WEFTEC 2012
Sponsorships

weftec® 2012
the water quality event™

85th Annual Water Environment Federation
Technical Exhibition and Conference
New Orleans Morial Convention Center
New Orleans, Louisiana USA
Conference: September 29 – October 3, 2012
Exhibition: October 1–3, 2012

Sponsorships Increase Your Selling Power!

Sponsorships give you the power to be recognized and sell to everyone at WEFTEC.

- Be seen before, during and after WEFTEC 2012 online, in print, and on signage at the show
- Receive comprehensive brand recognition from attendees
- Drive traffic to your booth
- Maintain high visibility as a key WEFTEC program supporter
- Increase your sales leads
- Associate yourself with the leading wastewater exhibition
- Network with key decision-makers in the water sector

Why just reach some of the WEFTEC buyers when you can connect with them all? Stand out and get noticed by every attendee!

Expand Your Reach at the World's Top Water Event!

Did you know?

Sponsorship branding ensures over **80% of attendees see your logo**

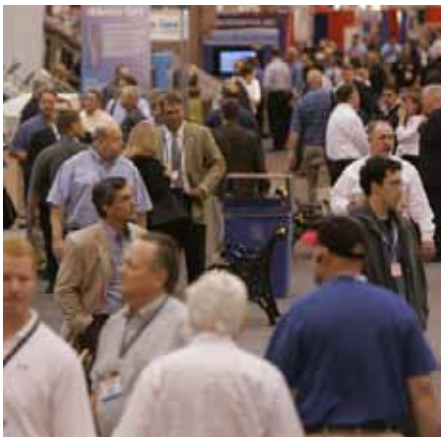
Attendees are **50% more likely to visit your booth** if you are a sponsor

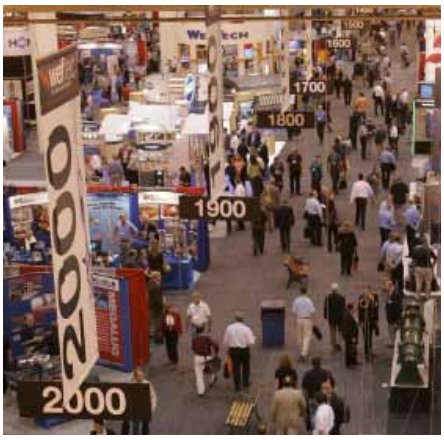
Over **45%** of sponsors indicate that their **ROI increases** after taking a sponsorship

80% of consumers believe that brand sponsors are more likely to provide them with the information they require

90% of buyers would tell others about their experience at a Brand Awareness activity

Companies can get recognition and branding that is visible across all the events and venues of WEFTEC!





Conference-Wide WEFTEC Sponsorships get you top visibility at WEFTEC. Put your company on center stage at WEFTEC 2012!

Demonstrate your key industry role at WEFTEC this year through one of our Conference-Wide WEFTEC Sponsorships. These sponsors will be highlighted at almost every major event at the show, and will receive unparalleled recognition on signage thoughout the New Orleans Morial Convention Center. These are red-hot opportunities that are limited to a few companies in number, so act now!

WEFTEC sponsorships have been thoughtfully reinvented to make the recognition and offerings clearer and easier to understand.

Choose from exciting new offerings, such as charging stations, and exhibit hall refreshment stations.

You can promote your brand using banners and free standing meter-boards, window clings and more. We still have price points for every marketing budget, and as always, if you have an idea for a sponsorship that you don't see here, just call us and we'll be happy to discuss it.

Get brand recognition in every facet of WEFTEC

In addition to the following benefits, your company will be profiled throughout WEFTEC as a Diamond, Platinum, Gold, or Silver Sponsor.

