



# EXHIBITOR SHOWCASE PROSPECTUS

OCTOBER 5–9, 2020

**CONFERENCE & EXHIBITION CORE HOURS** 11:00 AM - 5:00 PM EDT

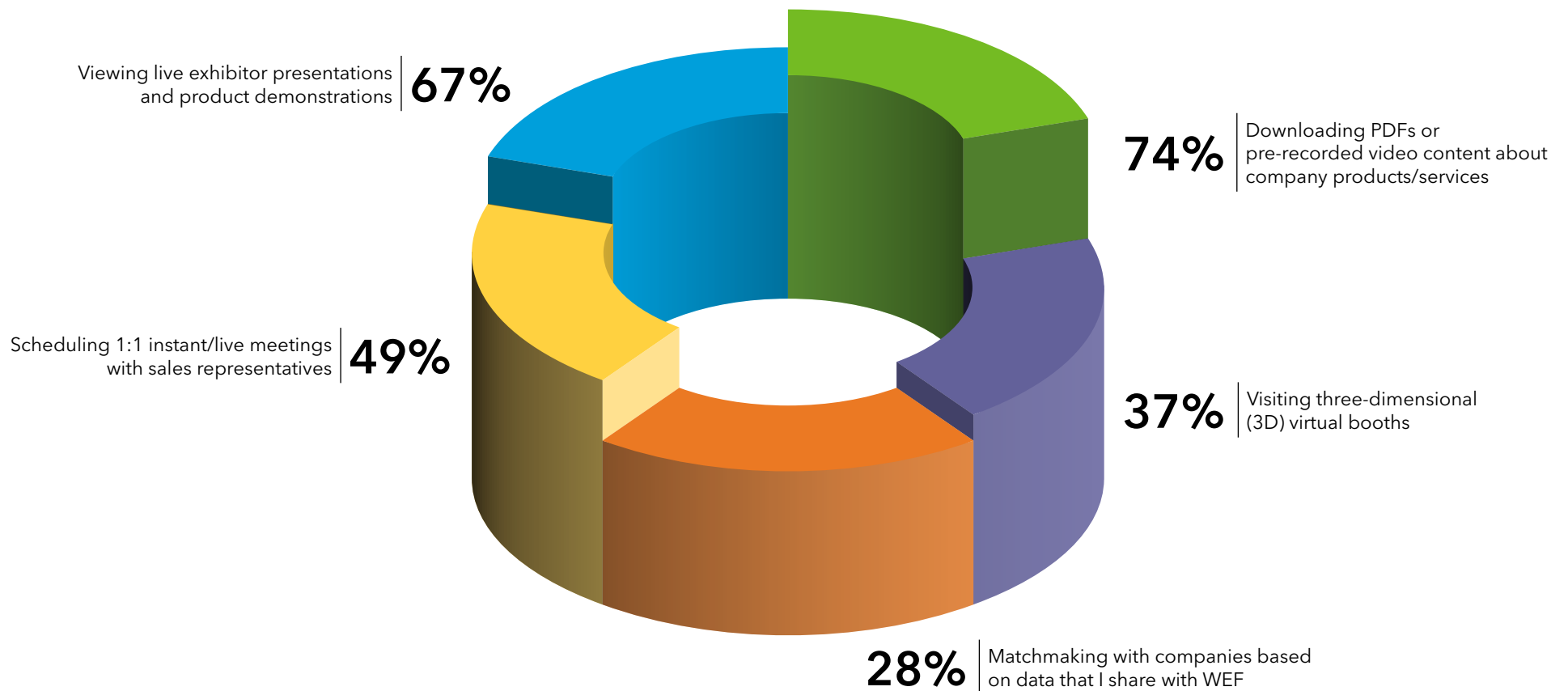
**EXHIBITION POWER HOURS** 12:30 PM - 2:30 PM EDT

We are excited to introduce the cutting-edge Virtual Exhibitor Showcase for WEFTEC Connect. This interactive and engaging online environment allows WEFTEC Connect attendees to visit your showcase and learn about your products and services without leaving the comfort of their home or office. The highly customizable platform provides an array of opportunities such as video chats, data-driven matchmaking, flexible meeting scheduling with customers, and extensive analytics all geared towards helping you successfully reach your target audience.

Secure your space in this immersive virtual format which will offer attendees from around the globe an efficient way to learn about your products and services.

# WEFTEC CONNECT SURVEY RESULTS\*

Primary components of the virtual Exhibitor Showcase participants are interested in:



\*Survey results as of 6/22/2020

## DEDICATED EXHIBITOR POWER HOURS

The dedicated Exhibitor Power Hours from 12:30 pm – 2:30 pm EDT (9:30 am – 11:30 am PDT) without conflicting technical sessions offer exhibitors the ability to schedule demonstrations and meetings between the morning and afternoon session programming. This provides convenient scheduling for attendees in multiple time zones. Exhibitors are encouraged to be available throughout the day and make appointments according to their availability – not just during the Exhibitor Power Hours!

## SCALABLE NETWORKING OPPORTUNITIES

A virtual meeting can provide new networking opportunities by giving conference attendees multiple channels for direct communication, including instant messaging and scheduling meetings at the click of a button. Through AI-technology, the matchmaking platform will suggest connections based on communal interests between attendees and exhibitors, facilitating new and efficient pathways to meaningful connections.

## POWERFUL LEAD GENERATION

The online platform will provide you with lead tracking and data for all attendees who visited your showcase at the close of the live event. The lead report will include dwell time, full contact information including email, and scheduled meetings that took place during the event. This allows you to follow up on missed opportunities in addition to the direct connections made during the five-day meeting.

