



**GLOBAL INSIGHTS.**  
Sustainable Solutions.

# WEFTEC 2025

## Booth Application Process

### Process

A Step-by-Step Guide



# General Sales Eligibility



- WEFTEC 2024 exhibitors that did not participate in Onsite Sales
- WEFTEC 2023 exhibitors

*Use the booking code email sent on Monday, Dec. 2 or later, to access your custom application.*

**OR**

- Companies in the water sector who are exhibiting at WEFTEC for the first time.
- Companies who did not receive an emailed booking code.

*Choose "New Applications Without a Booking Code"*

[Click here to access the application.](#)

## Apply to Exhibit

### Exhibitors with a Booking Code

*If you have received a WEFTEC 2025 email with a booking code, you can enter it below to begin your application process.*

Continue

Can't find your code? Contact WEFTEC Exhibition Sales at [WEFTECSales@wef.org](mailto:WEFTECSales@wef.org).

### First-Time Exhibitors Without a Booking Code

*If you are a new exhibitor, please use the button below to submit your booth application.*

Continue

# Step 1 – Company Information & Booth Preferences



## Complete your company information.

- This information is used for billing purposes only. You will have the opportunity to enter your public facing directory listing information after your booth is assigned.
- The application must be completed within one (1) hour or the system will time out and your information will not be saved.

### QUICK TIPS

- Required fields are marked with a red \* or are highlighted in RED
- Primary Contact is required, Secondary and Billing Contacts are optional but encouraged if these contacts are different from the Primary.

### Company Information & Booth Preferences

\* Indicates required information

i Applications must be completed within one (1) hour. ✕

\* Exhibiting As

THE FOLLOWING INFORMATION WILL BE USED FOR BILLING PURPOSES ONLY

\* Official Company Name

Company Name (Previously Used for Exhibiting)

\* Business Address

Business Address 2

\* City \* State / Province

\* Zip / Postal Code

\* Country

\* Business Phone

 Format: xxx-xxx-xxxx

\* Corporate Website

**PRIMARY CONTACT:**  
Receives all communications, invoices, and is listed as the registration "key contact."

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\* Primary Contact First Name

\* Primary Contact Last Name

\* Primary Contact E-Mail

\* Primary Contact Office Number

 Format: xxx-xxx-xxxx

\* Primary Contact Mobile Number

 Format: xxx-xxx-xxxx

\* Primary Contact Job Title

**SECONDARY CONTACT:**  
Optional - copied on all communications to Primary Contact. Complete this only if contact is different from Primary Contact.

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Secondary Contact First Name

Secondary Contact Last Name

Secondary Contact E-mail

Secondary Contact Office Number

 Format: xxx-xxx-xxxx

Secondary Contact Mobile Number

 Format: xxx-xxx-xxxx

Secondary Contact Job Title

**BILLING CONTACT:**  
Optional - receives all invoices. Complete this only if contact is different from Primary and/or Secondary Contacts, who also receive all invoices.

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Billing Contact First Name

# Step 1 – Booth Location Preferences (continued)



## Where would you like your booth to be located?

Click the box for a booth located in the general exhibition (General Exhibition) or in a Specialty Pavilion.

One option is required. You can select up to three options.

Exhibitors must qualify to participate in Specialty Pavilions. Follow instructions to pre-qualify for specialty pavilions. If description is not provided, booth assignment can be delayed.



For consideration to be placed in a Specialty Pavilion, read the pavilion descriptions on the application page and provide a description of your offerings.

Choose 1-3 selections. (1 is required) [Choose from list]

**\* Select General Exhibition or a Specialty Pavilion**

General Exhibition  Advanced Technology Solutions Pavilion

Circular Water Economy Pavilion  Innovation Pavilion: Discovery Zone  Workforce Pavilion

**Advanced Technology Solutions Pavilion**

The Advanced Technology Solutions Pavilion showcases digital-based technologies and practices to aid practitioners in designing and operating water systems more efficiently and effectively. The Pavilion includes the following focus areas:

- Drones
- Cybersecurity
- Artificial Intelligence
- Virtual Reality
- Automation

**Circular Water Economy Pavilion**

This pavilion is dedicated to systems that optimize and recover valuable resources from water and wastewater in ways that fight climate change, support equitable economic development, and ensure water services for all. Includes the following areas:

- Industrial Sustainability
- Energy Efficiency and Decarbonization
- Green Infrastructure
- Distributed Infrastructure
- Desalination and Side-Stream Products

