

## Discovery Zone and Pure Water Brewing Now in One Innovation Neighborhood

The WEFTEC Innovation Showcase, featuring the **9<sup>th</sup> Annual Innovation Pavilion presented by WEF, Imagine H2O and BlueTech Research**, is growing. The original Innovation Pavilion and Innovation Row are now joined by:

- Beer and water reuse displays featuring **Clean Water Services' mobile water purification truck and public outreach displays**
- The **Pure Water Brewing Alliance Beer Garden**, serving pure water brews. *(Sponsorship opportunities are available for the Pure Water Brewing Alliance Beer Garden. Please inquire at [weftecsales@wef.org](mailto:weftecsales@wef.org))*
- **Discovery Zone** featuring kiosks for startup companies and other entities committed to driving water innovation

### Discovery Zone Eligibility Requirements

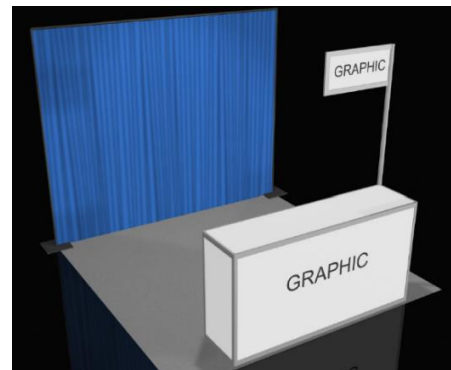
Participants for the Discovery Zone must meet the following eligibility criteria:

- Past representative in the WEFTEC Innovation Pavilion as identified by Imagine H2O or BlueTech Research, or
- New product launches for first-time WEFTEC exhibitors, or
- Affiliated with
  - A technology accepted by the LIFT program into LIFTLink
  - One of the Water Innovation Clusters
  - An incubator/accelerator program
  - A university or research center

### Discovery Zone Exhibits

The Discovery Zone has space for up to 6 exhibits. Each kiosk includes:

- Tabletop kiosk (see rendering at right)
- Full setup and printing of graphic provided by exhibitor
- Four Booth Personnel Registrations (access to expo and technical sessions)
- Carpet
- Two chairs
- Wastebasket
- Backdrop curtain
- Company listing in Expo directory and mobile app



### Discovery Zone Pricing

- \$2,500
- Extras (exhibitor responsibility, not included)
  - Electrical
  - Material Handling

### Contact

Contact Kate Hawley, Senior Manager, Exhibition Sales  
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