



WEFTEC 2021 Exhibitor FAQs

Updated August 17, 2021

As WEF plans for WEFTEC 2021, we have developed these FAQs based on exhibitor feedback and anticipated exhibitor needs.

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GENERAL

Q: Is WEFTEC 2021 taking place in person or virtually this year?

A: WEF is planning WEFTEC 2021 as an in-person event:

WEFTEC 2021

McCormick Place, Chicago, Illinois, USA

Conference: October 16–20

Exhibition: October 18–20

WEF will host WEFTEC Live broadcasting studio during the event, a live studio on the exhibit floor in North Hall featuring interviews and news desk highlight videos to online viewers.

WEF is also planning WEFTEC Online to accommodate those who prefer an online experience, to include dedicated online technical sessions and sponsored company demos:

WEFTEC Online

November 16-18, 2021

Q: What are the exhibit hall hours and hospitality hours?

A: Exhibit Hall Hours:

Monday, October 18	8:30 a.m. – 5:30 p.m.
Exhibition Power Hours	10:00 a.m. – 12:00 p.m.
Hospitality Hour	5:30 p.m. – 6:30 p.m.
Tuesday, October 19	8:30 a.m. – 5:30 p.m.
Exhibition Power Hours	8:30 a.m. – 10:00 a.m.
Exhibit Hall Reception/Hospitality Hour	5:30 p.m. – 6:30 p.m.
Wednesday, October 20	8:30 a.m. – 3:30 p.m.

Exhibition Power Hours are dedicated hours for attendees to spend on the exhibition floor. No programming is scheduled outside the exhibition floor during these times.

Hospitality Hours are dedicated time after the official close of the exhibition for exhibitors to offer demonstrations or host food and beverage service. Please note that exhibitors are not restricted to these times for hosting food and beverage service.

Q: What are the WEFTEC Online offerings for exhibitors who are planning to exhibit in-person and/or virtually?

A: Based on experiences from attendees and exhibitors at WEFTEC Connect, WEFTEC’s 2020 virtual event, WEF is offering sponsorship opportunities including advertisements and company demos for WEFTEC Online, outlined in the [Sponsorship Brochure](#).

Q: What are WEF members and stakeholders saying about their plans to attend WEFTEC?

A: In April 2021, WEF surveyed more than 17,400 water industry professionals and they shared their feedback. [View the survey results](#).

Q: What health and well-being requirements will you have in place at WEFTEC 2021?

A: View WEFTEC’s Health and Well-being plans: <https://www.weftec.org/attend/health-and-wellbeing/>.

Q: How can I follow plans for Chicago and McCormick Place re-opening for WEFTEC 2021?

A: McCormick Place re-opened in July, hosting the [Auto Show](#), July 15-19. [Healthy Meetings Chicago](#), a digital platform currently available for viewing on a desktop or laptop, showcases the health and safety advantages of hosting future meetings and events at Chicago’s McCormick Place. The platform will be updated as circumstances evolve.

HOUSING

Q: When can I reserve housing for WEFTEC 2021?

A: Exhibitor housing may be accessed through the [WEFTEC Exhibitor Dashboard](#). Login credentials for the dashboard are provided once WEF has received payment of your booth space deposit.

Look before you book! Convention Management Resources (CMR) is the official hotel management company for WEFTEC. No other hotel management company or travel agency is authorized to place reservations on behalf of the Water Environment Federation.

RESERVE EXHIBIT SPACE

Q: Where can I find general exhibiting information?

A: Find the floorplan, exhibit rates, payment schedule and cancellation policy, exhibitor license, and more at www.weftec.org/exhibit2021.

Q: How do I reserve my space?

A: We invite you to complete a general sales booth space application here: https://weftec21.exh.mapyourshow.com/6_0/boothsales/index.cfm?

Q: What does the online application look like?

A: Reference the [Booth Application Step-By-Step Guide](#) to see what information will be required for you to complete the application for booth space.

Q: I have a WEFTEC 2021 credit on file with you. Do I need to complete the online contract process?

A: Yes. Every exhibitor must select a space and sign a WEFTEC 2021 exhibit space contract to reserve booth space. Your credit will be applied towards your booth deposit payment.

Q: What changes can I expect to see on the floorplan?

A: WEF has developed the WEFTEC 2021 floorplan with current safety guidelines in place. Should we be able to relax the requirements later, we will, but it is easier to create a floorplan with these in mind now, rather than retrofit later. Here are some of the elements included:

- Wider entrances and exits allowing 2-way traffic;
- Specialty areas including Operations Challenge, Innovation Showcase, Stormwater Pavilion, Intelligent Water Pavilion, 100-Mile Pavilion, Drinking Water Pavilion, Career Fair, Lounge/Mobile Session areas. Areas have been expanded and/or adjusted to accommodate physical distancing;
- Additional 20' and 40' main aisles and cross aisles added;
- Inline 10x10 booths will be reserved with a minimum of 5'x10' between two exhibiting companies so they are not adjacent to each other;
- Allowance for larger concessions/seating in both North and South Halls.