	Diamond Sponsor 1	Platinum Sponsor 2	Gold Sponsor 4	Silver Sponsor 6
Advertisements in official WEFTEC promotions				
WEFTEC Conference Announcement	Full page	Full page		
WEFTEC Conference Program	Full page	Full page	Full page	Half Page
WEFTEC Daily Newspaper	Full page	Full page		
WE&T Conference Issue	Full page	Full page		
www.weftec.org Homepage	Page peel ad	Skyscraper ad		
www.weftec.org Secondary page			1/3 banner	1/3 banner
Company logo placement				
WEFTEC Conference Announcement (sponsorship page)	●	●	●	●
WEFTEC Conference Program (sponsorship page)	●	●	●	●
www.weftec.org (sponsorship page)				
Logo and company web site link	●	●	●	●
Company profile	●			
WEFTEC Onsite recognition				
Sponsor column wraps and kiosks in high traffic zones	Solo	Solo	Shared	Shared
Powerpoint slide during Opening General Session	Full screen	Full screen	Shared	Shared
Queen Kong Graphics on passenger side of one WEFTEC shuttle bus	●			
Sponsor recognition at Community Service Event	●	●	●	●
Additional Benefits				
Expo-only attendee badges	100	100	100	100
20 Sponsor Ribbons	●	●	●	●
One time pull of pre-show OR post-show WEFTEC attendee list	●	●	●	●
Pricing				
WEF Members	$75,000	$45,000	$35,000	$20,000
Non-members	$100,000	$65,000	$55,000	$40,000

WEFTEC Program Sponsorships

Hotel Key Cards – distribution only

WEF Member: $15,000 | Non-member: $20,000

- Branding on hotel key cards at the Headquarters Hotel
- Exclusive sponsorship available to one sponsor only
- 1,100 room block – all WEFTEC guests will receive branded key cards
- Price includes distribution only. Production of key cards is at Sponsor's expense.
- Logo, link and profile on sponsor page of www.weftec.org
- Company logo on the sponsor page of the WEFTEC Conference Announcement and WEFTEC Conference Program
- Branding on signage recognizing all sponsors
- Deadline of June 1 due to required production time
- 20 Sponsor Ribbons
- 100 complimentary expo-only badges

Visitor Tote Bags

WEF Member: $15,000 | Non-member: $20,000

- Logo Branding on tote bag – High Quality Material made of Recycled or Sustainable content
- Logo, link and profile on sponsor page of www.weftec.org
- Company logo on the sponsor page of the WEFTEC Conference Announcement and WEFTEC Conference Program
- Branding on signage recognizing all sponsors
- All registrants receive a tote bag
- Deadline of June 1 due to required production time
- 20 Sponsor Ribbons
- 100 complimentary expo-only badges

Conference Proceedings

WEF Member: $20,000 | Non-member: $25,000

- Exclusive to one sponsor only
- Branding on the CD Rom disk
- Advertisement on the back of the CD Rom sleeve
- 20 Sponsor Ribbons
- Logo, link and profile on sponsor page of www.weftec.org
- Company logo on the sponsor page of the WEFTEC Conference Announcement and WEFTEC Conference Program
- All delegates and exhibitors receive a copy of the CD Rom
- One time pull of the WEFTEC attendee list, pre-show or post show (excel format
- 100 complimentary expo-only badges

Opening General Session Coffee Service

WEF Member: $12,000 | Non-member: $ 20,000

- Profiled as the Opening General Session Coffee Service Sponsor
- At coffee stations
- Logo on Opening General Session signage in lobby areas
- Logo, link and profile on sponsor page of www.weftec.org
- Company logo on the sponsorship page of the WEFTEC Conference Announcement and WEFTEC Conference Program
- 20 Sponsor Ribbons
- 100 complimentary expo-only badges

Technical Sessions (Audio Visual System)

WEF Member: $12,000 | Non-member: $24,000

- Branding on AV System and before and after presentations
- Logo, link and profile on sponsor page of www.weftec.org
- Company logo on the sponsor page of the WEFTEC Conference Program
- Branding on signage recognizing all sponsors
- 20 Sponsor Ribbons
- One time pull of WEFTEC Attendee list, pre-show or post show (Excel format)
- 100 complimentary expo-only badges

