



weftec® 2019

the water quality event™

92nd Annual Water Environment Federation
Technical Exhibition & Conference

McCormick Place Chicago, Illinois
Conference: September 21 – 25, 2019
Exhibition: September 23 – 25, 2019

REGENERATION WORKFORCE

EXHIBITOR PROSPECTUS



Connect with Your Audience and Explore the Possibilities at WEFTEC 2019.

Be among 1,000+ exhibitors that showcase innovative solutions and new offerings to over 20,000 expected WEFTEC registrants, the single largest annual water and wastewater exhibition in the world!

Stellar, rigorously reviewed educational content makes WEFTEC one of the most highly regarded conferences in the water and wastewater sectors.

Wastewater, drinking water, and stormwater professionals from around the world travel to WEFTEC each year because they know that everything they need to learn, see and experience is all under one roof.

Join us as an exhibitor for WEFTEC 2019. It's a unique opportunity to put your brand to work in front of thousands of WEFTEC 2019 attendees in the City that Works!

With 13,467 Professional Registrants, your target audience is here!

Analysis, Health & Safety | **2,740**

Collection Systems | **3,844**

Drinking Water | **4,724**

Ground Water | **2,304**

Hazardous Materials | **799**

Industrial Water | **5,483**

Land & Soil Systems | **690**

Odors & Air Emissions | **1,642**

Residuals & Biosolids | **3,485**

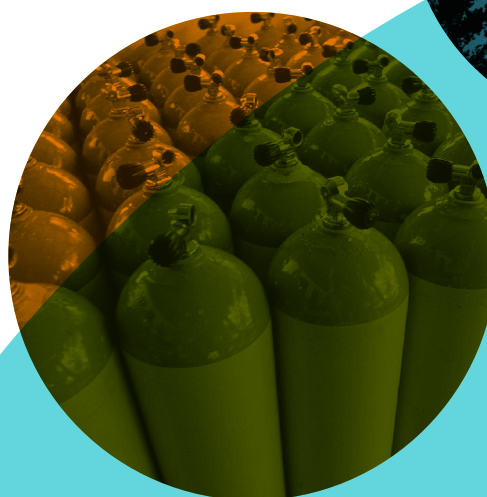
Stormwater | **3,000**

Utility Management | **2,299**

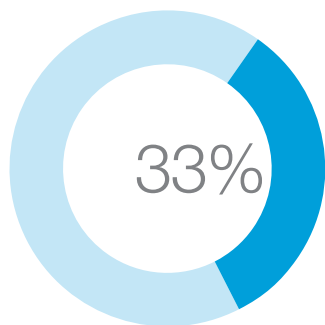
Wastewater | **8,981**

Water Reuse | **3,587**

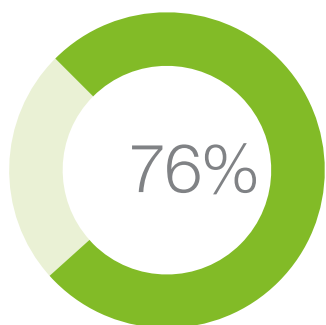
Watersheds | **1,871**



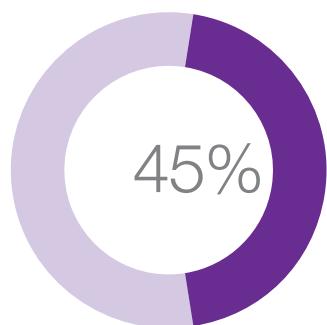
Attendees Invest Their Money...



33% of attendees are planning to buy one or more product/services viewed at WEFTEC within the next 12 months.



76% of professional registrants are purchasing decision makers/influence purchasing decisions.



45% of exhibitors received a positive ROI within one year.

Purchasing Budgets of WEFTEC 2017 Registrants

	Capital Equipment	Operating & Maintenance
Wastewater Treatment	\$15,614,400	\$11,599,300
Drinking Water	\$11,309,400	\$4,770,700
Collection Systems	\$13,527,300	\$7,254,800

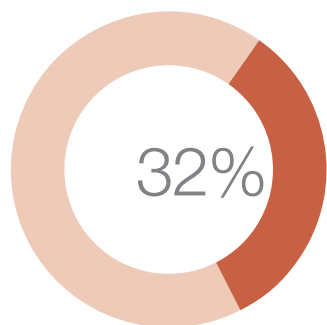
...And Their Time



Attendees spent an average of **10.1 hours** on the expo floor in 2017.



The average booth dwell time was **4.9 minutes** per booth visit



32% of WEFTEC attendees do not attend any other show.

