

# WEFTEC 2021 Exhibitor FAQs

Updated February 2, 2021

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

## Quick Links

[General](#) | [Housing](#) | [Online Booth Process](#) | [Exhibitor Membership](#)  
[Payment Schedule and Cancellation Policy](#) | [Programming and Speaking Opportunities](#)  
[Innovative Technology Award](#) | [Specialty Conferences](#) | [Advertising and Marketing Opportunities](#)  
[Contact](#)

## GENERAL

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

A: WEF is planning WEFTEC 2021 as an in-person event with digital components:  
WEFTEC 2021  
McCormick Place, Chicago, Illinois, USA  
Conference: October 16–20  
Exhibition: October 18–20

### **Q: What are the WEFTEC digital offerings for exhibitors who are planning to exhibit in-person? What offerings are available for exhibitors who only want to exhibit virtually?**

A: Based on experiences from staff, attendees, and exhibitors at WEFTEC Connect, WEFTEC's 2020 virtual event, WEF is evaluating system requirements and options to determine what we will use for the digital component of WEFTEC 2021. When details of exhibit offerings become available, we will share them with you.

### **Q: What health and safety requirements will you enforce at WEFTEC 2021?**

A: WEF staff is working closely with McCormick Place to incorporate health and safety requirements. As we move through 2021, we will be able to establish specific requirements for exhibitors and attendees. These may include physical distancing, use of personal protective equipment (PPE), adherence to booth personnel maximum (based on booth size), incorporating signage promoting health and safety best practices, plan for cleaning of spaces and surfaces throughout event, one-way traffic flow with marked entrances and exits.

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

A: [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: WEF and our official WEFTEC Housing partner, Convention Management Resources, Inc. (CMR), anticipate opening advance exhibitor housing in Spring 2021 for companies that reserve exhibit space through March 30, 2021. If you select your space after March 30, 2021, you will have access to book housing in early summer 2021. Contracted exhibitors will be contacted once housing is open. We are aware that other unauthorized lodging and travel agencies are already soliciting business from past WEFTEC participants and caution you to look before you book. Visit [www.weftec.org/exhhotel](http://www.weftec.org/exhhotel) for additional information about spoof registration and housing sites.

## ONLINE BOOTH BOOKING PROCESS

### **Q: How does the online booth space booking process work?**

A: The online booth space selection process including eligibility, priority points and the order in which companies may select, timeline, exhibit space rates, payment schedule, cancellation policy, and process are detailed on [www.weftec.org/exhibit2021](http://www.weftec.org/exhibit2021).

### **Q: Why haven't I received my space selection appointment or floorplan?**

A: We are still developing the floorplan and building the appointment schedule within the new exhibit management system. The first appointments for Advance Sales and the floorplan are projected to be emailed mid-late February with online sales beginning early March. View the full online space selection process at [www.weftec.org/exhibit2021](http://www.weftec.org/exhibit2021).

### **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 during space selection. Your credit will be applied towards your booth deposit payment.

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

A: WEF is developing 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 you can expect to see:

- Wider entrances and exits allowing 2-way traffic;
- Specialty areas including Operations Challenge, Innovation Showcase, Stormwater Pavilion, Intelligent Water Pavilion, 100-Mile 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 "every other" so two exhibiting companies are not adjacent to each other;
- Allowance for larger concessions/seating in both North and South Halls

**Q: What specialty areas will be on the floorplan?**

A: WEFTEC will feature some recognizable and new pavilions on the floor this year:

- Stormwater Pavilion: 50% or more of display must focus on stormwater and wet weather management products)
- Innovation Showcase
  - Innovation Row: Booths surrounding Innovation Pavilion and Discovery Zone. These booths are for alumni of the pavilion or other companies who have won recent innovative product awards.
  - Innovation Pavilion: Available to 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: 50% or more of display must focus on treatment and disposal or reuse water – rainwater, greywater, wastewater, or other alternative water supplies – in or near buildings and the property close to them.
- **NEW!** Intelligent Water Pavilion: 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.

**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 before the exhibit rate is adjusted to the member rate.

Learn more about WEF exhibitor membership: [www.wef.org/exhibitormembership](http://www.wef.org/exhibitormembership)

Confirm your company’s WEF exhibitor membership status:

WEF Member Services  
1-800-666-0206  
[csc@wef.org](mailto:csc@wef.org)

## PAYMENT SCHEDULE AND CANCELLATION POLICY

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

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

**Q: What is the exhibit payment schedule?**

A: A 25% deposit is due with your signed booth contract. Exhibitors with a WEFTEC 2021 credit on file may use this towards their 25% deposit and will be invoiced for the remaining balance, if applicable. Exhibitors will 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.)*

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

A: Exhibitors cancelling or reducing space reservations by June 30<sup>th</sup> 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. Once contracted, any cancellations or reductions in booth space must be received in writing to [WEFTECSales@wef.org](mailto:WEFTECSales@wef.org).

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

A: Should WEF cancel the in-person component of WEFTEC 2021, WEF will 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 WEF cancels the in-person component of WEFTEC 2021, what options will be available related to priority points.**

A: Currently, WEF has not finalized a plan for priority points if WEF must cancel the in-person component.

## PROGRAMMING AND SPEAKING OPPORTUNITIES

**Q: Can I speak during the technical sessions?**

A: The 2021 call for abstracts are now closed (closed December 1, 2020). If you submitted an abstract, you can find updates here: <https://www.weftec.org/speak/call-for-abstracts/technical-sessions/>

**Q: Are there other speaking opportunities available to exhibitors?**

A: Yes! Speaking opportunities will be available exclusively to exhibitors including Mobile Sessions and Company Demonstrations. Submissions will be accepted in late March at <https://www.weftec.org/speak/call-for-abstracts/>.

## INNOVATIVE TECHNOLOGY AWARD

### **Q: What is the Innovative Technology Award?**

A: The Innovative Technology Award recognizes WEF Exhibitor Members who have introduced new, innovative products or services related to our industry. Nomination Deadline: April 1, 2021

Find more details, criteria, and submission requirements: <https://www.wef.org/membership/awards-recognition/wef-awards/InnovativeTechAward/>

## SPECIALTY CONFERENCES

### **Q: Apart from WEFTEC, what other events is WEF hosting in 2021?**

A: WEF is hosting several specialty conferences this year including Collections Systems, Odors and Air Pollutants, Residual and Biosolids, Stormwater Summit, and Forum 2021 – Particles and Colloids – the Next Frontier in Intensifying Water Resource Recovery. New this year, Innovations in Process Engineering Conference 2021 – New Tools, Technologies, and Techniques for Research, Design and Operation, will debut.

Learn more about exhibiting and sponsorship opportunities: <https://www.wef.org/conferences>

## 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/>

## CONTACT

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### **WEF Buyer’s Guide**

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