Lanyards – distribution only

WEF Member: $15,000 | Non-member: $20,000

- Exclusive to one sponsor
- Branding on lanyard (lanyard provided and paid for by sponsor)
- Lanyards must include WEFTEC logo, artwork must be approved by Show Management
- Logo, link and profile on sponsor page of www.weftec.org
- Company logo on the sponsor page of the WEFTEC Conference Announcement and WEFTEC Conference Program
- Branding on signage recognizing all sponsors
- All attendees and exhibitors receive a lanyard
- Deadline of June 1 due to required production time
- 20 Sponsor Ribbons
- 100 complimentary expo-only badges

WEFTEC Program Sponsorships continued

Global Center

WEF Member: $25,000 | Non-member: $30,000

- Sponsor logo recognition on relevant signage in the Global Center
- Exclusive sponsor content on one screen to run 15-30 second video (no sound)
- On Product Locator/Session Locator Kiosk
- Logo, link and profile on sponsor page of www.weftec.org
- Company logo on the sponsorship page of the WEFTEC Conference Announcement and WEFTEC Conference Program
- 20 Sponsor Ribbons
- One time pull of WEFTEC attendee list, pre-show or post show (excel format)
- 100 complimentary expo-only badges

Industrial Networking Reception – Partner

WEF Member: $6,000 | Non-member: $8,000

- Profiled as 1 of 10 Industrial Networking Reception sponsors on all related marketing material
- Invite up to 10 guests to attend the reception
- Excel list of registered attendees of Industrial Networking Reception
- Logo on Industrial Networking Reception signage outside and inside the room for the reception
- Logo at food and beverage stations on tent cards
- Logo, link and profile on sponsorship page of www.weftec.org
- Company logo on the sponsor page of the WEFTEC Conference Program
- 20 Sponsor Ribbons
- Opportunity to provide logo napkins (available to one company) for additional cost of $3,000 (distribution only, production cost bourne by sponsor)

Industrial Networking Reception – Supporter

WEF Member: $3,000 | Non-member: $4,500

- Profiled as 1 of 10 Industrial Networking Reception sponsors on all related marketing material
- Invite up to 4 guests to attend the reception
- Excel list of registered attendees of Industrial Networking Reception
- Logo on Industrial Networking Reception signage outside the room for the reception
- Logo and link on sponsorship page of www.weftec.org
- Company logo on the sponsor page of the WEFTEC Conference Program

WEFTEC Exhibitor Lounge

WEF Member: $2,000 | Non-member: $4,000

- Branding on signage at the exhibitor lounge
- Logo on sponsor page of www.weftec.org
- Company logo on the sponsor page of the WEFTEC Conference Program
- Opportunity to place company literature on table in lounge

Facility Tour

WEF Member: $4,000 | Non-member: $6,000

- Branding on signage at the tour meeting point
- Logo and link on sponsor page of www.weftec.org
- Company logo on the sponsor page of the WEFTEC Conference Program
- Branded headrest covers on bus
- List of all delegates who attended the tour (unless prohibited)
- Access to the sponsor lounge

E-services / Exhibitor and Product Locator

WEF Member: $15,000 | Non-member: $20,000

- Logo on screen saver on all computer terminals
- Branding on mouse pads at each computer terminal
- Splash page graphics on all computer terminals
- Branding on signage at the product locator kiosks
- Logo, link and profile on sponsor page of www.weftec.org
- Company logo on the sponsor page of the WEFTEC Conference Announcement and WEFTEC Conference Program
- Branding on signage recognizing all sponsors
- 20 Sponsor Ribbons
- 100 complimentary expo-only badges

Wi-Fi Service

WEF Member: $20,000 | Non-member: $25,000

- Wi-Fi will be available in all public areas and meeting rooms, but not in the exhibit hall1 unit per sponsor
- Exclusive sponsorship available to 1 company
- Sponsor graphics on landing page
- Branding on signage recognizing sponsor
- 20 Sponsor Ribbons
- 100 complimentary expo-only badges
- Company logo on sponsor page of WEFTEC Conference Announcement and WEFTEC Conference Program
- Logo, link and profile on sponsor page at www.weftec.org
- Branding on wi-fi instructions sheet at all registration areas

