



# 2024

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# PROSPECTUS

**NEW ORLEANS, LOUISIANA, USA**

New Orleans Ernest N. Morial Convention Center

**CONFERENCE:** Oct. 5–9, 2024

**EXHIBITION:** Oct. 7–9, 2024



**WEFTEC is the must attend annual meeting of the worldwide water community.**

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Water professionals and products and services suppliers come to WEFTEC year after year to participate in world-class education opportunities and for the overwhelmingly positive sense of community shared among all in attendance. It's the best chance to view innovative water quality technologies up-close and learn, share, and connect with representatives from almost every segment within the water sector.

# WEFTEC CONVENES THE WATER INDUSTRY





**79%**

# Customers make investments at WEFTEC

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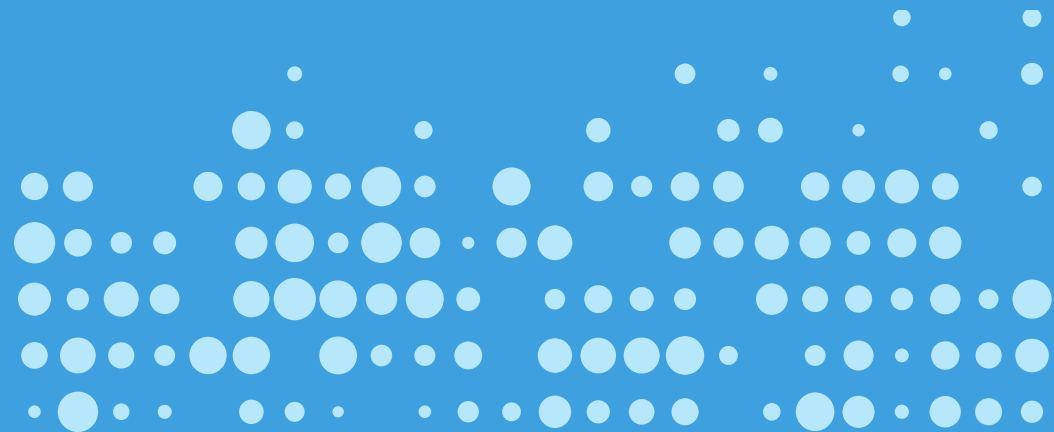
of professional registrants are purchasing decision-makers/influence purchasing decisions



**“Exhibiting at WEFTEC provides our organization, as a manufacturer, the tremendous benefits of personally connecting with our customers, prospects and project stakeholders. Because the water industry comes together here more than any place, the dynamic exhibit floor and conference activity allows us to generate new opportunities while facilitating current projects and customer needs. It’s always a major highlight in our annual marketing efforts.”**

**— DARBY C. RITTER,**

*Marketing Communications Manager,  
Smith & Loveless Inc.*





Attendees spent an average of **6.3 hours** on the expo floor



Most exhibitors report 10 months to realize positive ROI on exhibiting at WEFTEC, and they anticipate an average of **\$495,000 in sales** from exhibiting at WEFTEC



**1/4 of attendees** participate in WEFTEC exclusively and do not attend any other event





# WEFTEC Convenes Thought Leaders

WEFTEC attracts a wide cross section of the water sector each year. For any professional working in water, WEFTEC is the place to be!

**12,589 Attendees**

**8,164 Exhibitors**

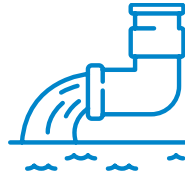
**385\* Others**

**Total: 21,138**

\*Other: Press, Guest/Spouse

Note: These are 2023 registrant figures

# WHO WE SEE AT WEFTEC



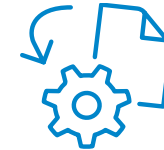
**400 municipal water and wastewater utilities**  
including Atlanta, Chicago, DC Water, Denver, Hampton Roads Sanitation District, Houston and Los Angeles



**Nearly 100 finance and investment firms**  
including Barclays, Burnt Island Ventures, Capital One, Fifth Third Bank, and XPV Water Partners



**The Industrial Water Industry Meets at WEFTEC,**  
including Pepsi, Chevron, Toyota, ADM, BP, GM and GE



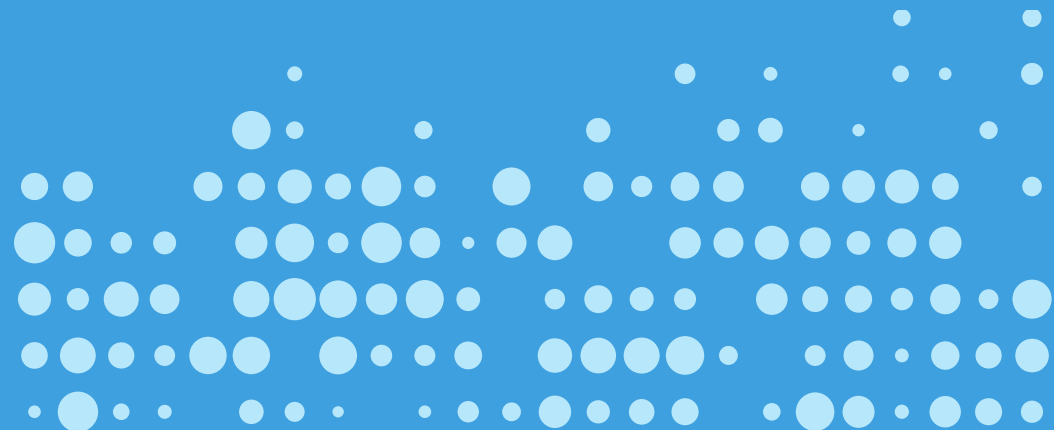
**All of the top 20 design and consulting engineering firms**  
from the ENR 2021 Top 200 Environmental Firms List including AECOM, Arcadis, Black & Veatch, Jacobs, and Stantec



**“At KSB, we would love to have all of our customers visit our showroom, but that’s simply not possible. With WEFTEC, we’re able to bring our showroom to them. WEFTEC is the single best opportunity to showcase our products and meet with thousands of water and wastewater professionals.”**

**— ADAM BATES,**

*Director, Water Market Area, KSB, Inc.*





# Who Attends WEFTEC?

Top Organization Types

**Manufacturer or Distributor of Equipment & Supplies**

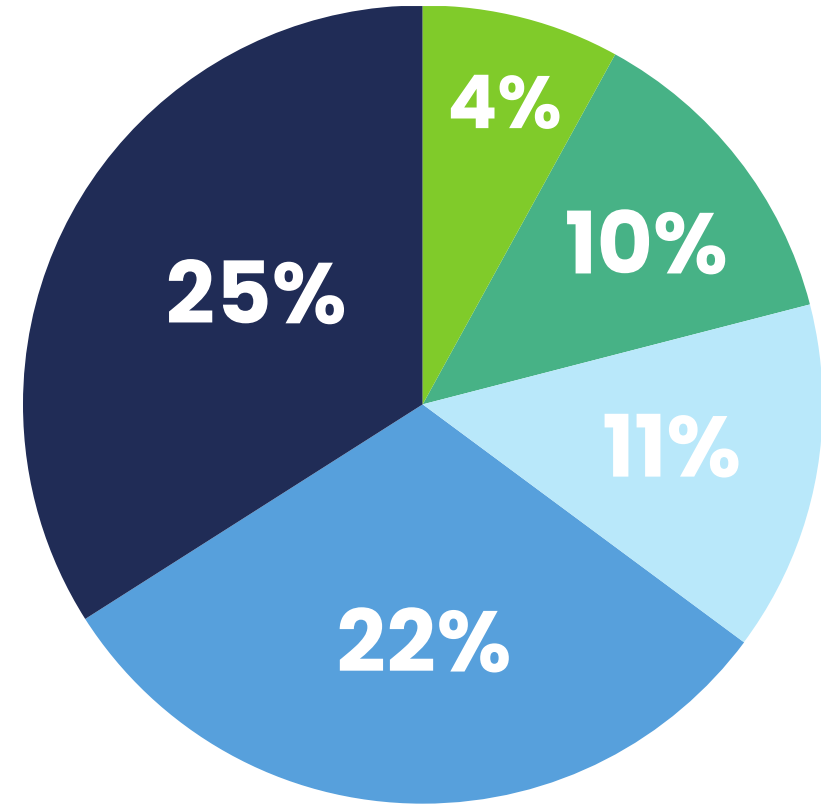
**Consulting, Contracting, Planning Services**

**Utility: Wastewater, Drinking Water, and Stormwater**

**Utility: Wastewater**

**Utility: Wastewater and Drinking Water**

Demographic data reported for attendees only.



