

WATER ENVIRONMENT FEDERATION

Disinfection & Reuse Symposium

July 29–31, 2018 | Portland, OR

Portland Crowne Plaza

www.wef.org/DisinfectionReuse

18

TABLE TOP EXHIBITION AND
SPONSORSHIP OPPORTUNITIES



The symposium is held by the Water Environment Federation in cooperation with the Pacific Northwest Clean Water Association and The Water Research Foundation.

Why Exhibit?

Showcase your technologies and products to 200 new and returning professional attendees at WEF's 2018 Disinfection and Reuse Symposium. This year in Portland, you will have the opportunity to reach attendees with a proven interest in your equipment, products, and services. This conference offers exhibitors an exceptionally focused audience of buyers, providing successful sales leads in terms of both the quality and quantity as a result of exhibiting.

DISINFECTION AND PUBLIC HEALTH 2013 FEATURED:

- 14 companies, occupying
- 1,500 square feet of exhibit space

Top Reasons to Exhibit at Disinfection and Reuse 2018

Visiting the exhibition and learning new technologies at the exhibition were listed among attendees' top 5 reasons for attending Disinfection and Public Health 2013.

61%

made a connection with an exhibitor as a result of their visit to the exhibit floor.

58%

influenced the buying decision for related products or services.

52%

learned about new or updated products/ services as a result of their visit to the exhibit floor.

26%

requested additional information and/or plan to purchase products/ services on display at the exhibit.

Attendee Purchasing Power

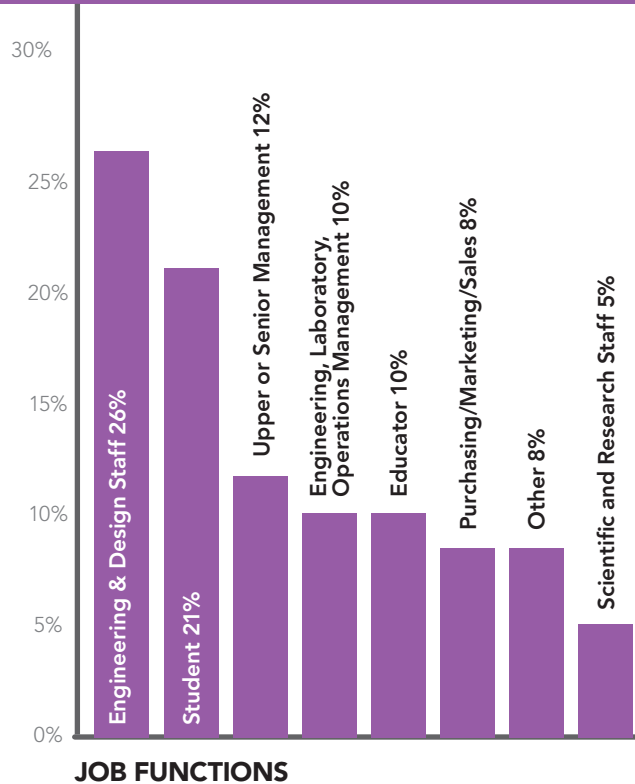
Disinfection and Public Health 2013 Attendance

Full Conference	64
One Day	30
Student	33
Expo Only	5
Session Only	2
Workshop Only	9
Subtotal	143
Exhibitors	40
Total	183

* Note: Data taken from prior Disinfection and Public Health Conference survey. Attendee survey permitted multiple responses; totals will exceed 100%.

ATTENDEE BUYING INFLUENCE, BY PRODUCT	
Alternative Disinfection	70%
Anaerobic Digestion Equipment	43%
Chemicals/Chemical Handling Equipment	65%
Chlorination & Dechlorination	78%
Engineering & Consulting Services	35%
Monitoring, Controlling, Sampling and Analysis Equipment & Services	57%
Household Water and Wastewater Treatment	43%
Oxidation	43%
Ozone Disinfection	57%
Process Equipment & Treatment Services	48%
Pumps	74%
Sodium Hypochlorite Generation	70%
Ultraviolet Disinfection	70%
Valves	52%
Water and Wastewater Disinfection	87%
Other Related Products and Services	43%

Buyer Profile



NATURE OF ORGANIZATION	
32%	Educational Institution
27%	Consulting or Contracting Firm
13%	Manufacturer or Water/Wastewater Equipment or Products
7%	Municipal/District Wastewater Only Systems and/or Plants
7%	Municipal/District Water and Wastewater Systems and/or Plants
5%	Industrial Systems/Plants
4%	State, Federals, Regional Government Agency
4%	Other
3%	Water/Wastewater Product Distributor or Manufacturer's Rep

PRODUCT INTEREST	
Alternative Disinfection	52%
Anaerobic Digestion Equipment	13%
Chemicals/Chemical Handling Equipment	13%
Chlorination & Dechlorination	26%
Engineering & Consulting Services	4%
Monitoring, Controlling, Sampling and Analysis Equipment & Services	35%
Household Water and Wastewater Treatment	30%
Oxidation	22%
Ozone Disinfection	35%
Process Equipment & Treatment Services	26%
Pumps	30%
Sodium Hypochlorite Generation	26%
Ultraviolet Disinfection	39%
Valves	17%
Water and Wastewater Disinfection	52%
Other Related Products and Services	4%