WEFTEC Program Sponsorships continued

Exhibitor Hall Aisle Signs

WEF Member: $5,000 | Non-member: $7,000 | Max of 5

- Logo on four aisle banners
- Logo, and link on sponsorship page of www.weftec.org
- Company logo on the sponsorship page of the WEFTEC Conference Program
- Open only to exhibiting companies

Reusable Water Bottles

Distribution Only

WEF Member: $15,000 | Non-member: $20,000

- Exclusive to one sponsor
- Logo on water bottles distributed at the Conference
- Logo, listing and profile on sponsorship page of www.weftec.org
- Company logo on the sponsorship page of the WEFTEC Conference Program
- Branding on signage recognizing all sponsors
- Deadline of June 1 due to required production time
- Artwork must be approved by Show Management
- 20 Sponsor Ribbons
- 100 complimentary expo-only badges

Shuttle Bus Graphics

See page 11 for pricing details

- See separate information about bus graphics options and pricing
- Several different graphic options are available, including headrest covers
- Window clings and graphic wraps

Operations Challenge

Partner

WEF Member: $10,000 | Non-member: $20,000

- Logo on all directional signage for the Operations Challenge area
- Logo on all marketing promoting the Operations Challenge
- Sponsor may provide a banner to be hung in Contest Area
- Logo on signage at the Operations Challenge event and reception
- Logo, link and profile on sponsor page of www.weftec.org
- Company logo on the sponsor page of the WEFTEC Conference Program
- Branding on signage recognizing all sponsors
- 20 Sponsor Ribbons
- 2 representatives can attend the Ops Challenge Awards Reception
- 100 complimentary expo-only badges

Operations Challenge

Supporter

WEF Member: $5,000 | Non-Member: $8,000

- Logo on signage at Operations Challenge event and reception
- Logo on www.weftec.org sponsor page
- Logo on sponsor page of WEFTEC Conference Program
- One representative can attend the Ops Challenge Awards Reception

Exhibit Hall Hosted Beverage or Cookie Station

WEF Member: $7,000 | Non-member: $10,000

- Branding on signage at Coffee break stations within exhibit hall
- Fresh baked cookie carts are also available
- Logo on all directional signage for the coffee breaks
- Logo, listing and profile on sponsorship page of www.weftec.org
- Company logo on the sponsorship page of the WEFTEC Conference Program
- Branding on signage recognizing all sponsors
- 20 Sponsor Ribbons
- 100 complimentary expo-only badges

Twitter Wall

WEF Member: $10,000 | Non-member: $20,000

- Logo branding on plasma screen surround
- High traffic location in lobby
- View live tweets by #WEFTEC attendees, speakers and exhibitors
- Logo, listing and profile on sponsorship page of www.weftec.org
- Company logo on sponsorship page of the WEFTEC Conference Announcement and WEFTEC Conference Program
- 20 Sponsor Ribbons
- Company logo on sponsor page of WEFTEC Conference Announcement and WEFTEC Conference Program
- Branding on signage recognizing all sponsors
- 100 complimentary expo-only badges

Support the future of our industry and our host community

Partner

WEF Member: $10,000 | Non-member: $12,000

- Branding and Logo at Student Lounge
- Logo included in WEF Student Design Competition brochure
- Sponsor's company to indentify two persons as judges of Student Design Competition
- Press release to recognize Student Design Competition sponsors and winners
- Logo on signage at Student Design Competition presentations
- Access to sponsors lounge
- Booth at career fair
- Resume book
- Sponsor logo on www.weftec.org sponsor page
- Sponsor company and logo listed on Future of Water Reception event invitation
- 4 tickets to Future of Water Reception
- Ability to provide give-aways at reception
- Branding on signage at Future of Water Reception
- Sponsor's company listed in YP Connections newsletter
- Company Logo on the sponsor page of the WEFTEC show guide
- Branding on signage recognizing all sponsors
- Branded as a sponsor of the Community Service Project
- Company Logo on paver placed at Community Service Project site
- Company Logo on Community Service Project T-shirt sleeve, breast pocket or on separate give-away (TBD based on number of sponsors)
- Logo included in WEF Student Paper Competition publications/ announcements
- Sponsor's company to indentify one person as judges of Student Paper Competition
- Press release to recognize Student Paper Competition sponsors and winners
- Logo on signage near Student Paper Competition Posters
- 100 complimentary expo-only badges

