SPONSORSHIP OPPORTUNITIES

where the water community sees you

#WEFTEC21  
weftec.org

October 16–20 | Conference  
October 18–20 | Exhibition  
McCormick Place, Chicago, IL

November 16–18 | WEFTEC Online
THE POWER OF WEFTEC SPONSORSHIPS

Sponsorships at WEFTEC increase your brand recognition and booth traffic while supporting WEFTEC programs and events. WEFTEC 2019 registrants recognized more than a third of sponsoring companies unaided.

what's new for 2021

Premiere Events
- WEFTEC Live Broadcasting Studio
- Exhibit Hall Reception

Branding
- Lanyard Recycling
- Signage & Clings
- Digital Banner Ads on WEFTEC Online
- Digital Banner Ads on WEFTEC Live

Education
- Technical Session Closed Captioning on WEFTEC Online and WEFTEC Live
- Company Demos on WEFTEC Online
- Commercials on WEFTEC Live

Attendee Experience
- Networking Lounge
- Jeopardy Wall
- Main Aisle Oasis

Our full list of sponsorships is available online at www.weftec.org/sponsorships/
ATTENDEES INVEST THEIR MONEY

83% of professional registrants are purchasing decision makers/influence purchasing decisions.

38% of attendees plan to buy one or more products or services seen at WEFTEC within 12 months of attending.

Purchasing Budgets of WEFTEC 2019 Registrants

<table>
<thead>
<tr>
<th>Wastewater Treatment</th>
<th>Capital Equipment</th>
<th>Operating &amp; Maintenance</th>
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<tr>
<td></td>
<td>$19,544,800</td>
<td>$16,622,900</td>
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<tr>
<td>Drinking Water Treatment &amp; Distribution</td>
<td>$6,583,600</td>
<td>$5,203,400</td>
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<tr>
<td>Collection Systems</td>
<td>$11,687,300</td>
<td>$5,422,200</td>
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</table>

WEFTEC.org Homepage Views: 247,716
WEFTEC Conference Announcement Views: 8,220
WE&T Subscribers: 40,000
Total Social Media Impressions: 11,885
Professional Registrants: 14,067
Official WEFTEC Conference Program: 16,000+
WEFTEC LIVE BROADCASTING STUDIO
MEMBER: $30,000 | NON-MEMBER: $40,000
Interviews and news desk highlight videos, as well as sponsored segments will be recorded in-person in the WEFTEC Live Broadcasting Studio (in North Hall), happening live on the exhibit floor and broadcasting on WEFTEC.org to viewers around the globe!

SPONSORSHIP INCLUDES:
- Corporate logo recognition on the Studio Plexi Walls (clings).
- Branding on the Graphic Wall on the back exterior wall of the Studio structure.
- Logo recognition on two monitors in viewing area
- Sponsored content segment

EXHIBIT HALL RECEPTION
All WEFTEC registrants are invited to attend the new Exhibit Hall Reception on Tuesday, 5:30 - 6:30pm. Food stations and bars will be located around the exhibit halls along with a variety of meet-up locations for those who wish to engage with others around specific topics or communities such as Collection Systems, Biosolids Resource Recovery, Utility Management, LGBTQIA+, Students and Young Professionals, Operators, Public Health, etc. Attendees can engage in peer-to-peer exchange of knowledge and support, mentoring, discussion and networking.

PARTNER
MEMBER: $11,000 | NON-MEMBER: $15,000
- Signage at sponsor's designated food/bar station
- 75 drink tickets to distribute to clients
- Sponsor logo on popcorn bags
- Five (5) sponsorships available
- Exclusive to one sponsor
- Production of t-shirts for attendants included
- Write up in conference program, online and in mobile app
- Custom Signage at collection areas

All partner level benefits included.

LANE YARD RECYCLING
Associate your brand with sustainable practices. Includes lanyard collection by assigned attendants wearing branded t-shirts.

PARTNER
MEMBER: $12,000 | NON-MEMBER: $20,000
- Exclusive to one sponsor
- Production of t-shirts for attendants included
- Write up in conference program, online and in mobile app
- Custom Signage at collection areas

All partner level benefits included.
For placement and availability, contact your sales representative. Sponsorship must be confirmed no later than August 23, 2021. Orders placed after August 23 are subject to a price increase.

