focus 50% or more of their display on these products.

Additional Marketing Opportunities

Special Discount When You Book Your Booth Space!

Digital Exhibitor Listings

Enhance your digital exhibitor listing reflected on WEFTEC's online planner and mobile app. View sample listings at www.weftec.org/expo.

BASIC PACKAGE	DELUXE PACKAGE	PREMIUM PACKAGE	PREMIUM PLUS PACKAGE
Complimentary Included with booth fee	-\$785 regular rate- \$510 onsite rate	-\$1,550 regular rate- \$1,025 onsite rate	-\$3,100 regular rate- \$2,050 onsite rate
<ul style="list-style-type: none"> • Company and Contact Information • Booth number w/active link to floorplan • Website • Company Description • Thirty (30) Product Categories 	Basic Package plus: <ul style="list-style-type: none"> • Access to leads • Logo upload • Upload of one (1) show special • Two (2) virtual business cards with live chat • Upload of two (2) exhibitor collateral 	Basic Package plus: <ul style="list-style-type: none"> • Access to leads • Logo upload • Upload of two (2) show specials • Four (4) virtual business cards with live chat • Upload of four (4) exhibitor collateral • Upload of four (4) showcase images • Featured Exhibitor Listing 	Basic Package plus: <ul style="list-style-type: none"> • Access to leads • Logo upload • Upload of three (3) show specials • Six (6) virtual business cards with live chat • Upload of six (6) exhibitor collateral • Upload of six (6) showcase images • Featured Exhibitor Listing • Upload of four (4) showcase videos • Featured Exhibitor Search (Priority Placement in Search Results) • Highlighted booth

Additional Marketing Opportunities

WEFTEC Exhibitor Directory Logo Enhancement

~~\$1,069 regular rate~~
\$908 onsite rate

Increase your company's listings in the exhibitor directory published in the WEFTEC Program, September WE&T, and on www.weftec.org



WEF Buyer's Guide

The WEF Buyer's Guide provides a comprehensive, interactive gateway to products, solutions, and services for leading decision makers worldwide. Profiles are live 12 months on wef.org, and content can be changed/added throughout the contract period—keeping your offerings fresh and timely.

ENHANCED LEVEL PROFILE	BRONZE LEVEL PROFILE
<p>\$517 / 12 months regular rate \$439.45 / 12 months onsite rate</p>	<p>\$1,164 / 12 months regular rate \$989.40 / 12 months onsite rate</p>
<p>Includes:</p> <ul style="list-style-type: none"> • Company logo • Company description • Inclusion in 3 product categories (WEFTEC Exhibitor Showcase category is free) • Company contacts – unlimited (name, title, headshot image, direct link to e-mail address) • <i>Click Here</i> for current Enhanced profile example 	<p>Includes:</p> <ul style="list-style-type: none"> • Products section—unlimited (includes product image, title, description, and hyperlink) • Keyword Integration (500 characters of keywords or phrases) • Live iFrame of company website • Company logo • Company description • Inclusion in 6 product categories (WEFTEC Exhibitor Showcase category is free) • Company contacts – unlimited (name, title, headshot image, direct link to e-mail address) • <i>Click Here</i> for current Bronze profile example

Priority Points

Why Are Priority Points Important?

WEFTEC exhibit space is assigned according to an exhibitor's earned priority points during onsite (advance) sales, second advance round and during booth moves. During general sales, contracts received are assigned space on a date-received basis.

How are Points Earned?

Exhibitors can earn points as follows:

- 1 point per year for exhibiting at WEFTEC
- 1 point per year for being a WEF Exhibitor Member
- 1 point per show for exhibiting at WEF Specialty Conferences (Residuals and Biosolids, Collection Systems, Odors and Air Pollutants, Innovations in Process Engineering, Stormwater Summit, etc.)
- 1 point per show for exhibiting in WEF's WIN Pavilion program

For the full priority point policy, please go to www.weftec.org/2023OnsiteSales

CALL FOR ABSTRACTS

Opens: September 30, 2022

Closes: December 15, 2022

WEF exhibitors are encouraged to submit abstracts for inclusion in the WEFTEC 2023 technical program. Gain exposure for your work as you increase industry knowledge.

For details and updates, visit www.weftec.org/abstracts

What's Included

What's Included with your Exhibit Space

Your Space

- **Inline Spaces:** 8' high back drape, 36" side dividers
- **Shared islands:** 8' high back drape
- The exhibitor is responsible for providing all booth furnishings, including carpet, tables, chairs, etc. Electricity and other utility connections are not provided with the space but can be ordered by the exhibitor.

Badges

- Booth personnel admittance badges: four per 100 square feet of contracted space.
- Additional badges may be purchased at the prevailing rate.
- All exhibitor badges allow access to technical sessions at no additional cost.

Access to Data

- Free access to registrant data (does not include e-mail addresses) via download once space is fully paid. Non-exhibiting companies may not purchase the use of this data.
- Free online access to conference proceedings.