Supporter

WEF Member: $4,000 | Non-member: $5,500

- Logo included in WEF Student Design Competition brochure
- Sponsor's company to identify one person as judge of Student Design Competition
- Press release to recognize Student Design Competition sponsors and winners
- Logo on signage at Student Design Competition presentations
- Booth at career fair
- Resume book
- Sponsor logo on www.weftec.org sponsor page
- Sponsor company and logo listed on Future of Water Reception event invitation
- Ability to provide give-aways at reception
- 2 tickets to Future of Water Reception
- Branding on signage at Future of Water Reception
- Sponsor's company listed in YP Connections newsletter
- Company Logo on the sponsor page of the WEFTEC conference program
- Branded as a sponsor of the Community Service Project
- Company Logo on Community Service Project T-shirt

Associate

WEF Member: $1,500 | Non-member: $1,800

- Booth at career fair
- Resume book
- Sponsor's company listed in YP Connections newsletter
- Branded as a sponsor of the Community Service Project
- Company Logo on Community Service Project T-shirt

Show your best side with on-site banners and signs!

Pricing varies – starting at $1,500

- Free standing signs (meter boards) placed in high traffic areas
- Hanging Banners
- Column Wraps
- Park benches, carpet logos, etc.
- Call for details and pricing

WEFTEC Shuttle Bus Sponsorships

Bus MAX

$25,000 per bus

Full height on both sides, rear and front. (All four sides)

King Kong

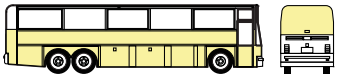
$7,000 per side

Full height of bus between wheel wells. (One side)

Half Wrap

$16,000 per bus

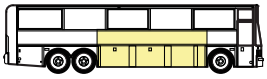
Below windows on both sides, half of rear. (Three sides)



Queen Kong

$5,000 per side

Below windows between wheel wells. (One side)



Window MAX

$5,500 per side

Perforated window vinyl across windows. (One side)

Ribbon MAX

$2,600 per side

2’ high below windows and above cargo doors. (One side)

Headrest Covers

$20,000

incl. 20 buses, Sunday through Wednesday, 60 covers per bus Headrest covers are cotton/poly blend, have two sides on which to place your message. Printable area is 6" high × 9" wide on each side and includes four-color process printing or up to 7 spot colors.

Prices include:
Production setups, PDF proofs, shipping, installation & removal, and complete project management. Additional charges apply for use of multiple images.

Deadline:
All artwork must be submitted 30 days prior to installation date.

WEFTEC offers the best and broadest water audience available!

WEFTEC 2011 Registrants' Key Focus Areas

Collection Systems	2,480
Drinking Water	3,001
Groundwater	1,631
Industrial Water/Wastewater/Process Water	4,056
Land & Soil Systems	479
Legislation	704
Odor/Air Emissions	1,168
Public Education/Information	588
Residuals/Sludge/Biosolids/Solid Waste	2,218
Stormwater	2,023
Toxic & Hazardous Material	582
Utility Management and Environmental	1,271
Wastewater	6,282
Water Reuse and/or Recycle	2,446
Water/Wastewater Analysis & Health/Safety Systems	1,622
Watershed/Surface Water Systems	1,339
Other	312

WEFTEC 2011 Registrants' Employers

Consulting or Contracting Firm	1,854
Educational Institution	325
Government Agency (EPA, State)	181
Industrial Systems/Plant	232
Manufacturer of Water/Wastewater Equipment/Products	1,729
Municipal/District Water and Wastewater Systems and/or Plant	1,610
Municipal/District Wastewater only Systems/Plants	802
Municipal/District Water only Systems/Plant	72
Research or Analytical Laboratories	60
Water/Wastewater Product Distributor or Manufacturers Representative	1,404
Other	577

Statistics based on WEFTEC 2011 registrant data.

WEFTEC attendees are decision makers and purchasers!