FIELD OF EXPERTISE	
Disinfection	82%
Water/ Wastewater	75%
Wastewater	57%
Drinking Water	50%
Water Reuse and/or Recycle	43%
Research or Development	29%
Health & Safety	25%
Industrial Water/Wastewater	25%
Lab & Analytical	21%
Residuals/ Biosolids/ Sludge	18%
Collection Systems	14%
Stormwater	14%
Groundwater	14%
Instrumentation/ Automation	11%
Other	11%
Public Education/ Information	7%
Pollution Prevention	7%
Watershed/ Surface Water Systems	7%
Solid Waste	7%
Legislation (Policy, Legislation, Regulation)	7%
Utility Management	7%
Toxic & Hazardous Material	4%
Process Water	4%
Odor/Air Emissions	4%
Land & Soil Systems	4%

* Note: Data taken from prior Disinfection and Public Health Conference survey. Attendee survey permitted multiple responses; totals will exceed 100%.

Table Top Exhibition Information

Table Top Eligibility Requirements	Exhibition Hours	Table Top Space Rates
The exhibits are an extension of the educational aspect of the conference program. Products and services must be related to the water quality industry.	Monday, July 30 10:00 am – 6:15 pm	WEF Exhibitor Member: \$1700 Non-Member: \$1900
Please note: The Federation has various types of memberships. Only Exhibitor Members are eligible for the discount on exhibit space.		

INSTALLATION/DISMANTLING OF EXHIBITS

Move-In: Monday, July 30

8:00am-10:00 am

Move-out: Monday, July 30

6:15 pm- 7:15pm

WHAT'S INCLUDED WITH BADGE	Complimentary Booth Personnel	Additional Booth Personnel
Booth Personnel Fee	FREE	\$175
Reception	YES	YES
Luncheon	YES	YES
Technical Sessions	YES	YES

Included in the Table Top Space Rates

- Complimentary exhibit personnel badge
- Listing in the onsite conference program exhibitor directory
- Free access to registrant data via the internet once space is fully paid
- Access conference proceedings
- Exclusive sponsorship opportunities

Space Assignment

All exhibit space is assigned on a first-come/first-served basis. List four (4) choices. If all of your choices have been assigned prior to receipt of your reservation form, you will be contacted at the time of your assignment. Applications received without full payment will not be processed. Telephone requests for space cannot be accepted.

Download the contract and view the current floor plan: www.wef.org/DisinfectionReuse
To receive maximum exhibitor benefits, the Exhibit Space Reservation & Contract form should be received at the Federation Headquarters no later than June 1, 2018.

Cancellations must be received in writing by June 1, 2018, at WEF Headquarters:

Exhibitions Management
Water Environment Federation
601 Wythe Street, Alexandria, VA 22314-1994
smoretti@wef.org

Hotel Information

Portland Crowne Plaza
11441 NE 2nd Ave
Portland, OR 97232

Phone: 866-242-1264

Group Rate: \$182.00

Cut-Off Date: June 27, 2018

**Reservations are on a first come first serve basis and are not guaranteed before the cut-off date.*

See hotel reservation link on www.wef.org/DisinfectionReuse under Hotel

For More Information

Sarah Evans Moretti,
Manager, Exhibition Sales
703.684.2466 | smoretti@wef.org

Sponsorship Opportunities

Become a Sponsor and Reach Your Target Audience.

Increase your visibility and brand awareness with nearly 200 professionals in your market base. Benefit from an integrated marketing and promotional campaign that positions your organization as a premier source for solutions and advice. Each opportunity offers multiple brand exposures before, during, and after the show at price points designed for any marketing plan.

70%

of 2013 registrants attended all of the networking breaks, reception and luncheons held on the show floor.

50%

of sponsoring companies were recognized (unaided) by Disinfection and Public Health 2013 registrants.

Overall Sponsor Benefits*

- Enhanced visibility to conference attendees and WEF Members
- Logo recognition on corresponding sponsor slide at the Opening General Session
- Branding on signage recognizing all sponsors on display for the duration of the conference
- Logo with sponsor directory listing including company website and address in conference program
- Logo enhanced exhibitor directory listing in conference program, only for conference exhibitors
- Logo on conference homepage rotating banner recognizing all conference sponsors
- Pre-registered or final attendee lists in Excel format
- Sponsor badge ribbons

*Overall sponsor benefits are included with all opportunities, except meter boards, tote bag inserts, and hotel sponsorships.

*All sponsor pricing listed is at the Member rate, available to Corporate and Exhibitor Members.

*Option to provide cups or napkins at an event is provided on a first-come, first-serve basis.