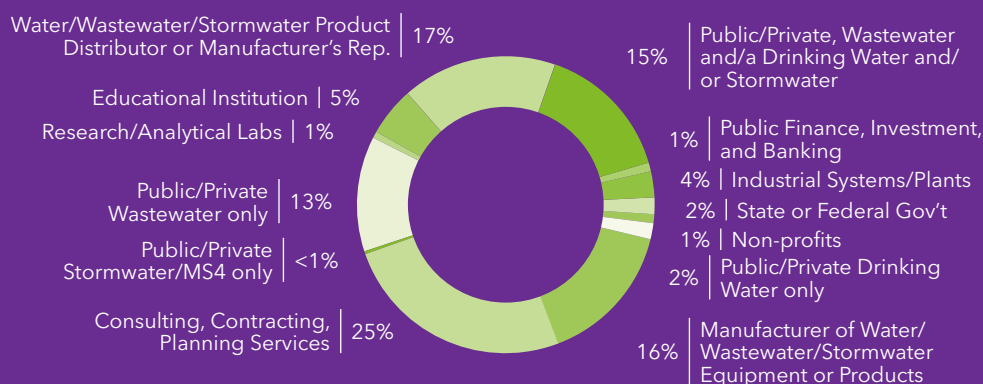
Most exhibitors report 10 months to realize positive ROI on exhibiting at WEFTEC and they anticipate an average of \$500,000 in sales as a result of the show.

Registrant Profiles

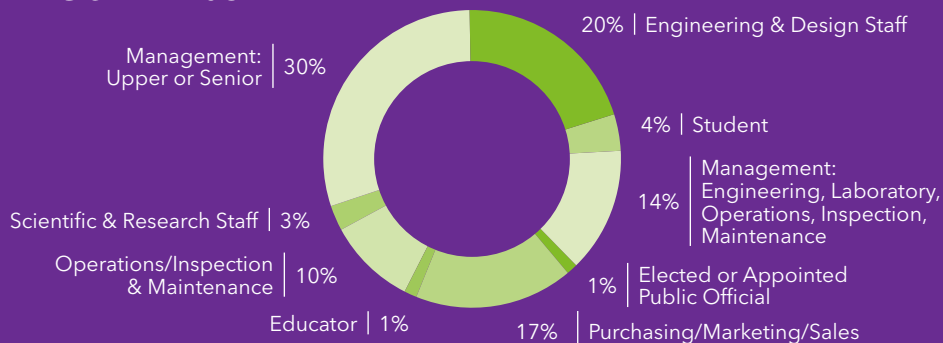
Data from WEFTEC 2017 in Chicago

Total Attendance	22,877
Total Professional Attendance	13,467
Full Conference Registrants	3,996
Exhibits Only Registrants	7,956
International Registrants	3,073

REGISTRANT ORGANIZATION TYPE



REGISTRANT JOB TYPE



WEFTEC REGISTRANTS KEY FOCUS AREAS

7,412	Wastewater
4,646	Industrial Water/Wastewater/Process Water
4,214	Drinking Water
3,450	Collection Systems
3,164	Water Reuse and/or Recycle
2,873	Residuals/Sludge/Biosolids/Solid Waste
2,495	Stormwater Management/Floodplain Management/Wet Weather
2,237	Water/Wastewater Analysis & Health/Safety Water Systems
2,096	Utility Management & Environmental
1,905	Groundwater
1,792	Watershed/Surface Water Systems
1,483	Odor/Air Emissions
1,031	Legislation (Policy, Legislation, Regulation)
907	Public Education/Information
729	Toxic & Hazardous Materials
583	Land & Soil Systems

ACT NOW!

90%
RESERVED

Over 90% of the WEFTEC 2019 booth space has already been reserved!

Sign-up now and join the elite roster of WEFTEC exhibitors who are redefining possibilities for water with leading technology and ground-breaking innovation.