Q: What specialty areas are on the floorplan?

A: WEFTEC features some recognizable and new pavilions on the floor this year. Apart from the 100 Mile Pavilion, to qualify for the pavilions below, exhibitors must submit product literature to WEFTCESales@wef.org for approval and may book in the pavilion if they are pre-qualified.

- Stormwater Pavilion: Companies exhibiting in this pavilion must have 50% or more of display focused on stormwater and wet weather management products.
- Innovation Neighborhood
 - Innovation Row: Surrounding Innovation Pavilion, Discovery Zone, and Distributed Infrastructure Zone, these booths are for alumni of the pavilion and other companies who have won recent innovative product awards.
 - Innovation Pavilion: Showcases winners of the BlueTech Forum Innovation Award and Imagine H2O's Consumer Innovations Prize. The Innovation theater will feature presentations by the award winners.
 - Discovery Zone: Available to startups who are first time exhibitors and have won innovation awards or companies who are exhibiting for the first time on their

- own outside of the Innovation Pavilion. These spaces are 8'x8' and come with a basic counter, carpet, and chairs.
- **NEW!** Distributed Infrastructure Zone: This zone focuses on the treatment and disposal of reuse water – rainwater, greywater, wastewater, or other alternative water supplies – in or near buildings and the property close to them. Companies exhibiting here must have at least 50% of their display focused on distributed infrastructure.
 - **NEW!** Intelligent Water Pavilion: For exhibitor featuring product(s) that use technology to optimize system operations, promote the application of process instrumentation, control equipment and automation, and the management of information in the water environment. 75% or more of display must be dedicated to smart water solutions and/or intelligent water technologies.
 - **NEW!** 100 Mile Pavilion: For companies located within 100 miles of Chicago, Illinois, USA. Highlights local companies and emphasizes sustainability.
 - **NEW!** Drinking Water Pavilion: For exhibitors with a drinking water treatment/distribution system focus. Companies exhibiting within this pavilion must have at least 50% of their display dedicated to drinking water. Drinking water and related programming will take place in the SDG 6 Theater located in the Drinking Water Pavilion.

EXHIBITOR MEMBERSHIP

Q: Do I need to renew my 2021 WEF exhibitor membership prior to selecting my space?

A: Yes, WEF recommends exhibiting companies confirm their 2021 WEF exhibitor membership status and renew, if needed, before the online contract process begins. When exhibiting companies complete the online booth contract, the system will default to an exhibitor member or non-member rate, based the exhibiting company's current membership status. If a non-member exhibiting company contracts space and would later like to purchase exhibitor membership and receive the member rate, the exhibiting company must provide documentation of membership payment and active status before the exhibit rate is adjusted to the member rate.

Learn more about WEF exhibitor membership: www.wef.org/exhibitormembership

Confirm your company WEF exhibitor membership, renew, or join:

WEF Member Services

1-800-666-0206

csc@wef.org

PAYMENT SCHEDULE AND CANCELLATION POLICY

Q: Where can I view the WEFTEC 2021 Exhibitor Terms and Conditions?

A: [Access the Exhibitor License Agreement.](#)

Q: What is the exhibit payment schedule?

A: As of June 1, full payment is due with your signed contract. Exhibitors with a WEFTEC 2021 credit on file may use this towards their total order cost and will be invoiced for the remaining balance, if applicable. Exhibitors have the option to make a credit card payment online, or send a check, ACH, or wire transfer once they submit their application.

Full payment of the balance is due no later than June 30, 2021. *(This date was moved from May 31 to June 30 to provide exhibitors with more flexibility.)* For new exhibitors, full payment is due with your signed contract.

Q: What if I need to cancel my exhibit space?

A: Updated 8/17/21: Given the unique year and the importance of WEFTEC exhibiting partners, WEF has revised its exhibit space cancellation policy. WEF's original exhibit space cancellation policy stated:

Exhibitors cancelling or reducing space reservations by June 30, 2021 are subject to liquidated damages of 10% of total booth fees of the cancelled space. Cancellations/reductions on July 1 or later are subject to liquidated damages of 100% of total booth fees.

As of August 17, 2021, WEF has revised its WEFTEC exhibit space cancellation policy to the following:

Should exhibitors need to cancel for any reason, exhibitors are responsible for 25% of total booth fees of the cancelled space. The remaining 75% booth fee will be kept on file to use towards a [WEFTEC 2021 sponsorship](#), [WEFTEC Online sponsorship](#), a [WEF advertising opportunity](#), or WEFTEC 2022 exhibit space or sponsorship. This updated policy is not retroactive to exhibitors who cancelled prior to August 17, 2021.

Any cancellations or reductions in booth space must be received in writing to WEFTECSales@wef.org.

View the full [Exhibitor License Agreement](#).

Q: What happens if WEFTEC 2021 must cancel the in-person component because of COVID? Will I get a refund?

A: Though it is WEF's strong intention to hold WEFTEC this fall, should WEF cancel the in-person component of WEFTEC 2021, WEF will credit 100% towards WEFTEC 2022 or refund 100% of booth fees paid at the time of WEF's notification of cancellation. WEF will not refund any exhibitor's cancellation or reduction fees incurred prior to WEF's cancellation of in-person WEFTEC.