Benefits and Promotions

Exclusive access to benefits including listings (deadlines apply) and promotional tools, including:

- Profile in online planner (desktop version) and WEFTEC mobile app
- Company listing in Conference Announcement
- Company listing in September 2023 issue of Water Environment & Technology
- Company listing in official Conference Program and Exhibitor Directory
- Free Customer Invitation Program, including e-mail signature, web banners, social media-ready templates, and e-mail templates
- Exhibitor press coverage opportunities
- Pre-show webinars to help you prepare and be successful at WEFTEC
- Exclusive advertising opportunities in the Conference Announcement, the Onsite Program, and on www.weftec.org

To have your company listing appear in the publications, your space reservation must be received prior to the scheduled print deadlines and space fees must be current.

At Show

Receive complimentary access to:

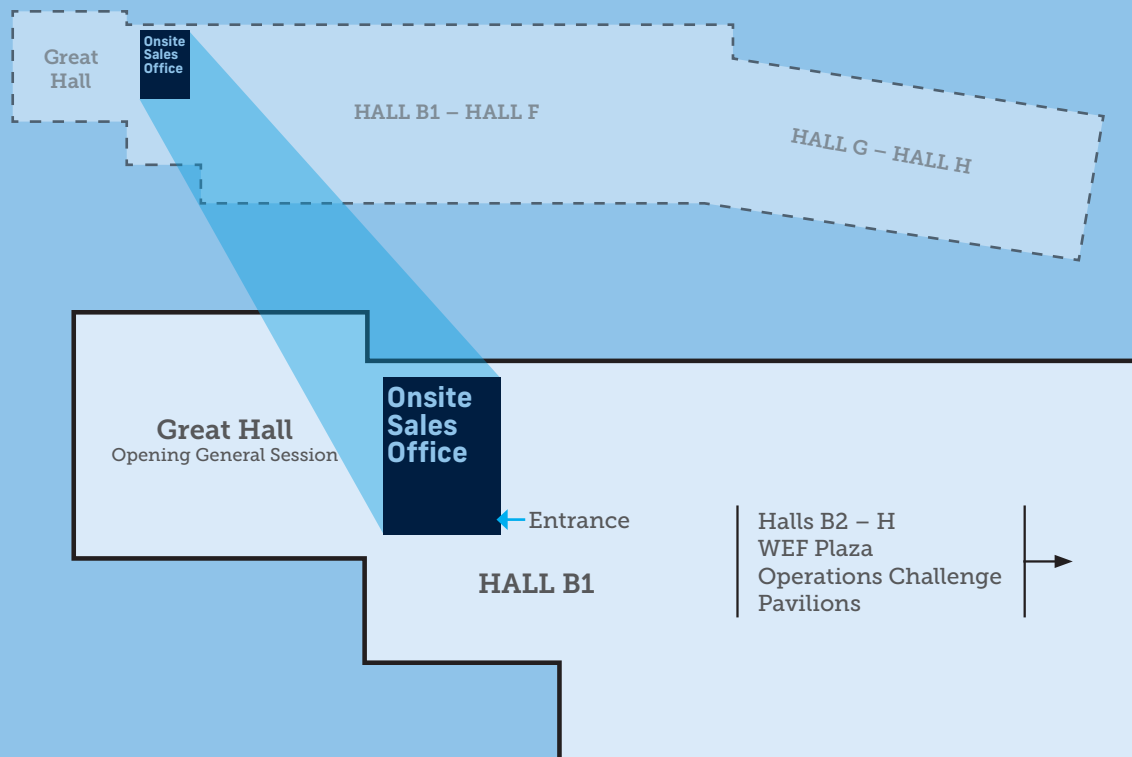
- Keynote and technical sessions
- Exhibitor-Only Lounge

Where You'll Find Us

Onsite Sales Office

Exhibit Hall B1 – Street Level | Booth 143

Sunday, October 9	3:30 pm – 5:00 pm
Monday, October 10	9:00 am – 5:30 pm
Tuesday, October 11	9:00 am – 5:30 pm
Wednesday, October 12	9:00 am – 3:30 pm



Contact Information

WEFTEC Exhibit Sales

North America

Kate Hawley, Senior Manager,
WEFTEC Exhibition Sales

Rachelle Stefanik, Specialist,
WEFTEC Exhibition Sales

+1.703.684.2437 | WEFTECSales@wef.org

Outside North America:

Nic Christy, Director, International
Business Development

+44 (0) 789-992-7926 | nchristy@wef.org

Advertising & Sponsorship Sales

Nic Christy, Director, International
Business Development

+44 (0) 789-992-7926 | nchristy@wef.org

WEF Buyers Guide

Jenny Grigsby, Sales Account Manager
+1.703.684.2451 | jgrigsby@wef.org

WEF Member Services

+1.800.666.0206 | csc@wef.org
www.wef.org/exhibitormembership