**Innovation Pavilion**

Driving innovation is part of the Water Environment Federation's mission. WEF is honored to partner with premier innovators including our partners BlueTech® Research and Imagine H2O to host the Innovation Pavilion. In the Pavilion, we present a forum for market leaders to work with entrepreneurs. Exhibiting companies display emergent technologies to demonstrate their impact, and professionals visualize the potential of the water sector. The Innovation Pavilion includes:

- Main Showcase with companies from BlueTech® and Imagine H2O
- Discovery Zone – exclusive to Innovation Showcase alumni and innovation award recipients
- Innovation Theater

**New Exhibitor Pavilion**

This pavilion is exclusive to first-time WEFTEC exhibitors.

**Workforce Pavilion**

Workforce issues are paramount to meet the current and future challenges facing the water sector. This Pavilion will focus on companies who provide recruitment, staffing, and HR/PEO services, and companies/municipalities recruiting for positions.

**\* Confirm you are eligible to participate in a Specialty Pavilion at WEFTEC by identifying the products and services you will display.**

If you wish to participate in the General Exhibition, please enter "N/A". If you are applying to exhibit in a Specialty Pavilion, please explain how you qualify for that pavilion. Your comments will be reviewed, and you will receive a separate email stating whether or not you have been approved for the requested Specialty Pavilion(s). This is for WEF internal purposes and is not your company's public facing description.

# Step 1 – Booth Preferences (continued)

## Complete Booth Preferences

- Choose if a corner booth is more important than the location of the booth.
- Choose if the booth location is more important than being near a competitor that you selected.
- Using the drop-down menu, you can select up to four competitors that you wish not to be near. *The competitors you list on this application are only used for WEFTEC 2025 booth space selection. If you do not see a competitor on this list that you would like to be included, email [WEFTECSales@wef.org](mailto:WEFTECSales@wef.org), and WEF staff will add it to your record once your application has been submitted.*

Is a corner booth more important than location?

Yes  No

Is booth location more important to your company than being near a competitor?

Yes  No

### COMPETITORS

List up to four competitors you prefer not to be near. Historical competitors are not kept on file. The competitors you list here will be used for WEFTEC 2025 booth selection. If your competitor is not listed here, please email [WEFTECSales@wef.org](mailto:WEFTECSales@wef.org), so WEF can add this company to your competitor preferences.

**Note:** Placement away from competitors cannot be guaranteed.

Competitors

Add

Continue



### QUICK TIPS

-You can either scroll through the list of companies or type a name in the "Search Options" box

## Update Selection

Search options

Options

You have added 0/4 options

- 100 Acre Woods
- 120WaterAudit
- 120WaterAudit
- 123 Test Company
- 2S Water Incorporated
- 374Water - exh as
- 374Water - exhibiting as1
- 3M
- 3M Company
- 3Rwater
- 4Evergreen Valve Inc.
- 4M Analytics
- 6K Inc
- 8power
- A.R.I. - OCV
- A.W. Chesterton Company
- A.W. Chesterton Company - exh as
- A.Y. McDonald
- AA Thread
- AA Thread
- AAA2roundNon
- AAA2roundNonV2
- AAAAAGeneralSalesNonMember

# Step 2 – Select a Booth Size and Rate



Member Rate: \$46/sq. ft.

Non-Member Rate: \$54/sq. ft.

Plus, an additional \$250 fee per corner\*

**\*New this year:** Corner fees are waived for booths 1600 sq. ft. and larger

Membership status will be verified before assignment is made.

For more information about Exhibitor Membership, visit <https://www.wef.org/exhibitormembership>



If selecting the member rate, be sure you have an **Exhibitor Membership**. Only this membership category qualifies your company for the member rate. Individual, Professional and Corporate memberships do not receive the member rate for WEFTEC booth space.

## Select Booth Size and Rate

### WEFTEC 2025 General Sales Rates

- Exhibitor Member: \$46/square foot plus \$250 per corner
- Non-Member: \$54/square foot plus \$250 per corner

**NEW!** Corner fees for booths 1,600 square feet and larger will be waived when booth is assigned.

Please select the booth size you anticipate reserving.

### Choose your Booth Rate: Member or Non-Member

WEF Exhibitor Members receive an \$8 per square foot discount on the WEFTEC booth rate and earn one additional priority point as well as other benefits. Other WEF membership types do not allow access to WEFTEC member booth rates.

Please review the membership dues and booth rate details below before selecting your answer.