## COST SAVINGS

Your company will save thousands of dollars in travel costs, booth fees and shipping charges. Our virtual environment will allow you to connect with water and wastewater professionals and decision makers who are actively seeking solutions to current challenges in the water industry.

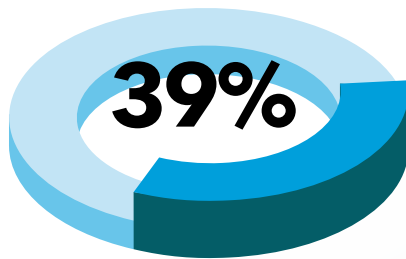
## PROLONGED VISIBILITY

WEFTEC Connect will remain active for a year after the meeting ends, offering registered attendees the opportunity to access exhibitor showcases and recorded content at their convenience. While live matchmaking may only be accessed during scheduled dates, your showcase will continue to provide attendees valuable information and provide lead reports for a full year.

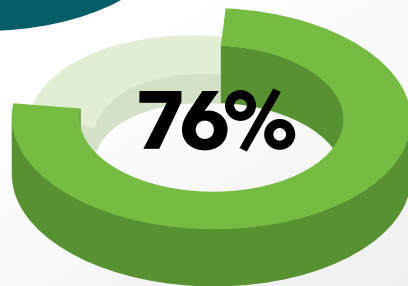


Click for more Event Design Examples

# ATTENDEES INVEST THEIR MONEY...



**39%** of attendees plan to buy one or more product/services viewed at WEFTEC within 12 months of attending.



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

## PURCHASING BUDGETS OF WEFTEC 2018 REGISTRANTS

	Capital Equipment	Operating & Maintenance
Wastewater Treatment	\$14,100,000	\$15,096,900
Drinking Water Treatment and Distribution	\$12,985,100	\$7,680,700
Collection Systems	\$13,875,700	\$9,011,500

Statistics from WEFTEC 2018 New Orleans Audience Survey conducted by Freeman Measurement.

## ATTENDEE NET PROMOTER SCORE

**+59**

increased 6 points from 2017

*(Net Promoter Score<sup>®</sup>, or NPS<sup>®</sup>, measures how likely an attendee is to recommend WEFTEC to a colleague. NPS is recognized globally by top organizations.)*



# EXHIBITOR SHOWCASE PRICELIST

## WHAT'S INCLUDED?

- Company profile listed in all exhibitor directories, including WEFTEC Mobile App, Online Planner, Conference Program (publication deadlines apply).
- Free access to registrant data via download through the registration portal.
- All Showcase Contact Registrations receive access to technical sessions. 20 Additional Contact Registrations can be purchased for Deluxe, Premium, or Premium Plus Showcases for \$100 each.
- Free Customer Invitation Program including e-mail signature, web banners, social media-ready templates, and e-mail templates. Invitations allow exhibitors the opportunity to provide free Exhibitor Showcase registration access for customers valued at \$30.
- Subsidiary Listings include:
  - Company Name
  - Lead Lists & Reports
  - Contact Info
  - Company 2,000-character Description
  - Website
  - 20 Product Categories
  - Social Links

RATES	DELUXE		PREMIUM		PREMIUM PLUS	
	Member	Non-Member	Member	Non-Member	Member	Non-Member
	\$3,000	\$4,500	\$6,000	\$8,500	\$10,000	\$13,000

## WHAT'S INCLUDED

	DELUXE	PREMIUM	PREMIUM PLUS
Company Name, Contact Info	✓	✓	✓
Website, Social Links	✓	✓	✓
Matchmaking	✓	✓	✓
Lead Lists & Reports	✓	✓	✓
Earn 1 WEFTEC Priority Point	✓	✓	✓
Participate in Advance Booth Selection for WEFTEC 2021	✓	✓	✓
Company Description	2,000 char limit	3,000 char limit	3,000 char limit
Logo (displays in directory listing)		✓	✓
Custom Header			✓
Showcase Contact Registrations	4	8	12
Categories	20	Unlimited	Unlimited
Collateral PDFs (product sheets, case studies, white papers, etc.)	4	6	8
Video Content	2	4	6
Live Meetings	30	Unlimited	Unlimited
Press Kit Listed in Press Room			✓
Subsidiary Listings		1	2

## A LA CARTE OPTIONS

	Member /Non-Member Rate
3D Booth Design/Production ( <i>only available to Premium Plus</i> )	\$6,000
20-minute Exhibitor Demo with interactive chat	\$2,500
Subsidiary Listing	\$500
Press Kit Listed in Press Room	\$500

**EXHIBIT RESERVATION DEADLINE**  
**September 1, 2020**  
 To get started, download the exhibit contract

# CONTACT INFORMATION

## SALES

		NORTH AMERICA	OUTSIDE NORTH AMERICA
WEFTEC Exhibition Sales	contact	Kate Hawley, Senior Manager, Exhibition Sales	Nic Christy, Director, International Business Development
	phone	1-866-4WEFTEC toll free (1-866-493-3832) +1-703-684-2423 globally	+44 (0) 789 992 7926
	e-mail	khawley@wef.org	nchristy@wef.org
Advertising & Sponsorship Sales	contact	Nic Christy, Director, International Business Development	
	phone	+44 (0) 789 992 7926	
	e-mail	nchristy@wef.org	

## GENERAL INFORMATION

		GLOBAL	
WEFTEC Exhibitor Services	contact	Stefanie Walter, Director, Exhibition Operations	
	phone	+1-703-684-2414	
	e-mail	swalter@wef.org	
WEF Membership Information	phone	1-800-666-0206 toll free (menu option 2) +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