# Who Attends WEFTEC?

Top Job Types

**Manufacturer's Representative**

**Engineering or Design, for Utility or Industrial**

**Operator**

**Consulting Engineer or Management Consultant**

**CEO/CFO/COO**



# Who Attends WEFTEC?

Top Attendee Focus

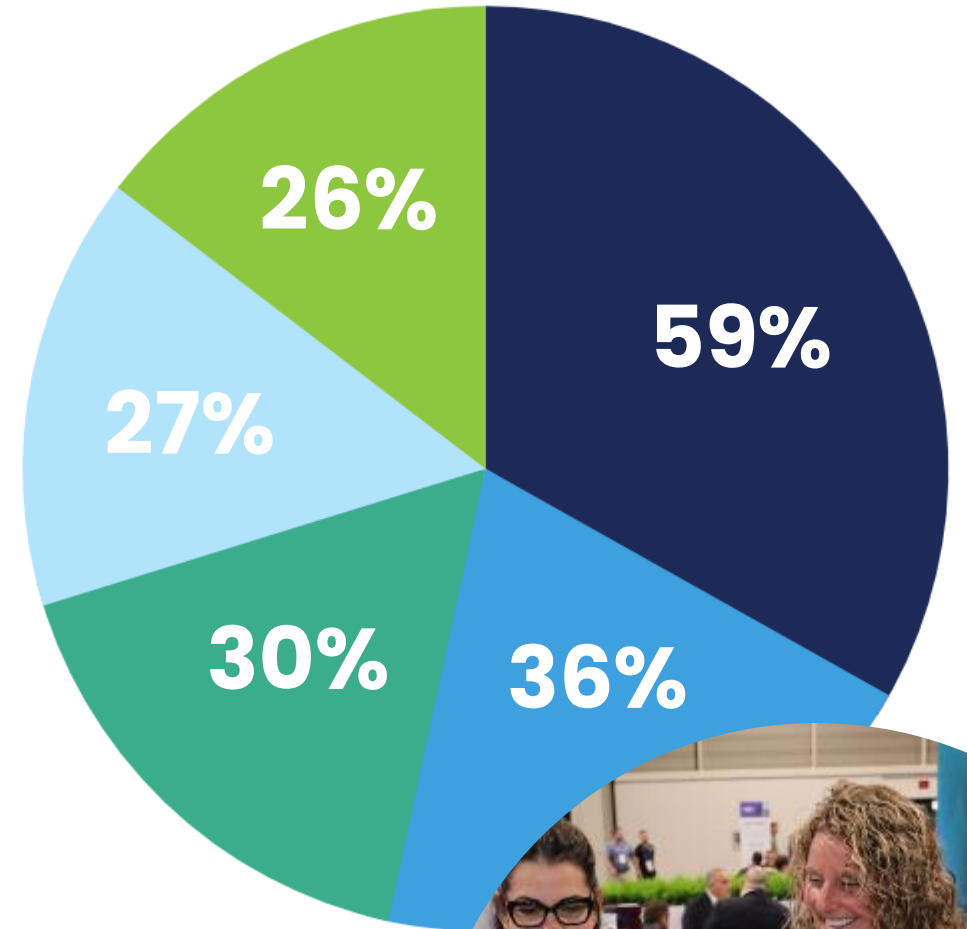
Wastewater Treatment, Design, & Modeling

Drinking Water

Water Reuse & Reclamation

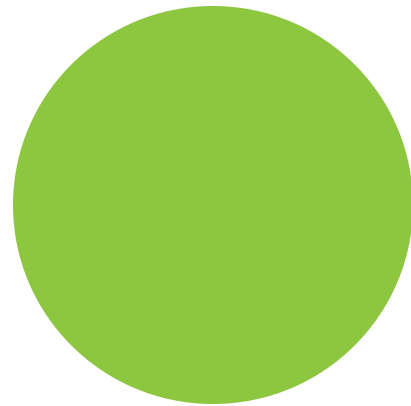
Industrial

Collection Systems



# International Reach

WEFTEC is the conference of choice for thousands of international water professionals looking for solutions to global water challenges. The last time this event was in New Orleans, WEFTEC welcomed guests from 74 countries outside of the US.



# Position Your Team As Experts & Thought Leaders

## Speaking Opportunities

Share your knowledge with WEFTEC attendees. View all speaking opportunities, deadlines, and how to submit at [www.weftec.org/abstracts](http://www.weftec.org/abstracts).

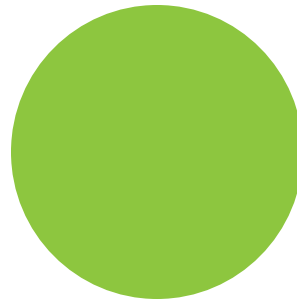
## Innovative Technology Award

Does your company have outstanding technology in the water industry? If so, please consider submitting for the annual Innovative Technology Award. Nominations are accepted from WEF Exhibitor Members only.

[Learn More](#)

**Submissions Open: January 15, 2024**

**Submission Deadline: March 31, 2024**



# Pavilions for 2024

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Specialty Pavilions and integrated theaters on the exhibition floor provide attendees with valuable, timely information and offer ready access to key exhibitors with the latest innovations in those sectors.

Apart from the First-Time Exhibitor Pavilion, to qualify, exhibitors may submit product literature to [WEFTECSales@wef.org](mailto:WEFTECSales@wef.org) and will be assigned to the appropriate pavilion.

## **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.

## **Drone and Aerial Pavilion**

For exhibitors who offer aerial and drone systems that serve the water sector, with a focus on the municipal, industrial and environmental water marketplace. At least 75% of the booth display must focus on aerial and drone systems.

## **Intelligent Water, Safety, and 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. Products may also include but are not limited to safety systems, professional security, building automation & alarm systems, and onsite video and cameras. At least 75% of the display must be dedicated to intelligent water, safety, security, and/or cybersecurity solutions.



# Pavilions for 2024

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## Innovation 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.
- **Innovation Showcase & Theater:** Available to winners of the WEF Innovative Technology Award, BlueTech Forum Innovation Award, and Imagine H2O's Consumer Innovations Prize.
- **Discovery Zone:** 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:** This area focuses 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.



## NEW PAVILIONS FOR 2024

### Circular Water Economy Pavilion

This pavilion is dedicated for systems and services for industrial water users who are seeking to build a circular water system or water reuse. Industries can include but are not limited to automotive and manufacturing, industrial, pulp and paper, food and beverage, and construction and mining. Exhibitors represented must service the industrial water sector as 50% or more of their business. Exhibitors' display must represent 50% or more in industrial water.

### First-Time Exhibitor Pavilion

This pavilion is exclusive to first-time WEFTEC exhibitors.



# The WEFTEC Experience

## What's included in 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 floor covering, tables, chairs, etc. Electricity and other utility connections are not provided with the space but can be ordered.

### Badges

Booth personnel admittance badges, four per 100 square feet contracted. Additional badges may be purchased. All exhibitor booth personnel have access to technical sessions at no additional cost.

## EXHIBIT RATES

SECOND ADVANCE &  
GENERAL SALES

**WEF Exhibitor Members**  
**\$45** per square foot, plus  
**\$250** per corner

**Non-Members**  
**\$53** per square foot, plus  
**\$250** per corner

**WEF Exhibitor Membership**  
is required to access the  
exhibitor member rate.





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## What's included in your exhibit space:

### Access To Data

- Free access to registrant data (no email addresses) via download once space is fully paid. Non-exhibiting companies may not purchase the use of this data.
- Free online access to the proceedings

### Benefits & Promotions

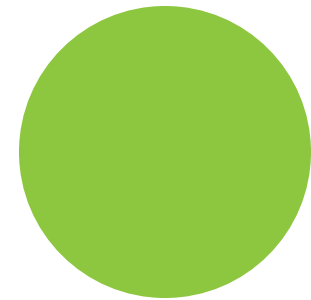
Exclusive access to benefits including listings (deadlines apply) and promotional tools, including:

- Profile in online planner (desktop version) and WEFTEC mobile app
- Company listing in Conference Announcement
- Free Customer Invitation Program, including e-mail signature, web banners, social media-ready templates, and e-mail templates
- Pre-show webinars to help you prepare and be successful at WEFTEC

### At Show

Receive complimentary access to:

- Keynote and technical sessions
- Exhibitor-Only Lounge



**I'm ready  
to reserve  
my exhibit  
space!**

## **PAYMENT DEADLINES**

### **Applications Will Not Be Reviewed/Assigned Without The Required Payment.**

- A 50% deposit is due with your submitted application  
*Full payment is due no later than May 31, 2024*
- After April 1, 2024, a 100% booth deposit is required

### **Exhibit Space Cancellation Policy**

Any cancellations or reductions in booth space must be received in writing to [WEFTECSales@wef.org](mailto:WEFTECSales@wef.org). Please view the [WEFTEC 2024 Exhibitor License Agreement](#) for the full cancellation policy.