Annual Dues (US\$) are based on total gross revenue in the wastewater collection and treatment field:

- Under \$1 million per year US \$840
- \$1 million – \$10 million per year US \$1,470
- \$10 million – \$50 million per year US \$2,250
- Over \$50 million per year US \$3,150.

Learn more about WEF Exhibitor Membership and its benefits: [www.wef.org/exhibitormembership](https://www.wef.org/exhibitormembership)

If you have questions about your Exhibitor Membership status, contact WEF Member Services at 1-800-666-0206 or [CSC@wef.org](mailto:CSC@wef.org).


By selecting the Member Rate below, you agree to activate/renew your 2025 WEF Exhibitor Membership following completion of this application. Your booth will not be assigned until your 2025 WEF Exhibitor Membership is paid for and activated. By selecting the Non-Member Rate below, you acknowledge that you do not wish to invest in Exhibitor Membership for 2025.

Please decide on your membership status before continuing with this application. If you have additional questions about membership, please email [CSC@wef.org](mailto:CSC@wef.org).

# Step 2 - Select Booth Size and Rate (Continued)

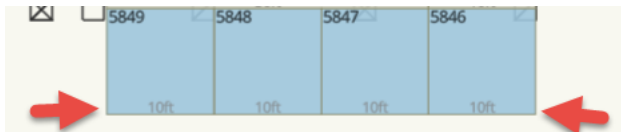
- Select your booth size and number of corners using the drop-down menu.
- Then select your membership status (this will be verified before assignment).
- The rate will automatically populate based on your selections.

Your total booth cost will be automatically calculated based on your selected booth size and membership rate. When your booth is assigned and your application is approved, the total cost may be adjusted based on the assigned booth, corner fee adjustments and verification of WEF Exhibitor Membership.

Space	Price Options	Price	Requested Booths
10 × 10 1 Corner	General Sales - Member	\$ 4,850.00	0 booth(s) requested 
-Select Space-	-Select Price Option-	\$ 4,850.00	
Discovery Zone (8 × 8)	General Sales - Member		
Discovery Zone (8 × 8 Corner)	General Sales - Non-Member		
10 × 10			
10 × 10 1 Corner			
10 × 10 2 Corner			
10 × 15			
10 × 15 1 Corner			
10 × 15 2 Corner			
10 × 20			
10 × 20 1 Corner			
10 × 20 2 Corner			
10 × 30			
10 × 30 1 Corner			

## QUICK TIPS

Corner fees are for open corners that do not butt up to another booth.



The application must be completed within one (1) hour, or the system will time out and your information will not be saved.

# Step 2 - Select Booth Size and Rate (Continued)

After selecting your booth size and rate, choose the hall (north or south) and the booth size from the drop-down menus to highlight the available booth options on the floorplan. Click the preferred booths in order of preference (must select 5). Your selections will then be listed in order of preference. Click Continue when complete.

## Requested Booths

Booth preferences are not guaranteed. Exhibit space is assigned in date receipt order. If your selections are unavailable at the time of your booth assignment, the best available exhibit space that is most like your preferences will be assigned.

(1 required per space)

▼ Space 1 (10 x 10 1 Corner, General Sales - Member)

(0 of 5 selected, 1 Required)

Hall: North Building

Highlight Booths: 10' x 10'

The table below lists your current booth requests. They are listed in order of preference, with your first choice at the top and followed in sequence by your next choices. You can adjust the order by clicking and dragging the entry.

	Booth Size	Booth	Hall Name	Type	
⬇	10 x 10, 100 sq ft	6449	North Building	Linear Booth	🗑
⬇	10 x 10, 100 sq ft	6437	North Building	Linear Booth	🗑
⬇	10 x 10, 100 sq ft	7640	North Building	Linear Booth	🗑
⬇	10 x 10, 100 sq ft	7027	North Building	Linear Booth	🗑
⬇	10 x 10, 100 sq ft	7129	North Building	Linear Booth	🗑

Back Continue

### QUICK TIPS

You can change the order of your booth choices by dragging the arrows on the left of the list up or down which will reorder them.



# Step 3 – Packages

WEFTEC Digital Exhibitor Listings: Maximize your online exhibitor directory listing and receive up to a 33% discount when you invest during this booth application process. You must select one package to move forward in the application.

