



2024 The Utility Management Conference

FEB. 13-16, 2024 | PORTLAND, OR

Sponsorship Prospectus

WEF and AWWA are delighted to welcome water professionals from across the utility management industry to Portland, Oregon, for another exciting and informative event focused on water and wastewater utilities.

For years, the WEF/AWWA Utility Management Conference has continued to be one of the leading, most informative, and most prestigious management conferences available.

Water and wastewater managers and professionals will gather to hear the latest approaches, practices, processes, techniques, case studies, and research in all aspects of utility management. Come prepared to share your experiences and learn from others in similar situations as we respond to the most pressing management issues of the day.



CONTACT INFORMATION

Nic Christy

Director of Advertising Sales
nchristy@wef.org | 703-684-2400

Why Sponsor?

Overall Sponsor Benefits:

- Enhanced visibility to conference attendees and WEF members
- Logo recognition on sponsor slide
- Logo recognition on sponsor signage
- Logo with directory listing in conference program
- Logo on sponsor banner on conference website
- Access to exclusive sponsor graphics for marketing use
- Pre-registered or final attendee lists (no email addresses)
- Sponsor badge ribbons

**Overall sponsor benefits are included with all opportunities, except meter boards, carpet clings, and hotel sponsorships*

SPONSORSHIP OPPORTUNITIES

PLATINUM

SOLD

MEMBER: \$18,386 | NON-MEMBER: \$22,712

- Mobile banner ad on footer of main content cards; randomly rotates with other sponsor banners; includes link to website
- 3 Full Conference Registrations
- Custom double-sided meter board to be placed in the convention center
- 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 sponsorship contract received date)
- One social media post
- Custom banner hyperlinked to sponsor website in online conference proceedings distributed to all attendees or on registration website and all registrant confirmation emails (based on sponsorship contract received date)
- Logo recognition at Networking Reception

GOLD

SOLD

MEMBER: \$14,317 | NON-MEMBER: \$18,746

- Custom double-sided meter board to be placed in the convention center
- Logo recognition at Networking Reception
- 2 Full Conference Registrations
- Company logo on shared sponsor slide at the Opening General Session
- Mobile banner ad on footer of main content cards; randomly rotates with other sponsor banners; includes link to website
- Logo on email banner recognizing conference-wide sponsors when email correspondence is sent to registrants (based on sponsorship contract received date)
- Social media coverage
- Custom banner hyperlinked to sponsor website in online conference proceedings distributed to all attendees or on registration website and all registrant confirmation emails (based on sponsorship contract received date)

SILVER

SOLD

MEMBER: \$8,910 | NON-MEMBER: \$11,073

- Logo recognition at Networking Reception
- Logo on sponsor slide
- 1 Full Conference Registration
- Logo on email banner recognizing conference-wide sponsors when email correspondence is sent to registrants (based on sponsorship contract received date)
- Social media coverage

BRANDED GIVEAWAYS

TOTE BAG

SOLD

MEMBER: \$7,828 | NON-MEMBER: \$9,785

Provide branded official tote bags with your logo to all event attendees. As the bag sponsor, you can feel confident that you'll be leaving a lasting impression on attendees as the bags are kept and reused during and after the show. This sponsorship includes production and distribution.

Sponsored official tote bag distributed to all attendees at registration.

LANYARD

SOLD

MEMBER: \$7,468 | NON-MEMBER: \$9,373

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

Sponsored official conference lanyard distributed to attendees at registration.

BRANDED GIVEAWAY

SOLD

MEMBER: \$7,828 | NON-MEMBER: \$9,785

Giveaway items with your company logo are 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, sunglasses, umbrellas and microfiber wipes. This sponsorship includes production and distribution.

Sponsored giveaway item distributed to attendees at registration.

ONSITE OPPORTUNITIES

OPENING GENERAL SESSION

MEMBER: \$4,120 | NON-MEMBER: \$5,150

Gain recognition among the leaders in utility management at the Opening General Session, kicking off the conference and energizing the attendees for the technical sessions ahead.

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

NETWORKING BREAKS

SOLD

MEMBER: \$4,120 | NON-MEMBER: \$5,150

Sponsor the networking breaks and reinforce awareness of your business among all conference participants.

- Sign at breaks identifying your company as the sponsor
- Sponsor-provided cups or napkins with company logo to be used at all sponsored breaks

NETWORKING BREAKS - TWO DAYS

SOLD

MEMBER: \$7,210 | NON-MEMBER: \$8,240

LUNCH

SOLD

MEMBER: \$5,150 | NON-MEMBER: \$6,438

Target one of the most highly attended gatherings to increase visibility of your business.

- Sign at luncheon identifying your company as the sponsor
- Sponsor-provided cups or cocktail napkins with company logo to be used at the sponsored luncheon

NETWORKING RECEPTION

SOLD

MEMBER: \$5,150 | NON-MEMBER: \$6,438

Make your company presence known among conference attendees socializing at the reception.

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



ADVERTISING OPPORTUNITIES

CONFERENCE PROGRAM AD

MEMBER: \$5,900 | NON-MEMBER: \$6,200

Full-page color advertisement in the conference program.
Available locations:

- Inside Front Cover
- Inside Back Cover
- Outside Back Cover

METER BOARD

MEMBER: \$2,575 | NON-MEMBER: \$3,219

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

SOCIAL WITH SPEAKERS

SOLD

MEMBER: \$4,635 | NON-MEMBER: \$5,665

- Sign at social with speakers identifying your company as the sponsor
- Sponsor-provided cups or cocktail napkins with company logo to be used at the sponsored event

DIGITAL OPPORTUNITIES

ONLINE REGISTRATION

SOLD

MEMBER: \$4,120 | NON-MEMBER: \$5,150

Custom banner hyperlinked to sponsor website on registration website and all registrant confirmation emails.

ONLINE PROCEEDINGS

MEMBER: \$4,120 | NON-MEMBER: \$5,150

Custom banner hyperlinked to sponsor website in online conference proceedings distributed to all attendees.

MOBILE APP

MEMBER: \$7,571 | NON-MEMBER: \$9,734

Gain exceptional exposure by placing a custom banner on the dashboard on the official conference mobile app.

Custom artwork on banner.

Custom artwork on app splash page.

MOBILE APP BANNER

MEMBER: \$3,605 | NON-MEMBER: \$4,506

Put your company in the palm of their hands! Be seen by conference attendees as they navigate the app using their mobile devices to learn more about sponsors, programming, and speakers on-the-go.

Custom artwork on banner.

INTELLECTUAL PROPERTY

WEF TRADEMARKS

1. Water Environment Federation®
2. WEF®
3. WEFTEC®

SPONSOR TRADEMARKS

1. Corporate Sponsor logo in jpeg and eps format provided to WEF.
- Deadlines for required collateral will be provided to Corporate Sponsor upon securing sponsorship. Sponsor must provide required collateral by deadlines provided to guarantee full and complete fulfillment by WEF.