For Exhibitors in North America

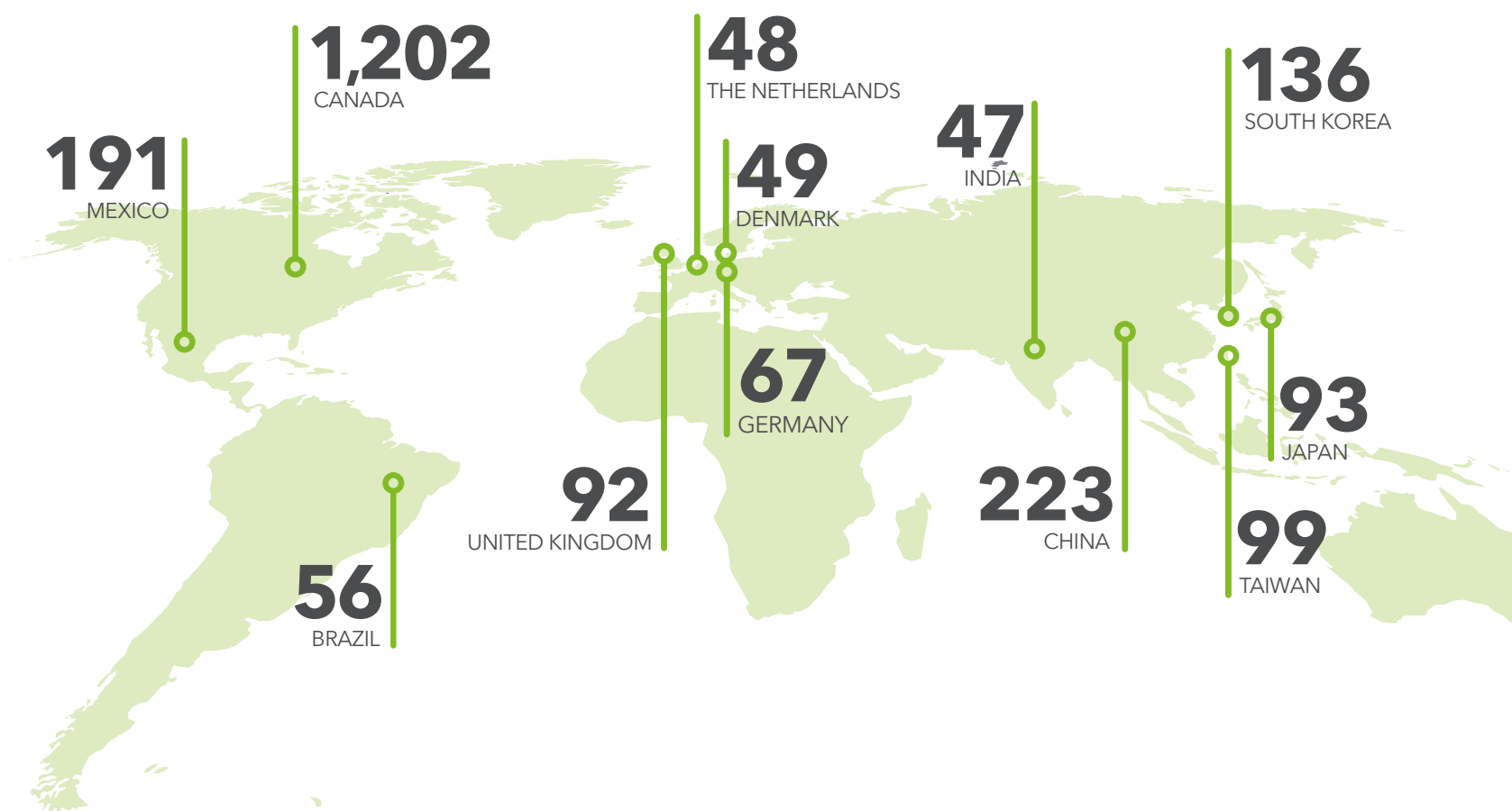
Sacha Carey, Senior Director, Exhibitions
1-866-4WEFTEC (1-866-493-3832)
Global: +1-703-684-2434
scarey@wef.org

For Exhibitors outside of North America

Nic Christy, Director,
International Business
Development
+44 (0) 789-992-7926
nchristy@wef.org

International Reach

WEFTEC is the conference of choice for thousands of international water professionals looking for solutions to global water challenges. In 2017, the last time this event was in Chicago, WEFTEC welcomed 3,073 global registrants from 80 countries.



Part of the U.S. Department of Commerce International Buyer Program



The International Buyer Program provides global reach and uses U.S. Department of Commerce personnel in U.S. Embassies and Consulates worldwide to promote WEFTEC to local water professionals and facilitate matchmaking and appointments. Organized delegations from many countries will come to WEFTEC to learn and see new water technology.

Country Pavilions at WEFTEC

WEFTEC 2019 already has Country Pavilions from Brazil, Canada, China, Denmark, Germany, Japan, Korea, The Netherlands, Spain, and Taiwan.

Contact Nic Christy at nchristy@wef.org to learn more about this program.