- Exhibitors canceling or reducing space reservations before January 31, 2024, will receive a full refund
- Exhibitors canceling or reducing space reservations between February 1, 2024, and May 31, 2024, are subject to liquidated damages of 50% of total booth fees of the canceled space
- Cancellation/reductions after May 31, 2024, are subject to liquidated damages of 100% of total booth fees

**Submit  
Online**

**View the  
Floorplan**



# Contact Information

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## WEFTEC Exhibit Sales

### North America

**Kate Hawley, Senior Manager, Exhibition Sales**

WEFTECSales@wef.org | 1-703-684-2437

khawley@wef.org | 1-703-684-2423

### Outside North America

**Nic Christy, Director, International Business Development**

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

### Customer Success

**Kristen Martin, Manager, Business Development Systems**

kmartin@wef.org | +1-703-684-2400

## Advertising & Sponsorship Sales

**Nic Christy, Director, International Business Development**

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

## WEF Member Services

1-800-666-0206 | csc@wef.org

[www.wef.org/exhibitormembership](http://www.wef.org/exhibitormembership)

## Online Information

Official WEFTEC website: [www.weftec.org](http://www.weftec.org)

WEF website: [www.wef.org](http://www.wef.org)

# Contact Information

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## Sponsorship Sales Contacts

**Nic Christy, Director of Global Sales**  
nchristy@wef.org | +44 (0) 789 992 7926

### **Northeastern U.S. & Canada**

**Vickie Bobo, Account Manager,  
WEF Advertising Sales**  
vbobo@wef.org | 1-404-610-0090

**Lynn Krautter, Account Manager,  
WEF Advertising Sales**  
lkrautter@wef.org | 1-470-448-3987

### **Southeast U.S. and Latin America**

**Cari McBride, Account Manager,  
WEF International Pavilion Program Manager**  
cmcbride@wef.org | 1-703-535-5266  
1-703-626-7449 (Mobile) | 1-703-685-2450 (Fax)

### **Western U.S. and Canada**

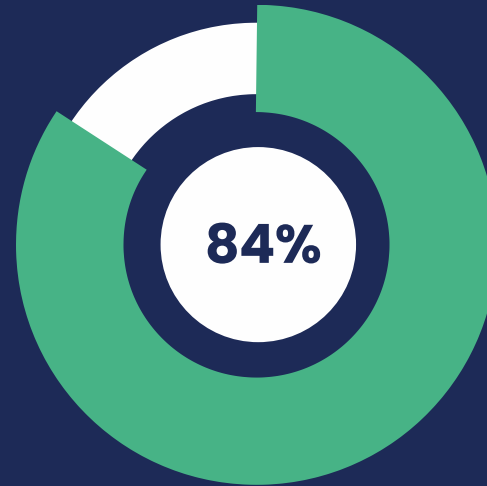
**Suzanne Shetty, WEF Advertising Sales, and  
Stormwater Media**  
WEF Advertising Sales, and Stormwater Media  
sshetty@wef.org | 1-703-407-0289



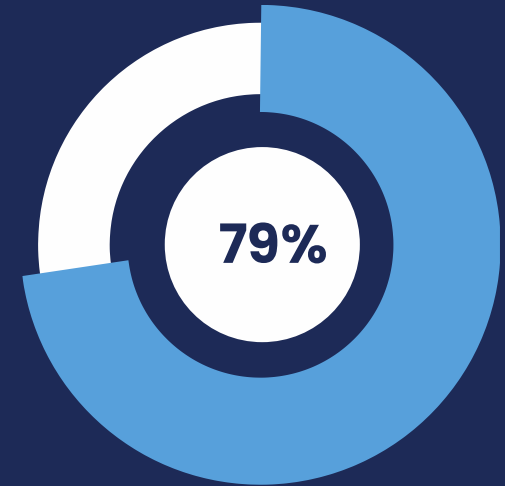
[www.weftec.org/sponsorships](http://www.weftec.org/sponsorships)

# WEF SPONSORSHIP 2024

Sponsorships at WEFTEC increase your brand recognition, booth traffic, and position you as an industry expert while supporting WEFTEC programs and events.



WEFTEC registrants recalled **84%** of sponsor companies unaided



**79%** of professional registrants are purchasing decision makers or influence purchasing decisions



# Purchasing Budget of WEFTEC 2023 Registrants

	Capital Equipment	Operating & Maintenance
<b>Wastewater Treatment</b>	\$11,890,700	\$9,932,700
<b>Drinking Water Treatment &amp; Distribution</b>	\$13,177,700	\$5,624,600
<b>Collection Systems</b>	\$8,193,200	\$4,127,500



# Audience Reach

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**299,786** Total Banner AD Impression –  
WEFTEC Mobile App

**125,727** WEFTEC.org Unique  
Homepage Views

**69,520** WE&T Circulation

**13,000** Printed Conference  
Program

**11,846** WEF Promotional Email  
Logo Views

**6,400** Total Unique Attendee Leads  
via My Show Planner

**2,846** Digital Conference Announcement  
Sponsor Page Views

**1,802** Digital Conference Program  
Sponsor Page Views

**1,687** Total Sponsor Page  
Views on WEFTEC.org

**1,310** Open General Session





# Supporter & Partner Benefits



# SUPPORTER BENEFITS

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**For indicated sponsorships, \$4,500 – \$10,499.**

- Recognized as a Supporter Sponsor online, in the Map Your Show Planner, in print, and on onsite signage
- Logo and link on [www.weftec.org](http://www.weftec.org)
- Logo on sponsor listing page of WE&T WEFTEC issue
- Logo on sponsor listing page of the Conference Announcement
- Logo on two (2) locations of free-standing sponsor signage in the New Orleans Morial Convention Center
- Map Your Show Upgraded Online Planner and Mobile App Listing
  - Access to opt-in leads
  - One (1) Show Special
  - Two (2) Virtual Business Card with Live Chat
  - Upload of two (2) Virtual Collateral

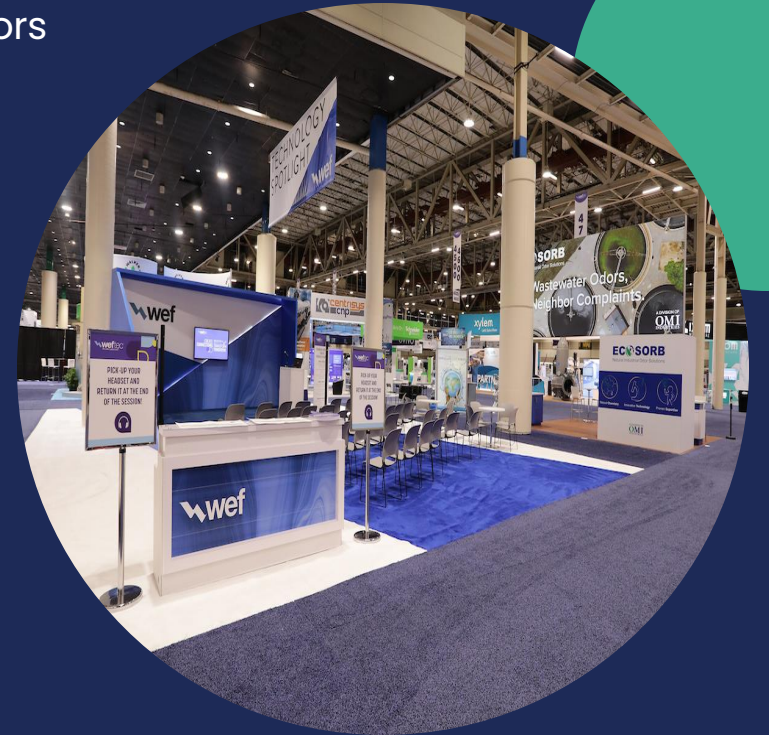


**Note:** Benefits such as tweets, registration lists, email promotions, and Map Your Show upgrades are unique to each sponsorship level.