Conference-Wide Sponsorships



PLATINUM (exclusive) \$10,500

- 10' x 10' unfurnished table top space or official conference giveaway distributed to all conference attendees
- Recognition at the Networking Reception and opportunity to provide sponsor-produced napkin or cup as giveaway (based on date received)
- 15 expo-only invitations
- Company logo on own platinum sponsor slide at the Opening General Session
- Logo on email banner recognizing conference-wide sponsors when email correspondence is sent to registrants (based on date received)
- One contextual tweet from @weforg and one contextual Facebook post from WEF's account



GOLD (exclusive) \$8,500

- Custom double-sided meter board to be placed in the convention center
- Recognition at the Networking Reception
- 10 expo-only invitations
- Company logo on shared sponsor slide at the Opening General Session
- Logo on email banner recognizing conference-wide sponsors when email correspondence is sent to registrants (based on date received)
- One contextual tweet from @weforg and one contextual Facebook post from WEF's account



SILVER (exclusive) \$6,000

- Recognition at Networking Reception
- 5 expo-only invitations
- Company logo on shared sponsor slide at the Opening General Session
- Logo on email banner recognizing conference-wide sponsors when email correspondence is sent to registrants (based on date received)
- One contextual tweet from @weforg and one contextual Facebook post from WEF's account

Branded Giveaways

Order Deadline:

June 15, 2018

All attendee giveaway sponsorships must be confirmed and paid by this date for production purposes.

LANYARDS

(exclusive) \$5,000

Place your company logo on the official conference lanyard and in the hands of all conference attendees. This sponsorship includes production and distribution of up to 200 lanyards.

- Sponsor logo on official conference lanyard distributed to attendees at registration

TOTE BAGS

(exclusive) \$5,000

One of our most recognized sponsorships by attendees! This sponsorship includes production and distribution of up to 200 totes.

- Sponsor logo on official conference tote bag distributed to attendees at registration

GIVEAWAY ITEMS

(exclusive) \$5,000

Giveaway items are imprinted with your company logo and distributed to attendees to carry throughout the conference and back into their daily lives, keeping your brand visible for years to come. Examples include stylus pens, notepads, water bottles, and microfiber wipes. Contact us with your idea! This sponsorship includes production and distribution.

- Sponsor logo on official conference giveaway item distributed to attendees at registration

HOTEL KEY CARDS

(exclusive) \$5,000

- Custom hotel key card given to conference attendees at check-in and used for the duration of the conference for brand visibility throughout the week. This sponsorship includes production and distribution.

Onsite Sponsorships

OPENING GENERAL SESSION

\$3,000

Gain recognition among the leaders in disinfection and reuse at the Opening General Session, held on Monday morning, kicking off the conference and energizing the attendees for the technical sessions and exhibition ahead.

- Sign at Opening General Session identifying your company as the sponsor
- Recognition on separate slide at Opening General Session

CONFERENCE LUNCHEONS

(exhibitor exclusive)

\$3,000 one day

\$6,000 both days

Target the most highly attended networking events Monday and Tuesday in the exhibit hall.

- Sign at Conference Luncheon identifying your company as the sponsor
- Sponsor-provided 8-ounce cups or cocktail napkins with company logo to be used at the sponsored luncheon(s)

NETWORKING BREAKS

(exhibitor exclusive)

\$2,500 one day

\$4,000 both days

Refreshments are served in the morning and afternoon on both days in the exhibit hall. Sponsorship of the breaks reinforces your brand with all conference participants mingling during the breaks.

- Sign at refreshment breaks identifying your company as the sponsor
- Sponsor-provided 8-ounce cups or cocktail napkins with company logo to be used at sponsored break(s)

NETWORKING RECEPTION

(exhibitor exclusive)

\$4,000

Make your company presence known among conference attendees socializing at the Networking Reception on Monday evening.

- Sign at Networking Reception identifying your company as the sponsor
- Sponsor-provided 8-ounce cups or cocktail napkins with company logo to be used at the sponsored reception

Hotel Sponsorships

HOTEL GUEST ROOM DOOR DROP \$3,000

- Sponsor-produced door hanger or flyer distributed to guest rooms in the hotel block during the conference

Digital Media Sponsorships

ONLINE PROCEEDINGS (exclusive) \$4,000

- Custom splash page hyperlinked to sponsor website in online conference proceedings distributed to all attendees
- Artwork due by June 2, 2018

ONLINE REGISTRATION (exclusive) \$4,000

- Custom banner hyperlinked to sponsor website on registration website and all registrant confirmation emails. Registration opened May 2018, sign up now to get the most exposure possible.

Onsite Advertising

NEW CHARGING STATION \$3,500

wireless packs in a custom branded bag available at registration

METER BOARD \$2,500

- Custom, double-sided, free-standing sign to be placed within the convention center for the duration of the conference

TOTE BAG INSERT \$3,500

(Available to 3 sponsors)

- Up to an 8 1/2" x 11" double-sided sponsor-provided flyer distributed in official conference tote bag to attendees
- Insert must be approved by WEF prior to production
Produced insert due to WEF office by July 9, 2018

CONFERENCE PROGRAM ADVERTISEMENT \$4,000

- (Available to 3 sponsors)
- Full-page color advertisement in the conference program
 - Available locations: Inside Front Cover, Back Cover, Inside Back Cover; allocated on first-come, first-serve basis
Ad art due by July 9, 2018

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