Contact Information

SALES

		NORTH AMERICA	OUTSIDE NORTH AMERICA
WEFTEC Exhibition Sales	contact	Sacha Carey, Senior Director, Exhibitions	Nic Christy, Director, International Business Development
	phone	1-866-4WEFTEC toll free (1-866-493-3832) +1-703-684-2434 globally	+44 (0) 789 992 7926
	e-mail	scarey@wef.org	nchristy@weftec.org
Advertising & Sponsorship Sales	contact	Nic Christy, Director, International Business Development	
	phone	+44 (0) 789 992 7926	
	e-mail	nchristy@weftec.org	

GENERAL INFORMATION

		GLOBAL	
WEFTEC Exhibitor Services	contact	Stefanie Walter, Senior Manager, Exhibition Operations	Mutsa Meda, Coordinator, Exhibition Operations
	phone	+1-703-684-2414	+1-703-684-2447
	e-mail	swalter@wef.org	mmeda@wef.org
WEFTEC Exhibit Space Reservations	fax	+1-703-684-2482	
	e-mail	scarey@wef.org	
Conference Information	phone	1-800-666-0206 toll free (menu option 2) or +1-703-684-2452 globally	
	fax	+1-703-684-2471	
	e-mail	csc@wef.org	
Online Information		Official WEFTEC website	www.weftec.org
		WEF website	www.wef.org

As an exhibitor, you get FREE promotion in WEFTEC's top water publications!

- WEFTEC Mobile App
- Conference Announcement
- Online Exhibitor Directory—www.weftec.org
- Conference Preview issue of *Water Environment & Technology*
- Conference issue of *Water Environment & Technology*
- Official Conference Program and Exhibitor Directory

In order to have your company listing appear in the publications, space reservation must be received prior to the scheduled print dates and space fees must be current.

FOLLOW US



General Information

Exhibition Rates

WEF Exhibitor Members	\$39.50 per square foot additional \$200 per corner
Non-Members	\$47.00 per square foot additional \$200 per corner

A 25% deposit is due with the Exhibit Space Reservation and Contract. The balance is due no later than May 31, 2019. If the reservation is submitted after May 1, 100% of the booth fees must be paid in full at the time of contract submission. Please use the reservation form included in this packet of information.

What is included?

- Inline spaces: 8' high back drape, 36" side dividers
- Shared islands: 8' high back drape
- Booth personnel admittance badges, four per 100 square feet contracted
- Free access to registrant data via the Internet once space is fully paid. Non-exhibiting companies may not purchase the use of this data
- Online access to the proceedings
- Free, unlimited expo only customer invitations
- Access to reserve free meeting space in the Huddle Room
- Exclusive advertising opportunities on the WEFTEC website and in pre-conference e-mails sent to registrants

The exhibitor is responsible for providing all booth furnishings, including carpet, tables, chairs, etc. Electricity and other utility connections are not provided with the space but can be ordered.

How will space be assigned?

Reservations will be assigned in date receipt order. If the requested space is not available, the most comparable space will be assigned. Space assignments will be mailed within two weeks of receipt.

Dates to remember

January 31, 2019	All booth requests must include a 25% deposit.
February 1, 2019	Booth sales open to new exhibitors. 10% cancellation/reduction fee in effect.
March, 2019	Marketing and Promotional Opportunities information available.
May 31, 2019	Final booth payment due.
June 1, 2019	100% cancellation/reduction fee in effect.

What if we have to cancel?

Cancellations or reductions in space received February 1 through May 31 will be liable for 10% of the booth fee for the cancelled space; those received after May 31 will be liable for 100% of the booth fee for the cancelled space.

Exhibitors who need to make adjustments or cancel their space reservations are requested to email WEF at weftecsales@wef.org. Cancellation is not effective until a written cancellation notice has been received from the exhibitor. Cancellations sent via e-mail (weftecsales@wef.org) will be accepted.

No-Cost Marketing

- Company Profile listed in all Exhibitor Directories
 - Free Customer Invitation Program
 - Media Opportunities
 - Official Exhibitor Logo
 - Custom Social Media-ready templates
 - Custom E-mail signature, web banners
- ...and more

Promotional Opportunities

Sponsorships

Become a sponsor to make the most of your marketing dollars and be seen by buyers before, during, and after WEFTEC. Our sales team can help you find the best sponsorship fit for your company.

Advertising

WEFTEC offers a variety of ways to maximize your company's visibility with registrants, customers, and WEF members.

	Distribution	Ad Closing Date
Conference Announcement JUNE	50,000+	4/9/19
WE&T Preview Issue AUGUST	33,000	6/25/19
WE&T Show Issue SEPTEMBER	45,000+	7/25/19
WE&T Wrap-up Issue DECEMBER	33,000	10/25/19
Conference Program ONSITE	Approx. 20,000	7/9/19
WEFTEC Daily ONSITE	10,000	9/5/19

Education

Exhibitors are welcome to attend technical sessions at no additional cost.

Exhibitor Call for Abstracts

The Exhibitor Call will open February 24, 2019 specifically for exhibitor opportunities to participate as speakers in sessions.