# PARTNER BENEFITS

**For indicated sponsorships \$10,500–\$24,999 | In addition to listed supporter benefits**

- Recognized as Partner Sponsor online, in the Map Your Show Planner, in print, and on onsite signage
- Logo on sponsor listing page of the Conference Announcement
- Logo listed on a shared Opening General Session Slide with other Partner Sponsors
- If not exhibiting, one time registration list –either pre-show or post-show
- Two social media posts from @weftec
- Logo included in two pre-show promotions from WEF to marketing list
- Map Your Show upgraded Online Planner and Mobile App Listing
  - Access to opt-in leads
  - Two (2) Show Specials
  - Four (4) Virtual Business Card with Live Chat
  - Upload of Four (4) Virtual Collateral



**Note:** Benefits such as tweets, registration lists, email promotions, and Map Your Show upgrades are unique to each sponsorship level.



# Conference-Wide Benefits

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## CONFERENCE-WIDE BENEFITS

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Create a custom Platinum, Gold, or Silver Sponsorship package for the ultimate recognition by WEF members and WEFTEC attendees. We will help you create a perfect fit for your marketing and sales goal! Contact your sales representative for a consultation.

### **In addition to the partner benefits, conference-wide sponsors receive:**

- Recognition as Conference-wide Sponsor online, in print, in the Map Your Show Planner, in print and on onsite signage
- Logo on shared Opening General Session slide with other Conference-wide sponsors
- Logo listed on signature sponsor sign shared with other Conference-wide sponsors
- Logo on weftec.org homepage slider; recognition as Conference-wide sponsor; link to weftec.org sponsor page
- If not exhibiting, pre-show and post-show registration list
- Five (5) social media posts from @weftec
- Logo included in three pre-show email promotions from WEF
- Map Your Show upgraded Online Planner and Mobile App Listing Access to opt-in leads
  - Two (2) Show Specials
  - Four (4) Virtual Business Card with Live Chat
  - Upload of Four (4) Virtual Collateral





# Branding

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## Registration Sponsorship

MEMBER: \$31,575 | NON-MEMBER: \$32,500

- Conference Wide Benefits
- Exclusive banner ad on WEFTEC registration site landing page
- Logo footer on registration confirmation emails – confirmations sent twice to all registrants
- Logo, booth number, custom colors on select registration counters
- Two (2) meter board signs placed in registration areas



## WIFI Sponsorship

MEMBER: \$30,000 | NON-MEMBER: \$32,100

### EXCLUSIVE WIFI RECOGNITION

WIFI will be available throughout Morial Convention Center meeting rooms, public spaces, and in the exhibit hall.

Sponsorship includes:

- Conference Wide Benefits
- Sponsor Logo recognition on WIFI meter signs in public conference areas
- Sponsor providing WIFI login instructions
- Sponsor-designed redirect html page to be available upon acceptance of convention center WIFI terms





## Mobile App Sponsorship

MEMBER: \$30,900 | NON-MEMBER: \$33,075

- The WEFTEC mobile app by Map Your Show was launched in 2021 and sponsor banners were viewed more than 299,700 times. The app is active before, during, and after WEFTEC, as users plan for their trip, navigate onsite, and review their visited sessions and exhibitors.
- Conference Wide Benefits
- Custom splash page when app is opened
- Banner ad displays on primary navigation pages; redirects to exhibitor directory or sponsor directory page (if not exhibiting)
- Map Your Show upgraded Online Planner and Mobile App Listing
- Included in Featured Exhibitor listing
- Priority placement in search results
- Highlighted booth on floor plan
- Access to opt-in leads
- Two (3) Show Specials
- Four (6) Virtual Business Card with Live Chat
- Upload of Six (6) Virtual Collateral
- Six (6) showcase images and descriptions
- Four (4) showcase video
- Showcase image or video on Directory Home Page - live link directs attendees to company's exhibitor listing
- Product Category Sponsorship - guarantees #1 listing in category





## DE&I Leader Sponsorship

MEMBER: \$3,750 | NON-MEMBER: \$4,050

WEF is Committed to Diversity, Equity, and Inclusion. As part of this effort, WEF will host four Affinity Breakfasts where groups will be able to gather and recognize members of their communities and network. DE&I Leader Sponsors will receive recognition and branding opportunities at one (1) Affinity Breakfast.

### AFFINITY BREAKFAST SPONSORSHIP

- Digital Signage
- Four (4) Invitations
- Greeting from Stage for Sponsor
- Materials Distribution



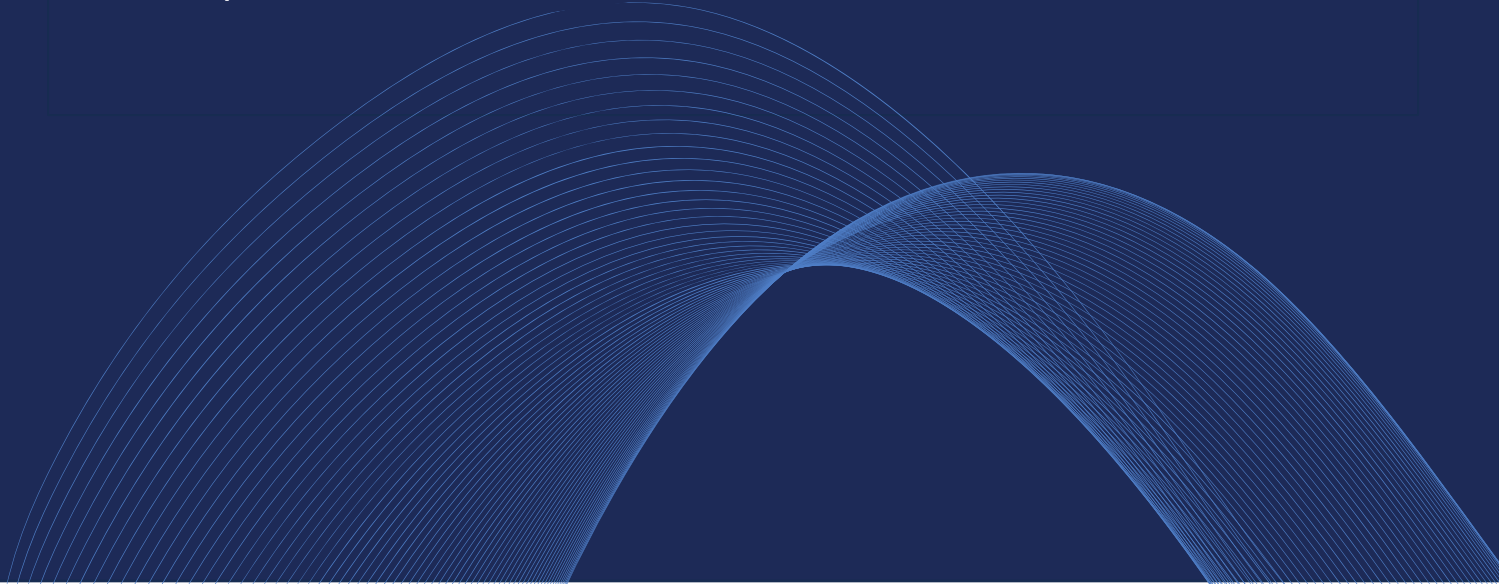


## **WEF HUB Sponsorship**

*PRICING TBD – CONTACT YOUR SALES REP FOR DETAILS*

The WEF Hub is a new meeting place on the trade show floor. The WEF Hub includes areas for activations, Membership, Community Meetups, Affinity Gatherings and More.

Sponsorships in the WEF Hub are custom for each activation or event and are priced in a custom manner.



## WEFTEC Live Studio

MEMBER: \$33,700 | NON-MEMBER: \$34,400

Interviews and news desk highlight videos will be recorded in person in the WEFTEC Live Broadcasting Studio, happening live on the exhibit floor and broadcasting on WEFTEC.org to viewers around the globe!