## Basic Package

Select

Included With Booth Fee

- ✓ Company Information
- ✓ Company and Contact Information
- ✓ Website
- ✓ Company Description
- ✓ Thirty (30) Product Categories

## Deluxe Package

Select

\$545.00 regular price \$785.00

- ✓ Company Information
- ✓ Company Logo
- ✓ Access to Leads
- ✓ +1 Show Specials
- ✓ +2 Virtual Business Cards
- ✓ +2 Exhibitor Collateral



The Basic Package is included with your booth. You can upgrade to Deluxe, Premium, or Premium Plus to gain extra exposure for your presence at WEFTEC.

## Premium Package

Select

\$1,090.00 regular price \$1,550.00

- ✓ Company Information
- ✓ Company Logo
- ✓ Access to Leads
- ✓ +2 Show Specials
- ✓ +4 Virtual Business Cards
- ✓ +4 Exhibitor Collateral
- ✓ Featured Exhibitor Listing
- ✓ +4 Show Feature Image Uploads

4 PRODUCT PHOTOS



## Premium Plus Package

Select

\$2,150.00 regular price \$3,100.00

Upgrade your digital listing to improve your visibility.

- ✓ Company Information
- ✓ Company Logo
- ✓ Access to Leads
- ✓ +3 Show Specials
- ✓ +6 Virtual Business Cards
- ✓ +6 Exhibitor Collateral
- ✓ Featured Exhibitor Listing
- ✓ +6 Show Feature Image Uploads
- ✓ +4 Showcase Video Uploads
- ✓ Featured Exhibitor Search (Priority Placement in Search Results)
- ✓ Highlighted Booth

10 PRODUCT PHOTOS OR VIDEOS



# Step 4 – Additional Advertising Items



The WEF Buyer's Guide is heavily integrated with the WEFTEC Exhibitor Directory and will enhance your exposure for WEFTEC and throughout the year.

Receive a 15% discount on these opportunities if you select a package while completing your booth application.

**Click** to see examples of current listings.

Be sure to click '**Add to Cart**' if you would like to add the item.

Click "**Continue**", at the bottom or top of the page when complete.

# Step 5 – Confirm Order

## Review your exhibit application.

- If any changes need to be made, click 'Edit' to go back.
- At the bottom of this page, indicate your agreement to the [WEFTEC Exhibitor License Agreement](#) by providing a signature, name, and job title of the person completing the application.
- Once the 'Continue' button is clicked at the bottom of the page, you **WILL NOT** be able to go back to change your application.



### Confirm Order

Please confirm that the information below is correct.

#### Company Information & Booth Preferences [Edit](#)

Exhibiting As:	WEF
Official Company Name:	Water Environment Federation
Company Name (Previously Used for Exhibiting):	WEF
Business Address:	601 Wythe Street
Business Address 2:	
City:	alexandria
State / Province:	Va
Zip / Postal Code:	22314
Country:	United States of America
Business Phone:	7034743418
Corporate Website:	wef.org
Membership Status:	
Primary Contact First Name:	Jenny
Primary Contact Last Name:	Grigsby

### Terms and Conditions

Please review the [Exhibitor License Agreement](#).

WEF reserves the right to unilaterally change, amend, or waive any of these requirements. All exhibitors are required to comply with WEF's contracted online platform Terms of Use and may be required to agree to the terms of use of additional third-party platforms in order to take full advantage of all services and events included in WEFTEC.

#### EXHIBIT SPACE

If approved by WEF, the Exhibit Space shall be used solely by the Exhibitor whose name appears on this Exhibit Space Application and License. The Exhibitor will not sublet or assign any portion of same or share the Exhibit Space allotted with another Exhibitor, individual, business, or firm unless approval has been obtained in writing from WEF. If the Exhibit Space is shared, WEF may remove the Exhibitor and assess violations to Exhibitor, which may affect future participation in the Event. Exhibit Space is assigned after a completed Application and License is accepted by WEF.

By submission of the Application and License, the primary, secondary, and billings contacts consent to receive communications sent by or on the behalf of WEF regarding WEFTEC, WEF's

\* Signature OK.

\* Signature Print Name

Jenny Grigsby

\* Title

Exhibit Manager

The person executing this agreement has read and agrees, on behalf of the individual or entity for which it is executed, to be bound by the terms and conditions of the contract, incorporated herein by reference, further warrants that he or she has authority to execute this agreement by electronic signature and full authority to act for the individual or entity entering into this agreement.

**WARNING:** You will NOT be able to modify your order beyond this point. Please ensure all your information above is correct and click 'Continue.'

