

**82nd Annual Water Environment Federation  
Technical Exhibition and Conference**

Orange County Convention Center  
Orlando, Florida, USA

Conference > October 10-14, 2009  
Exhibition > October 12-14, 2009

# WEFTEC Exhibitor Product Showcase E-mail

WEFTEC.09 exhibitors, take advantage of this exclusive opportunity to reach attendees by e-mail prior to the show.

The WEFTEC Product Showcase is an e-mail and Web-based promotion that goes to all WEFTEC pre-registrants. This will be the only opportunity in 2009 to get your product message delivered right to the in-box of every pre-registered attendee.

## How It Works

Two separate e-mail blasts will be sent to pre-registered attendees. Each e-mail blast will be limited to 30 products, and will include small product photos, company name and booth number, and product name. Each product will be hyperlinked to a separate Product Showcase Web page set up just for that product. The product Web pages include a larger photo and product description, and hyperlinks to the exhibitors' Web sites. You can view the Product Showcase Web pages at [www.weftec.org/Exhibition/ProductShowcase/](http://www.weftec.org/Exhibition/ProductShowcase/).

The Product Showcase will remain on our Web site and continue to generate traffic for at least four months after WEFTEC and will also be promoted with banner ads on [www.wef.org](http://www.wef.org) and [www.weftec.org](http://www.weftec.org).

## Schedule

The 2009 WEFTEC Product Showcase will go live online in early April, or as soon as we have enough products to feature. The first e-mail to attendees is scheduled for September 28. The second e-mail is scheduled for October 5.

## Product Position

Reserve your space as soon as possible by signing and faxing back the order form on the back of this page.

Ads will be accepted on a first-come first-served basis, and placed from top to bottom in the e-mail based on the order in which signed order forms are received by WEF, with the exception that repeat advertisers from the 2008 Product Showcase will get priority placement for orders received by March 31.



Sample of E-Mail Layout

# WEFTEC Exhibitor Product Showcase E-mail

## Pricing & Deadlines

Price: \$950  
\$1500 for top-row ads

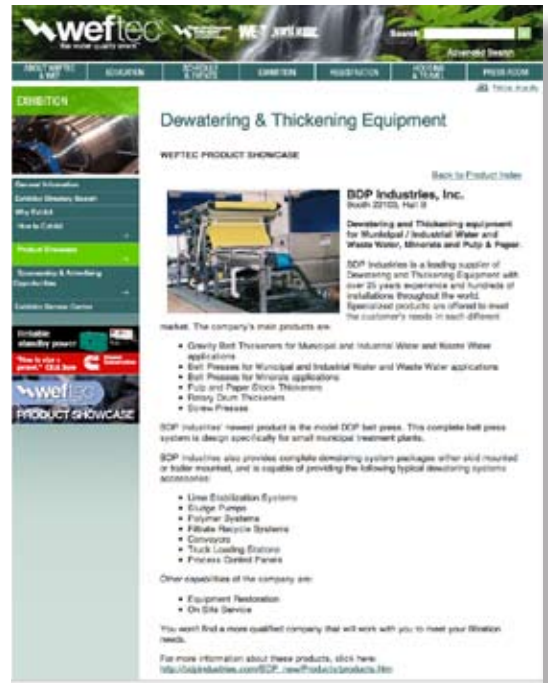
Orders & Materials: September 14, 2009.  
Submit early for maximum benefit – ads are posted to Web starting in April 2009.  
Priority Positioning Deadline for Repeat Advertisers: March 31, 2009.

## Specifications:

Minimum image size: 250X250 pixels.  
File type: j-peg. Image will display at 150X150 in e-mail and 250X250 on Web page. Copy to be provided as plain text or minimally formatted Word file.

## Ordering Info

To order, please fill out this form and fax to 703-684-2407 by September 14, 2008.  
For information and to submit materials, contact Jenny Grigsby at 703-684-2451 or [jgrigsby@wef.org](mailto:jgrigsby@wef.org)



Sample of Product Web Page Layout

## WEFTEC.09 Product Showcase E-mail Order Form

Date: \_\_\_\_\_

Position Preference:  Best available (\$950)  
 Top Row (\$1500)

Company: \_\_\_\_\_

Timing Preference:  First e-mail (Sept. 28)  
 Second e-mail (Oct. 5)  
*(dates approximate)*

Contact Info (not for publication):

Name: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Signature: \_\_\_\_\_

**Fax this form to 703-684-2407**