- Conference Wide benefits
- Corporate logo recognition on the Studio Plexi Walls (clings).
- Branding on the Graphic Wall on the back exterior wall of the Studio structure.
- Logo recognition on two monitors in viewing area
- Sponsored content segment





## Exhibit Hall Charging Lounge

MEMBER: \$26,750 | NON-MEMBER: \$27,500

Sponsor an upgraded charging lounge for attendees to use when they need a quick rest or a location to meet-up. Lounges are available in select exhibit halls and in the Stormwater Pavilion and Intelligent Water Pavilion.

- Conference Wide Benefits
- Two (2) meterboard signs within the lounge with sponsor logo
- Upgraded lounge furnishings including charging with custom clings
- Recognition in mobile app.



## Lanyards

### PARTNER

MEMBER: \$20,100 | NON-MEMBER: \$20,575

Logo branding on lanyard distributed to professional attendees at all registration areas. Sponsor is responsible for lanyard production and costs.

- Partner benefits
- Exclusive to one sponsor

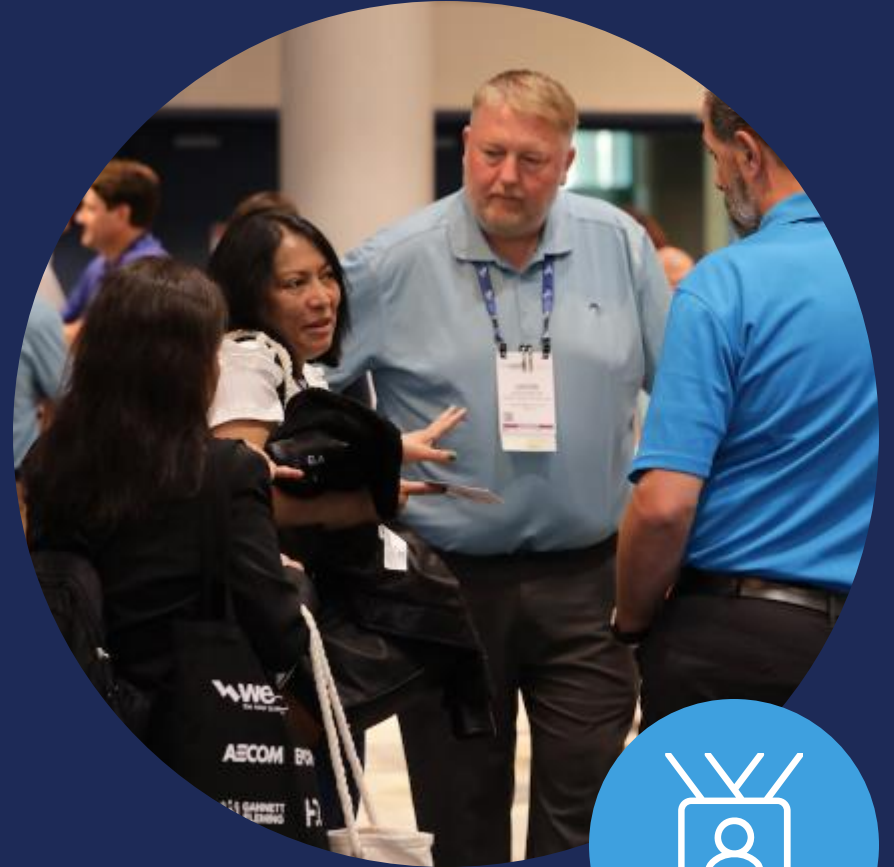
## Tote Bags

### PARTNER

MEMBER: \$20,100 | NON-MEMBER: \$20,600

The WEFTEC tote bag is one of the most popular sponsorships for its wide use and outstanding recognition and recall among attendees. Displays five (5) sponsor logos in one color and the WEFTEC 2020 logo. The tote bag is distributed at all onsite and satellite hotel registration areas. Production included; sponsorship confirmation must be received by May 1, 2023.

- Partner benefits
- Limited availability to five (5) sponsors





## Wellness Lounge

**PARTNER**

**MEMBER: \$10,700 | NON-MEMBER: \$11,000**

Advertisement in the digital Global Center directory  
The wellness lounge offers a quiet space for attendees to take a break, reflect, meditate, and refresh themselves. Lounge includes a branded charging locker to encourage attendees to leave their technology behind (and power it up).

- Partner benefits
- Logo recognition on signage outside and incorporated inside the lounge
- Custom wrap on charging locker inside the Lounge
- Giveaway for up to 500 visitors provided by sponsor

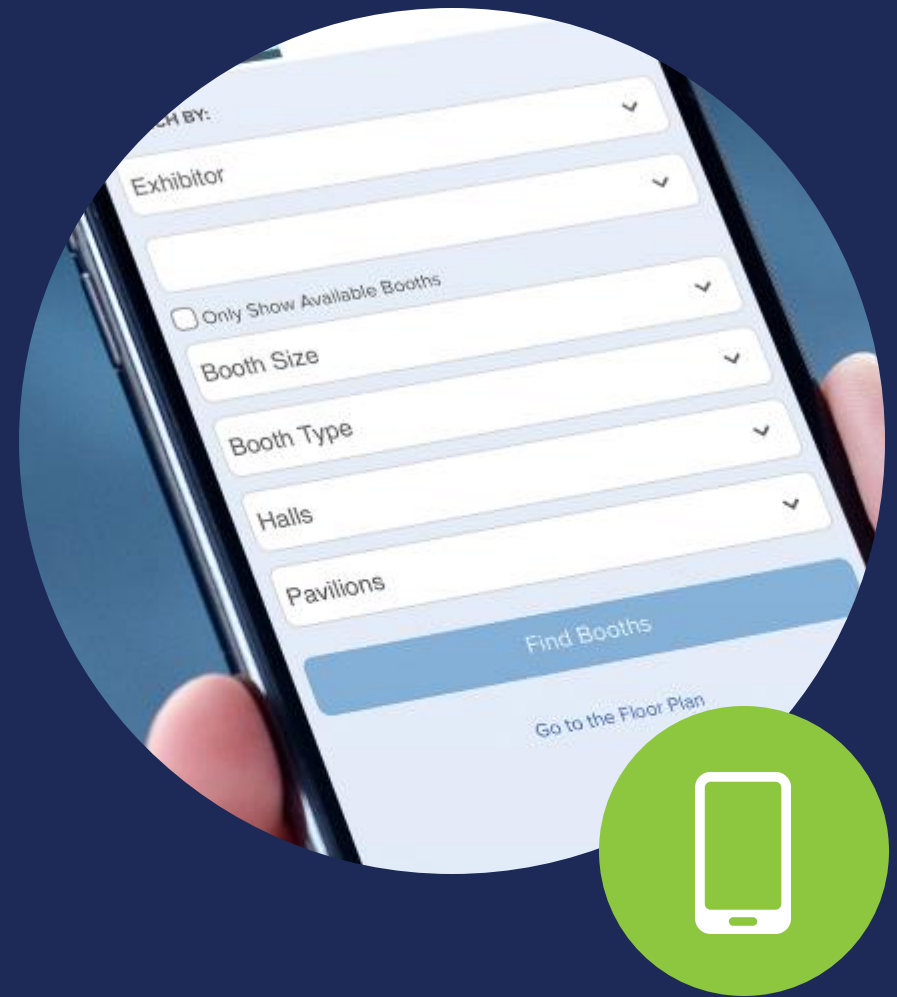
## Mobile App Banner

PARTNER

MEMBER: \$11,750 | NON-MEMBER: \$12,250

The WEFTEC 2022 mobile app by Map Your Show was launched more than 54,900 times, and sponsor banners were viewed more than 299,700 times. The app is active before, during, and after WEFTEC, as users plan for their trip, navigate onsite, and review their visited sessions and exhibitors.

- Partner benefits
- Limited to three (3) sponsors
- Banner ad displays on primary navigation pages; redirects to exhibitor directory or sponsor directory page (if not exhibiting)
- Upgraded digital listing
  - Included in Featured Exhibitor listing
  - Priority placement in search results
  - Highlighted booth on floor plan
  - Access to opt-in leads
  - Two (3) Show Specials
  - Four (6) Virtual Business Card with Live Chat
  - Upload of Six (6) Virtual Collateral
  - Six (6) showcase images and descriptions



## Drone and Aerial Pavilion Sponsorship

MEMBER: \$10,000 | NON-MEMBER: \$10,700

- Branded Signage on Pavilion, Drone Cage and on Directionals
- Ability to present 5 Educational Sessions on Drones
- 1x eShowMail to Attendees
- 4x Drone Demo Each Day in Drone Cage
- One (1) Advertisement in print and digital WE&T
- One (1) Webcast on Drones







## Trolley Carts

Only in New Orleans! Trolley transportation runs continuously from Hall B to Hall I during open exhibit hours. Sponsor one or more of the six trolley carts and have your custom art drive through the exhibit hall on multiple locations of the trolley. Choose two (2) carts and receive partner benefits, or one (1) cart for supporter benefits. Production included.