Back

Continue

# Step 6 – Payment



A 50% deposit for your exhibit space is due with the booth application. The remaining balance is due by April 30, 2025.

Any applications submitted on May 1 or later require a 100% booth deposit to be reviewed/assigned.

If an exhibit credit was transferred to WEFTEC 2025, you will see “Applied Credits” notated under your total.

Under ‘**Payment Details**’, select ‘Credit Card’ or ‘Bill Me’. By selecting ‘Bill Me’, you choose to make a payment by check, wire transfer, ACH, etc. An invoice will automatically be sent when this option is selected.

**Note: Booth assignments will not be made without the required 50% booth deposit.**

## Payment

*\* Indicates required information*

<b>Order Number: 555951</b>				
Item Description	Price	Payment Schedule	Date Due	Amount Due
Exhibit Hall, 10 x 10 1 Corner	\$4,850.00	Deposit	DUE NOW	\$2,425.00
		Final Payment	05/31/2025	\$2,425.00
Order Total:	\$4,850.00			
<b>Amount Due Now:</b>	<b>\$2,425.00</b>			

- For applications submitted December 2, 2024 through April 30, 2025, a 50% booth deposit and 100% deposit of other items are due with the exhibitor's signed contract. Final payment is due April 30, 2025.
- For applications submitted May 1, 2025 through show, a 100% deposit is due with the exhibitor's signed contract.
- For booth share applications, a 100% deposit is due with the signed share contract.

Another invoice will follow your actual booth assignment confirming your total booth fees.

## Make Payment

Please select a method of payment to purchase your exhibit space and optional digital upgrades.

You have the option to pay by credit card, wire transfer, or ACH. We also accept postal mail checks, but please note the processing times detailed on your invoice.

### PAYMENT DETAILS

\* Payment Type:

Credit Card

Bill Me

### QUICK TIPS

Using a credit card to pay the 50% deposit now will keep your place in date receipt order for a better booth assignment.

# Step 7 – Complete Order



After the ‘**Process Payment**’ or ‘**Process Invoice**’ button is clicked, the application is complete.

You will automatically be sent an email with a copy of your completed contract and booth invoice.

Be sure to add [WEFTECSales@wef.org](mailto:WEFTECSales@wef.org) and [service@mapyourshow.com](mailto:service@mapyourshow.com) to your safe senders list.

## Thank you for completing your WEFTEC 2025 booth application.

Please add ‘[service@mapyourshow.com](mailto:service@mapyourshow.com)’ to your safe-senders list to ensure that you receive email communication with your completed contract. A separate email with your booth invoice and additional items purchased will be sent after your booth has been assigned.

**NEW This Year-** There will not be a Second Advance Sales Period - Beginning in January 2025, WEF will review/assign General Sales applications for returning exhibitors who did not participate in Advance Sales, companies who exhibited prior to WEFTEC 2024 or are new WEFTEC exhibitors. General Sales applications will be reviewed in date receipt order.

### Activate/Renew Your 2025 Exhibitor Membership

If you selected the member rate on your application, you must renew or activate your 2025 WEF Exhibitor Membership now. Your booth application will not be reviewed/assigned until your membership is activated.

[Activate/Renew your 2025 WEF Exhibitor Membership now](#)

Questions? Contact Membership at [CSC@wef.org](mailto:CSC@wef.org) or 1.800.666.0206

[Click here to view the WEFTEC 2025 Website.](#)

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If you have any questions about your WEFTEC exhibit space application, please contact WEFTEC Exhibition Sales at 703-684-2437 or [WEFTECSales@wef.org](mailto:WEFTECSales@wef.org).

# Questions?



## Contact Us

### WEFTEC Exhibition Sales

#### North America:

Amy LaTessa, Director, Exhibit Sales/Customer Success

Rachelle Stefanik, Manager, Exhibit Sales/Customer Success

Jenny Grigsby, Account Manager, WEF Buyer's Guide/Customer Success

+1.703.684.2437 | [WEFTECSales@wef.org](mailto:WEFTECSales@wef.org)

#### Outside North America

Nic Christy, Director, International Business Development

+44 (0) 789-992-7926 | [NChristy@weftec.org](mailto:NChristy@weftec.org)

### Advertising & Sponsorship Sales

Nic Christy, Director, International Business Development

+44 (0) 789-992-7926

[NChristy@weftec.org](mailto:NChristy@weftec.org)

### WEF Member Services

+1.800.666.0206 | [csc@wef.org](mailto:csc@wef.org)

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