WEFTEC 2011 Registrants' Primary Job Functions

Education	86
Engineering and Design Staff	1,395
Engineering, Laboratory and Operations Management	780
Operations	542
Purchasing/Marketing/Sales	1,796
Scientific and Research Staff	184
Student	283
Upper or Senior Management	3,127
Public Officials	72

Statistics based on WEFTEC 2011 registrant data.

Average Budgets

	Capital Equipment	Operating & Maintenance
Collection Systems	$8,492,300	$4,966,900
Wastewater Treatment	$13,815,700	$13,892,600
Drinking Water Treatment	$4,975,200	$4,018,000

Statistics based on the WEFTEC 2010 Audience Survey conducted by Exhibit Surveys, Inc.

WEFTEC 2012 Sponsorship Registration Form

Become a sponsor today! Complete this form and return to your sales representative by August 15, 2012*. Find your sales representative's contact information on following page.

**Deadline for Tote Bags, Hotel Key Cards, Laynards, and Water Bottles is June 1 due to production time.*

Sponsor Information (please print clearly)

Company Name: _____

Contact Person: _____ Title: _____

Mailing Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Business Telephone: _____ Business Fax: _____

Email: _____ Company Website: _____

Category	Pricing		Total
	WEF Member	Non-member	
WEFTEC Conference Sponsorships			
Diamond	❏ $75,000	❏ $100,000	
Platinum	❏ $45,000	❏ $65,000	
Gold	❏ $35,000	❏ $55,000	
Silver	❏ $20,000	❏ $40,000	
WEFTEC Program Sponsorships			
Opening General Session Coffee Service	❏ $12,000	❏ $20,000	
Industrial Networking Reception Partner	❏ $6,000	❏ $8,000	
Industrial Networking Reception Supporter	❏ $3,000	❏ $4,500	
Global Center	❏ $25,000	❏ $35,000	
WEFTEC Exhibitor Lounge	❏ $2,000	❏ $4,000	
Facility Tour	❏ $4,000	❏ $6,000	
Conference Proceedings CD ROM	❏ $20,000	❏ $25,000	
Tote Bags	❏ $15,000	❏ $20,000	
Lanyards – (distribution only)	❏ $15,000	❏ $20,000	
Hotel Key Cards – (distribution only)	❏ $20,000	❏ $30,000	
Wi-Fi	❏ $20,000	❏ $25,000	
E-Services, Exhibitor & Product Locator	❏ $15,000	❏ $20,000	
Exhibition Hall Aisles Signs	❏ $5,000	❏ $7,000	
Water Bottles (distribution only)	❏ $12,000	❏ $15,000	
Shuttle Buses / Transportation	varied		
Operations Challenge Partner	❏ $10,000	❏ $20,000	
Operations Challenge Supporter	❏ $5,000	❏ $8,000	
Coffee Break Stations	❏ $7,000	❏ $10,000	
Technical Session AV Sponsorship	❏ $12,000	❏ $24,000	
On-site Signage (free standing signs, banners)	varied		
The Future of Water – YP & Students – Partner	❏ $10,000	❏ $12,000	
The Future of Water – YP & Students – Supporter	❏ $4,000	❏ $5,500	
The Future of Water – YP & Students – Assoiate*	❏ $1,500	❏ $1,800	
Customized packages – just ask!	$1,000 – $50,000		
Total			

To guarantee your sponsorship, please provide payment information

❏ WEF is authorized to charge the full sponsorship fees to our:
- ❏ American Express
- ❏ MasterCard
- ❏ VISA

Cardholder Name (please print)
Card No.
Expiration Date
Signature

OR

❏ Enclosed is our check #_____ in the amount of $_____ for the above sponsorship.

Please note: To be included in the WEFTEC issue of *WE&T* and the Onsite Conference Program, Sponsorship Agreement and payment must be received by July 30, 2012.

If you would like to sponsor an event that you do not see listed, please call your sales representative to discuss your ideas! Find your sales representative's contact information on following page.

Sponsorship Sales Contacts

Nic Christy	Director of Advertising Sales	nchristy@weftec.org +44 207 251 8778
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