### PARTNER

MEMBER: \$15,000

NON-MEMBER: \$16,050

- Partner benefits
- Multiple branding areas on two (2) trolley carts

### SUPPORTER

MEMBER: \$8,575

NON-MEMBER: \$9,175

- Supporter benefits
- Multiple branding areas on one (1) trolley carts



# Engaging Events

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## Opening General Session and Monday Afternoon Coffee Service

Monday, October 10

Coffee service located outside the Opening General Session room, served after the Opening General session and during the Monday afternoon technical session breaks. Break service is provided in the technical session area.

### SUPPORTER

MEMBER: \$7,275 | NON-MEMBER: \$7,500

- Supporter benefits
- Exclusive to one company
- Logo on event sign
- Custom giveaway at coffee service: sponsor can provide paper or biodegradable custom cups, coffee sleeves, or napkins
- Sponsor is responsible for production of custom item



## WEFTEC Opening General Session Sponsorship

MEMBER: \$25,000 | NON-MEMBER: \$26,750

### PRESENTING SPONSORSHIP – TWO SPONSOR LIMIT

- Conference Wide Benefits
- Recognition from the stage in the form of a static logo
- Three-minute welcome from sponsor before program begins
- Three-minute video produced by sponsor to play as guests arrive
- Logo Recognition on signage, in and on all publicity for the Opening General Session before the event
- Ability to place a branded item, supplied by sponsor, on each table within the Opening General Session (items must be approved by WEF)





## Global Center & International Reception Sponsorship

MEMBER: \$33,705 | NON-MEMBER: \$34,375

WEFTEC is the conference of choice for thousands of international water professionals looking for solutions to global water challenges. WEFTEC typically welcomes 300 global registrants from 74 countries, and WEFTEC 2023 already has country pavilions from China, Canada, Switzerland, Denmark, The Netherlands, and two from Korea.

- Conference Wide benefits
- Located in the high-traffic WEF Plaza area
- Recognized as a sponsor of the International Reception in digital, print, and signage
- Includes production and placement of sponsor logo clings on theatre tables
- Includes production of a giveaway with sponsor's logo during the International Reception
- Sponsor may provide 15-30 second PowerPoint content for plasma screen display to run when screen is idle



## WEF's Product Launchpad Theatre at WEFTEC 2024

### PARTNER

MEMBER: \$12,840 | NON-MEMBER: \$13,450

- A theatre created on the exhibit floor for new product and service launches
- 30-minute slots, plus 15 min Q&A per session
- 8 slots per day (Monday & Tuesday)
- Signage at theatre with company logo, description, and daily schedule

### BENEFITS:

- Partner Level Benefits
- One E-Showmail sent 2 weeks before detailing all presenting companies at WEFTEC
- One entry per company within the WEFTEC Product Showcase Email
- Two social media posts leading up to WEFTEC about the launch
- One entry within the WEFTEC Now Email





## Innovation Showcase Reception

Monday, October 10, 5:30 – 6:30 PM

Reception attendees enjoy complimentary beverages during the Hospitality Hour while networking with exhibitors and speakers in the Innovation Pavilion. Only available if the Innovation Pavilion Overall sponsorship is not sold

### **PARTNER**

**MEMBER: \$14,124**

**NON-MEMBER: \$14,350**

- Partner benefits
- Logo on event signage
- Recognition during presentation



## WEFTEC Custom Furnished Floor Lounge

MEMBER: \$16,800 | NON-MEMBER: \$18,000

A Custom Lounge located in the center 10' of the main aisle.

Lounge Furnishings:

- Partner benefits
- Cylinder Charging Table with tabletop branding\*
- Graphic panel 28" diameter circle
- Two (2) 8' high, four-sided, custom art towers\*
- Two panels (opposing): 43-11/16" x 94-15/16."
- Two panels (opposing): 38-3/4" x 94-15/16."
- Two (2) Custom 24" x 24" carpet clings\*
- Six (6) Swanson swivel chairs
- Electrical for the charging station



\*Sponsor to provide all custom artwork for charging tables, art towers, and carpet clings





## Women in Water

Current and future female water sector leaders representing a variety of disciplines – engineering, operations, research, management, and communications – are informed and inspired by a peer-to-peer exchange of knowledge and support.

### **PARTNER**

**MEMBER: \$11,250**

**NON-MEMBER: \$11,550**

- Exclusive to one (1) company
- Partner benefits
- Post-show list of participants in Excel
- Logo on event signage
- Sponsor logo on giveaway distributed during event; production included
- Sponsor recognition on each table

### **SUPPORTER**

**MEMBER: \$5,750**

**NON-MEMBER: \$5,890**

- Supporter level
- Logo on event signage
- Sponsor recognition on each table



## WEFTEC Technical Session Coffee Service

Tuesday & Wednesday, October 10 & 11

Coffee service provided to all technical session participants during the Tuesday morning and afternoon breaks, and Wednesday morning break.

### PARTNER

MEMBER: \$11,770

NON-MEMBER: \$12,100

- Partner benefits
- Exclusive to one company per day
- Logo on sponsor sign during service
- Custom giveaway at coffee service: sponsor can provide paper or biodegradable custom cups, coffee sleeves, or napkins
- Sponsor is responsible for production of custom item

### SUPPORTER

MEMBER: \$7,300

NON-MEMBER: \$7,500

- Supporter benefits
- Exclusive to three companies
- Logo on sponsor sign during service





# Students & Young Professionals

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## Student Design Competition

By sponsoring Student and Young Professional events at WEFTEC, you will support and receive recognition across multiple events that serve the upcoming ranks of water professionals. These events include the Annual Community Service Project, Water Palooza Education Fair, Student Design Competition, Career Fair and Young Professionals Reception.

### PARTNER

MEMBER: \$11,775

NON-MEMBER: \$12,100

- Partner benefits
- Sponsor logo on giveaway distributed to students and advisors at the Student Design Competition
- Sponsoring company to identify two (2) judges for Student Design Competition (may specify Environmental or Wastewater)
- Sponsor logo on Student Design Competition brochure
- Booth at Career Fair and Career Fair resume book
- Branding as a sponsor of the Community Service Project
- Logo listed on the site banner produced for the Community Service Project
- Logo on the Service Project website



## Career Fair

MEMBER: \$2,650 | NON-MEMBER: \$2,700

- Booth at Career Fair and Career Fair resume book

## Mentorship Power Hour

MEMBER: \$2,150 | NON-MEMBER: \$2,200

- Signage at the membership program reception
- Logo listed on the WEF SYPC Mentorship webpage
- Sponsor giveaways distributed to event attendees at Career Fair and Career Fair resume book



## Student and Young Professional Events

### SUPPORTER

MEMBER: \$8,050

NON-MEMBER: \$8,250

- Supporter benefits
- Sponsoring company to identify two (2) judges for Student Design Competition (may specify Environmental or Wastewater)
- Sponsor logo on Student Design Competition brochure
- Booth at Career Fair and Career Fair resume book
- Branding as a sponsor of the Community Service Project
  - Logo listed on the site banner produced for the Community Service Project
  - Logo on the Service Project website

### ASSOCIATE

MEMBER: \$4,675

NON-MEMBER: \$4,800

- Supporter benefits
- Sponsor logo on Student Design Competition brochure
- WEF Student Design Competition brochure
- Company listing in the YP Connections newsletter
- Booth at Career Fair and Career Fair resume book
- Branding as a sponsor of the Community Service Project
  - Logo listed on the site banner produced for the Community Service Project
  - Logo on the Service Project website





