9,250 TOTAL REGISTRATION

Exhibition Only: 3,696
Exhibitor Booth Personnel: 2,421
Full Conference: 2,009
Manufacturer's Representatives: 573
Guest Registration: 293
Operations Challenge: 175
Meeting/Session/Workshop Only: 42
Press: 29
Ticket Only: 12
Total: 9,250

6,495 PROFESSIONAL REGISTRANTS

430 EXHIBITORS USING 100,482 NET SQUARE FEET

GLOBAL PARTICIPATION
47 International Exhibitors
768 International Registrants
50 Countries Represented
Attendees used the Map Your Show online planner to view exhibitor directory showcases in advance of WEFTEC and while onsite in Chicago. Exhibitors had the opportunity to upgrade their directory showcases to view leads provided by users who opted-in to share their information.

WEFTEC MOBILE IMPACT

- **295,623** Mobile App Sponsor Banner Views
- **54,458** Total Mobile App Uses
- **33,878** Exhibitor Directory Views Before WEFTEC (Prior to 10/16)
- **23,501** Exhibitor Directory Views During WEFTEC (10/16 - 10/20)
- **9,132** Unique Users Added Exhibitors to Their Agenda
- **5,036** Unique Users Shared Their Information with Exhibitors

Top Keyword Searches*

Users conducted relatively few searches indicating that in general they were finding sessions and exhibitors without using the search function. The keywords listed here are those searched for most often.

- Analytical Instrumentation
- Chemical/Chemical Level Monitoring
- Diesel/Diesel Monitoring
- Digital Level Sensor
- Dissolved Air Flotation
- Dryer
- Electric
- Fuel Level Monitoring
- Inventory
- Landfill
- Leachate
- Legionella
- Polymers
- Pump
- Sonic

Add product categories to your exhibitor directory using your Map Your Show portal (login required):
https://weftec22.exh.mapyourshow.com/6_0/
HIGHLIGHTS

SPECIALTY PAVILIONS

WEF added two new pavilions for 2021 and a new area to the Innovation Pavilion to provide exhibitors new ways to highlight their unique products and services and to offer attendees novel ways to explore the exhibition.

DISTRIBUTED INFRASTRUCTURE ZONE

Located within the Innovation Pavilion, this area is for exhibitors featuring products focusing on treatment and disposal of reuse water - rainwater, greywater, wastewater, or other alternative water supplies - in or near buildings and the property close to them.

DRINKING WATER PAVILION AND SDG 6 THEATER

New for 2021, the SDG 6 Theater offered 28 sessions Monday and Tuesday across a wide variety of topics. The Drinking Water Pavilion featured exhibitors with 50% or more of their display relating to drinking water treatment and/or distribution systems.

INTELLIGENT WATER PAVILION

For exhibitors featuring product(s) which 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. At least 75% of their display must be dedicated to Intelligent Water solutions.

Visit www.weftec.org/exhibit/Exhibit2022/ for information about these and other specialty pavilion areas.
HIGHLIGHTS

EXHIBITOR SUCCESSES USING THE FEATHR DASHBOARD AND INVITES

Exhibitors invited guests to the exhibition for free using a unique code through a custom portal provided by our official vendor, Feathr.

ATTENDEE STATISTICS

Top 10 2021 Registrants by State

1. Illinois
2. Texas
3. California
4. Wisconsin
5. Florida
6. North Carolina
7. Michigan
8. Pennsylvania
9. Colorado
10. Ohio

45% EXHIBITORS USED FEATHR
638 EXPO ONLY REGISTRATIONS
20% MORE SCANNED LEADS THAN OTHER BOOTHS

Look for information about inviting customers to your booth in 2022 in the Exhibitor Toolkit: www.weftec.org/exhibit/exhibitor-toolkit/marketing/
WEFTEC ONLINE
NOVEMBER 16–18, 2021
WEFTEC Online offered attendees who joined WEFTEC 2021 or registered for WEFTEC Online access to education on key water quality topics, full speaker information, and access to exhibitors. Content was live November 16-18 and available on demand through December 20.

**UNIQUE VISITORS**
- November 16-18: 550
- After November 18: 139

**REGISTRATION TYPE**
- Online Only: 183
- Full Conference: 175
- Booth Personnel: 104
- Student: 29
- Manufacturers Representative: 28
- Young Professional: 18
- Operations Challenge: 13

**TOP 10 LIVE SESSIONS**
1. inDENSE™—Modern Day Biological Process Intensification
2. Introducing Xylem’ Leopold Texler™ Lamella Clarifier
3....

**EXHIBITOR TECHNOLOGY DEMONSTRATIONS**

**HIGHLIGHTS**

**WEFTEC.ORG**

65,584 TOTAL VISITORS
(OCTOBER 15 – 22)

+559%
Compared to an average week in 2021.

+14.7%
Compared to the week of WEFTEC Connect 2020.

**TOP WEFTEC.ORG PAGES**
1. HOMEPAGE
   www.weftec.org/
2. THE EXHIBITION
   www.weftec.org/attend/the-exhibition/
3. ABOUT WEFTEC
   www.weftec.org/about/about-weftec/
4. WEFTEC LIVE
   www.weftec.org/now/weftec-now/lights-camera-weftec-live/
5. GET THE WEFTEC APP
   www.weftec.org/about/about-weftec/app/
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