Q: I am unable to reserve WEFTEC 2021 exhibit space at this time. Can I transfer my credit monies to WEFTEC 2022?

A: Yes. Additionally, you have the opportunity to place your credit towards another WEF program, such as [WEF Specialty Conferences](#), [WEF Advertising](#), or [WEF Buyer's Guide](#).

Q: If I am unable to exhibit at WEFTEC, what happens to my priority points?

A: Normally, companies who miss two consecutive WEFTEC events will have all points removed. Because of the uniqueness of 2021, WEF will not remove all points for companies who do not exhibit at WEFTEC 2021. After WEFTEC 2023, all accrued points will be removed from an exhibitor's record if the exhibitor does not exhibit in two consecutive WEFTEC shows (Companies must exhibit at WEFTEC 2022 and WEFTEC 2023 to keep their points).

View the full priority point policy: www.weftec.org/exhibit2021

EXHIBITOR SERVICES

Q: When will the Exhibitor Service Manual be ready?

A: Exhibitor service materials are available in the WEFTEC Exhibitor Dashboard (https://weftec21.exh.mapyourshow.com/6_0/login.cfm) and notifications are sent out as new information is available. Exhibitors receive login credentials to their dashboard upon receipt of booth deposit.

Q: Where can I find general information and deadlines?

A: Visit the Exhibitor Toolkit at www.weftec.org/exhibitor-toolkit for deadlines, general exhibiting information, and display guidelines. Specific information for ordering booth services will be listed in the Exhibitor Dashboard, available to fully paid exhibitors only.

Q: How can I register an Exhibitor-Appointed Contractor (EAC)

A: Exhibitor's will be able to name EAC's within their Maritz portal, available through each exhibitor's Map Your Show dashboard. EAC's will be able to access the same portal for show management approval.

Q: Who can answer questions about exhibitor services?

A: Send any questions about exhibitor services, including ordering services, attendee lists, catering, move-in and move-out, hanging signs, and more to expoinfo@wef.org or swalter@wef.org.

Q: Who is the Official Service Contractor for WEFTEC?

A: Freeman is the designated Official Service Contractor.

REGISTRATION

Q: When does registration open?

A: Exhibitor registration opened in June. Register your exhibitor personnel by logging into the [WEFTEC Exhibitor Dashboard](#).

Q: What is the Booth Personnel Allotment?

A: Exhibitors will receive 4 complimentary booth personnel registrations per 100 square feet contracted. Additional booth personnel will be able to register for \$100 each. Exhibitor booth personnel badges do allow entry to technical sessions at no additional fee.

PROGRAMMING AND SPEAKING OPPORTUNITIES

Q: Can I speak during the technical sessions?

A: The 2021 general call for abstracts is now closed (closed December 1, 2020). If you are a confirmed speaker, access presenter information here: <https://www.weftec.org/speak/presenter-information/>

Q: Are there other speaking opportunities available to exhibitors?

A: Yes! Speaking opportunities will be available exclusively to exhibitors including Technology Spotlights (formerly called “Mobile Sessions”) and Company Demonstrations. Technology Spotlights Call for Abstracts closed June 30. If you are a confirmed speaker, access presenter information here: <https://www.weftec.org/speak/presenter-information/>

Q: What other opportunities are available to promote my products and services at WEFTEC?

A: Visit the Exhibitor Toolkit <https://www.weftec.org/exhibit/exhibitor-toolkit/> and select Marketing or Press, for marketing, promotion, and other opportunities. You may also view Digital Listing Options from your Exhibitor Dashboard.

WEFTEC SPONSORSHIP, MARKETING, AND ADVERTISING

Q: Where can I learn more about WEFTEC sponsorship and advertising opportunities?

A: WEFTEC Sponsorships: <https://www.weftec.org/sponsor-advertise/sponsorships/>
WEFTEC Advertising: <https://www.weftec.org/sponsor-advertise/advertise/>

SPECIALTY CONFERENCES

Q: Apart from WEFTEC, what other events is WEF hosting?

A: WEF typically hosts several specialty conferences a year, including the annual events Collections Systems and Residual and Biosolids. In 2022 a full schedule of Specialty Conferences including Utility Management Conference, the Forum, Innovations in Process Engineering, Residuals and Biosolids, Collection Systems, Stormwater, and our new offering, Public Health Water Conference.

WEF looks forward to hosting these in-person specialty conferences in 2022. Learn more about exhibit and/or sponsorship opportunities at future specialty conferences: <https://www.wef.org/conferences>.

WEF ADVERTISING AND MARKETING OPPORTUNITIES

Q: My company is seeking additional exposure to WEF’s member audiences. How can I learn more?

A: There are a variety of year-round advertising and marketing programs available at WEF to support organization’s marketing objectives:

WEF Advertising: <https://www.wef.org/advertise>

WEF Buyer’s Guide: <https://wefbuyersguide.wef.org/>

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WEF Buyer's Guide

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