# WEF InFlow Program

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## InFlow Game Changer

### PARTNER

MEMBER: \$11,660 | NON-MEMBER: \$13,230

- Partner benefits
- Up to 4 Engagement Points (may be virtual or in-person) with Scholars
- Company Infomercial for virtual sessions prior to WEFTEC
- Speaking Opportunities with Scholars
- Job Recruiter who speaks directly with Scholars
- Opportunity to provide a branded giveaway to Scholars (WEF to approve and identify logistics)
- Two (2) Complimentary guest invitations to InFLOW Closing Ceremony and Networking Event
- Directory of STEMPATH Scholars
- Logo on InFLOW conference materials
- Logo on Closing Ceremony and Networking Event sign
- Sponsor recognition on wef.org InFLOW page
- Opportunity to share four (4) company posts on InFLOW LinkedIn Group throughout the year





## WEF InFLOW ADVOCATE

MEMBER: \$7,000

NON-MEMBER: \$7,150

### BENEFITS

- 3 Engagement points, virtual or in person with scholars
- Company Infomercial for virtual sessions prior to WEFTEC
- Speaking Opportunities for with Scholars
- One (1) Complimentary guest invitation to InFLOW closing ceremony and networking event
- Directory of STEMPath scholars
- Logo on inFLOW page
- Sponsor recognition on wef.org In FLOW Page
- Opportunity to share two (2) company posts on InFLOW linkedin Group throughout the year

## WEF InFLOW PATRON

MEMBER: \$3,000

NON-MEMBER: \$3,100

### BENEFITS:

- Up to two engagement points may be virtual or in-person with scholars
- Company Infomercial for virtual sessions prior to WEFTEC
- One Complimentary Guest invitation to InFLOW
- Directory of STEMPath Scholars
- Logo on inFLOW page
- Sponsor recognition on wef.org In FLOW Page
- Opportunity to share one company post on InFLOW linkedin group annually





# Technical Events & Focus Areas

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## Technical Sessions A/V

The technical program at WEFTEC is the most respected and competitive educational program of its kind, featuring over 350 speakers. The program is put together by more than 240 topical experts in the Program Committee using a highly rigorous selection process.

### SUPPORTER

MEMBER: \$8,450

NON-MEMBER: \$8,950

- Supporter benefits
- Exclusive to one (1) sponsor per listed track
- One (1) custom sponsor slide to display in rotation with WEF house slides between sessions in sponsored track room
- Post-show participant demographics
- Tracks:
  - Collection Systems and Distribution
  - Disinfection and Public Health
  - Facility Operations and Maintenance
  - Future Issues
  - Industrial Issues and Treatment Technologies
  - Municipal Wastewater Treatment Process and Design
  - Research and Innovation Residuals and Biosolids Management
  - Stormwater Management
  - Utility Management and Leadership
  - Watershed Resources Management and Sustainability
  - Water Reclamation and Reuse



## WEF Operations Challenge

How do operators and technicians overcome flooding, a sewer collapse, process failure and other emergencies? Do you wonder what happens behind the scenes during the operation of a wastewater treatment facility? Operations Challenge showcases the skills of best wastewater collection and treatment personnel in the world across five events: Collection Systems, Laboratory, Process Control, Maintenance and Safety.

### PARTNER

MEMBER: \$14,650

NON-MEMBER: \$15,050

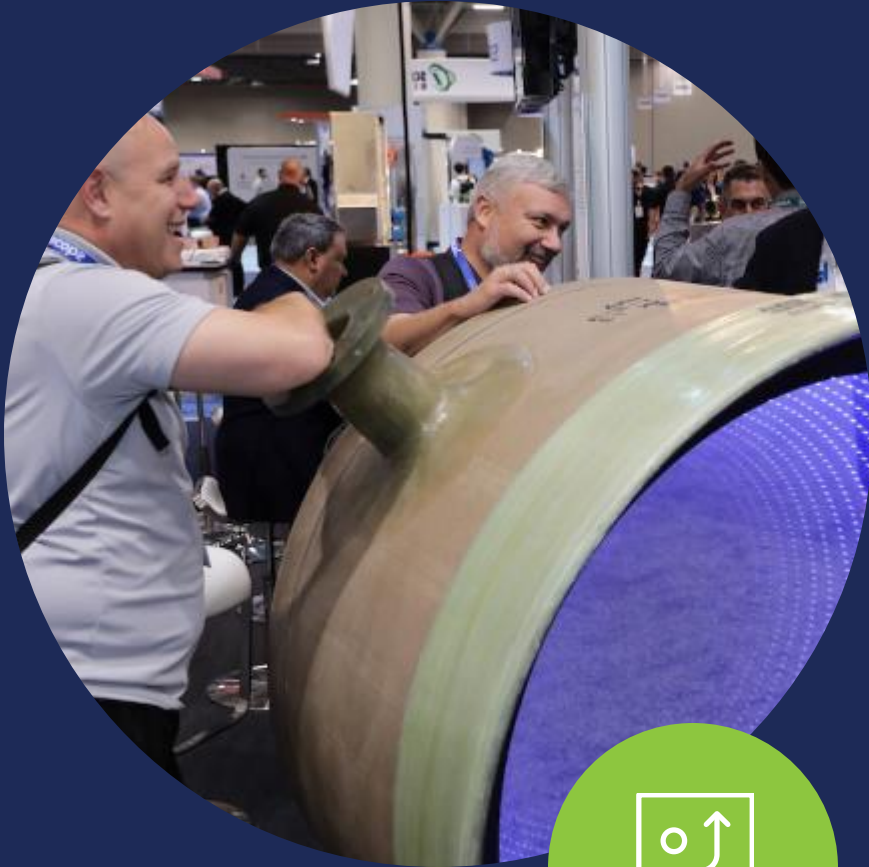
- Partner benefits
- Limited to seven (7) sponsors
- Logo placement
  - Operations Challenge Event Banner, event and reception sign
  - A/V slides during reception opening, weighted to display longer
  - Sponsor-provided pop-up banner may be placed in the Operations Challenge contest area
- Four (4) representatives can attend the Operations Challenge Awards Reception

### SUPPORTER

MEMBER: \$8,750

NON-MEMBER: \$9,000

- Supporter benefits
- Logo placement
  - Operations Challenge event and reception sign
  - A/V slides during reception opening
- Two (2) representatives can attend the Operations Challenge Awards Reception





# Transportation Advertising

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## WEFTEC Shuttle Bus Sponsorships

Shuttle buses run from Sunday, October 6 – Wednesday, October 9, carrying attendees between hotels and the convention center, and service all Facility Tours. Pricing is per bus, unless otherwise noted. All Shuttle Bus advertising orders must be confirmed by August 2, 2024.

### Headrest Covers

Full color headrest covers, imprinted on both sides, placed on all seats of a shuttle bus. Pricing is per bus based on the quantity ordered.

- 50 per bus
- 12"x12" print area
- Full color, front and back of headrest.

### 1-4 BUSES

MEMBER: \$2,100 | NON-MEMBER: \$2,150

### 5-10 BUSES

MEMBER: \$2,050 | NON-MEMBER: \$2,100

### 11+ BUSES

MEMBER: \$2,000 | NON-MEMBER: \$2,050



## Shuttle Bus Video

Capture the attention of attendees while they are headed to and from the convention center. Five shuttle bus routes will run morning and evening Sunday – Wednesday, carrying an estimated 900+ riders per day. Shuttle bus ads will be placed between WEF slide content. Ads are available to a limited number of sponsors to ensure that the ad content stands out. Staff are assigned to ensure that this content plays on at least 85% of the buses.

### 20 SECOND AD

MEMBER: \$9,100 | NON-MEMBER: \$9,350



# On-Site Signage







### Convention Center Clings

Locations available throughout the New Orleans Convention Center. Visit the [WEFTEC EnVision site](#) for opportunities and pricing.

#### LOBBY DOOR CLINGS

Custom clings for select glass doors across the convention center

#### ESCALATOR CLINGS

Custom clings for escalators from the lobby to technical session areas

#### FOOD COURT CLINGS

Custom clings in the high-traffic seating area

#### EXHIBIT HALL CARPET CLINGS

Custom clings for select areas within the exhibit hall

#### BATHROOM CLINGS

Custom clings for specific areas within select bathrooms across the convention center



## Meterboard Signage

Standard Locations available throughout the exhibit hall and convention center, with opportunities for Main Aisle placement in high-traffic areas.

Standard - \$4,320

Main Aisle - \$5,350

## Trolley Stop Signage

Trolley Stops are frequently visited areas around the exhibit hall and throughout the convention center. Reach your audience with highly-visible branding at these locations.

\$4,280





## WEF Video Wall Sponsorship

New for 2024! Two video walls will have information on sessions, events and WEF programs and services running throughout the show and educational hours. Purchase a 30 second or 60 second video that will run during all three days of the show. Video must meet WEF standards, be produced by the customer, and supplied to WEF in time for the deadlines of the event.

### WEF VIDEO WALL SPONSOR LEVEL 1 | \$5,000

WEF Video Wall Sponsor Level 1: \$5,000 for one video that will run for 30 seconds at least 20 times each day. Can be static or live video without sound.

### WEF VIDEO WALL SPONSOR LEVEL 2 | \$10,000

For one video that will run for 30 seconds 40 times each day or 60 seconds 20 times each day.

### WEF VIDEO WALL SPONSOR LEVEL 3 | \$20,000

For two videos that can run for 30 seconds or 60 seconds 30 times each day.



## Transportation Digital Signage

**PARTNER**

MEMBER: \$12,850 | NON-MEMBER: \$13,200

Partner Level benefits

Signage on all active bus bays in the NOLA Convention Center Transportation Drop-off location. This drop-off is the only location buses will drop off and pick up attendees. Full custom sign will rotate with conference-branded route information. Exclusive to one sponsor.





# Consulting Engineering Theatre

## Consulting Engineering Theatre

### PARTNER

If your company is a consulting engineering firm, highlight your projects and activities on the WEFTEC Trade show floor. You can choose from two different packages. An exclusive theatre or timed sessions will be listed and promoted to WEFTEC attendees.

Your company will receive exclusive use of a theatre on the trade show floor that seats 50 people.

- Partner benefits
- AV, seating, and signage included
- Promotion of presentations in all WEFTEC media

### 30 MINUTE PRESENTATION | 60 MINUTE PRESENTATION

See your rep for details.



# Contact Information

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## Sponsorship Sales Contacts

**Nic Christy, Director of Global Sales**  
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### **Northeastern U.S. & Canada**

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**WEF International Pavilion Program Manager**  
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1-703-626-7449 (Mobile) | 1-703-685-2450 (Fax)

### **Western U.S. and Canada**

**Suzanne Shetty, WEF Advertising Sales, and**  
**Stormwater Media**  
WEF Advertising Sales, and Stormwater Media  
sshetty@wef.org | 1-703-407-0289



[www.weftec.org/sponsorships](http://www.weftec.org/sponsorships)

# Future Dates



## 2025

**98<sup>TH</sup> ANNUAL TECHNICAL  
EXHIBITION & CONFERENCE**

**Chicago, Illinois, USA**

McCormick Place

**Conference:** Sept. 27–Oct. 1, 2025

**Exhibition:** Sept. 29–Oct. 1, 2025

## 2026

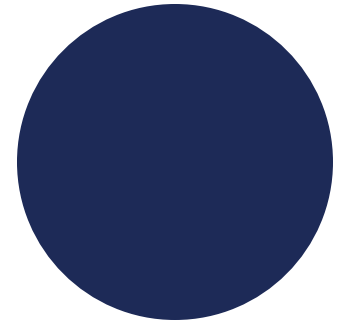
**99<sup>TH</sup> ANNUAL TECHNICAL  
EXHIBITION & CONFERENCE**

**New Orleans, Louisiana, USA**

Ernest N. Morial Convention Center

**Conference:** Sept. 26–30, 2026

**Exhibition:** Sept. 28–30, 2026





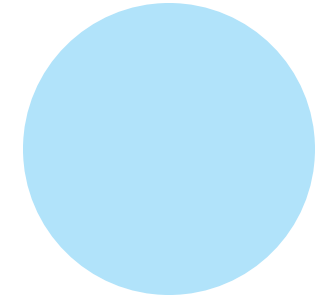
# WEFTEC 2024 Pricing

Sponsorship	2024 Member Price	2024 Non-Member Price
Career Fair	\$2,650	\$2,700
Carpet Cling	\$7,500	\$7,700
Charging Lounge	\$26,750	\$27,500
Column Wraps	\$13,375	\$13,750
<b>NEW!</b> DEI & I Leader Sponsor	\$3,750	\$3,900
Escalator Clings	\$6,450	\$6,600
Escalator Risers	\$13,375	\$13,750
<b>NEW!</b> Food Court Clings	\$9,000	\$9,900
Global Center	\$33,705	\$34,375
Headrests 11+	\$2,000	\$2,050
Headrests 1-4	\$2,100	\$2,150
Headrests 5-10	\$2,050	\$2,100



# WEFTEC 2024 Pricing

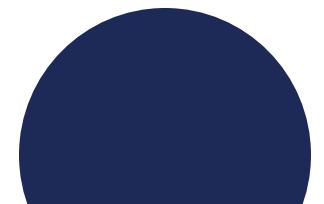
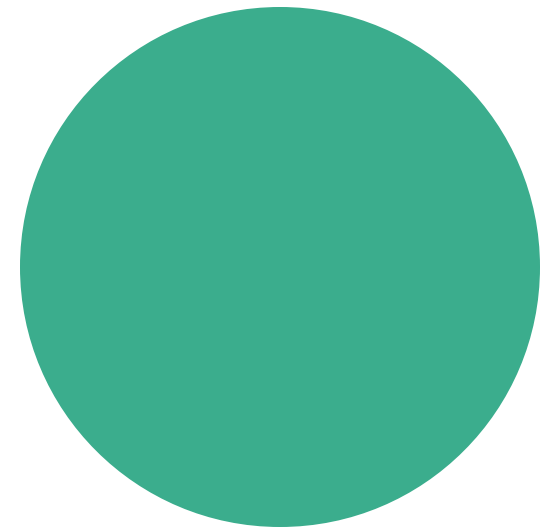
Sponsorship	2024 Member Price	2024 Non-Member Price
InFLOW (Patron )	\$3,000	\$3,100
InFLOW Advocate	\$7,000	\$7,150
Innovation Supporter	\$14,150	\$14,550
<b>NEW!</b> OGS Presenting	\$25,000	
Lanyards	\$20,100	\$20,575
Launchpad	\$12,840	\$13,450
Lobby Door Clings	\$13,375	\$13,750
Mentorship Power Hour	\$2,150	\$2,200
Meterboard	\$4,320	\$4,650
Mobile App	\$11,250	\$11,550
OGS Coffee	\$7,300	\$7,500
Onsite Banner	\$13,375	\$13,750



# WEFTEC 2024 Pricing

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Sponsorship	2024 Member Price	2024 Non-Member Price
OPS Challenge Partner	\$14,650	\$15,050
OPS Challenge Supporter	\$8,750	\$9,000
Registration Sponsor	\$31,575	\$32,500
Shuttle Bus Video (only 20 seconds)	\$9,100	\$9,350
Stair Cling	\$13,375	\$13,750
Student Design Partner	\$11,775	\$12,100
Student Design Competition	\$9,650	\$9,900
SYP	\$9,450	\$9,700
SYP Associate	\$4,675	\$4,800
SYP Partner	\$8,050	\$8,250
Tech Session Coffee	\$7,300	\$7,500
Technical Session AV Partner	\$11,775	\$12,100



# WEFTEC 2024 Pricing

Sponsorship	2024 Member Price	2024 Non-Member Price
Technical Session AV Supporter	\$7,300	\$7,500
Technical Session Coffee	\$11,775	\$12,100
Tote Bag	\$20,100	\$20,600
Transportation Center	\$9,100	\$9,350
Transportation Digital Signage	\$12,850	\$13,200
Wall Cling	\$7,500	\$7,700
WEFTEC Live Studio	\$33,400	\$34,350
Wellness Center	\$10,700	\$11,000
WEFTEC Hub Sponsor	\$10,700	\$11,000
Women in Water Partner	\$11,250	\$11,550
Women In Water Supporter	\$5,750	\$5,890
Yoga Sponsor	\$3,570	\$3,850

**NEW!**  
**NEW!**



# WEFTEC 2024 Pricing

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Sponsorship	2024 Member Price	2024 Non-Member Price
WEF Member Center Sponsor/Hub	\$12,500	\$13,750
Operator Center Store	\$20,000	\$22,000
Video Wall Sponsor Level 1	\$5,000	\$5,500
Video Wall Sponsor Level 2	\$10,000	\$11,000
Video Wall Sponsor Level 3	\$20,000	\$22,000
WEF DRONE ZONE SPONSOR	\$10,000	\$5,500

**NEW!**



# Corporate Relations Team

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