**EXHIBIT HALL CLINGS**

**CARPET CLINGS**
- Exhibitor exclusive
- 2’ × 2’ or 3’ × 3’ custom carpet clings can be located in prime exhibit hall aisle locations
- Does not include additional sponsor benefits

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<thead>
<tr>
<th></th>
<th>Member</th>
<th>Non-Member</th>
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<tr>
<td>2’ × 2’ SET OF</td>
<td>$2,550</td>
<td>$3,050</td>
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<tr>
<td>2’ × 2’ SET OF 10</td>
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<td>$6,000</td>
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<tr>
<td>2’ × 2’ SET OF 15</td>
<td>$7,300</td>
<td>$8,800</td>
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<tr>
<td>3’ × 3’ SET OF 5</td>
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<tr>
<td>3’ × 3’ SET OF 10</td>
<td>$11,250</td>
<td>$13,500</td>
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<tr>
<td>3’ × 3’ SET OF 15</td>
<td>$16,400</td>
<td>$19,500</td>
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**CONVENTION CENTER CLINGS**
Locations available throughout McCormick Place; pricing upon request. Clings in exhibit hall are available to exhibitors only. Does not include additional sponsor benefits.

**LOBBY DOOR CLINGS**
- Custom clings for select glass doors across the convention center

**ESCALATOR RUNNER**
- Custom clings for escalator runners

**METER BOARDS**
MEMBER: $3,850 | NON-MEMBER $4,650
- Custom double-sided freestanding signs
- Locations available in lobby areas

**BANNERS**
PRICING UPON REQUEST
- Custom single-sided or double-sided interior signs
- Locations available in Lobby areas
- Production included
- Does not include additional sponsor benefits

**on site signage**

**Digital Advertising Banners**
PRICES START AT MEMBER: $5,000 | NON-MEMBER: $7,000
Individual advertising opportunities on the WEFTEC Live online platform.
PRICES RANGE FROM $5,000 - $10,000 DEPENDING ON BANNER/AD PLACEMENT.
Inquire for additional details.

**WEFTEC Live Commercials**
MEMBER: $2,000 | NON-MEMBER: $3,500
Your pre-recorded video commercial will air once per day on WEFTEC Live on Monday and Tuesday, October 18 & 19. Limited slots available. Keep your company top of mind with WEFTEC Live viewers!

**WEFTEC Live**
WEFTEC Live will be broadcasting live from in-person WEFTEC in Chicago. WEFTEC Live is free to anyone that wishes to view it and will capture completely different attendees than those who are on site in Chicago.
Technical Session Closed Captioning on WEFTEC Online and WEFTEC Live
WEFTEC LIVE OCTOBER 18-19, 2021
WEFTEC ONLINE NOVEMBER 16-18, 2021
The technical program at WEFTEC is the most respected and competitive educational program of its kind, featuring hundreds of speakers. The program is put together by topical experts in the Program Committee using a highly rigorous selection process.
MEMBER: $10,000 | NON-MEMBER: $15,000
- Tower banner ad displayed in all sessions on WEFTEC Online.
- Exclusive to one (1) sponsor.
- Post-show participant demographics for WEFTEC Live and WEFTEC Online.
- One time pull of WEFTEC Registrant list either pre or post event in Excel format (emails not included).
- WEFTEC.org Sponsor page logo recognition.

Company Demos on WEFTEC Online
WEFTEC ONLINE NOVEMBER 16-18, 2021
Present your company’s equipment or service demonstration to WEFTEC Online viewers. Educate and engage with attendees. Show your latest products and services.
MEMBER: $3,000 | NON-MEMBER: $4,500
- 10 minute pre-recorded video provided by sponsor will be shown during WEFTEC Online programming dates.
- Time slots are interspersed between technical session programming.
- Limited number of slots available.
- Live Q&A and Chat with viewers during the scheduled broadcast time slot.
- 5 minute Q&A after the video to answer additional questions.
- List of demo attendees (opt-outs not included) provided to sponsor after the session in Excel format.
- One complimentary registration for WEFTEC Online.

Networking Area Lounge
CONFERENCE-WIDE SPONSORSHIP
MEMBER: $25,000 | NON-MEMBER: $45,500
Provide attendees a convenient place for a quick meeting or recharge. These branded areas include chairs and branded charging tables. Limited availability to two sponsors, one located in North Hall and one in South Hall.

Jeopardy Wall
CONFERENCE-WIDE SPONSORSHIP
MEMBER: $27,000 | NON-MEMBER: $35,000
Conference-wide benefits apply. See page 6 for details.
Attendees can test their industry knowledge in this interactive game. 36 iPads will display six category columns and five dollar-value rows. Once a question is answered, sponsor’s logo will display on each iPad screen. Winner of each round will receive a branded prize, to be picked up at the sponsor’s booth.
- Includes production of prize with sponsor’s logo
- Exclusive to one sponsor
- One (1) branded sign next to Jeopardy Wall

Main Aisle Oasis
MEMBER: $8,000 | NON-MEMBER: $12,000
South Hall features two 40’ main cross aisles this year. Put your branding in one of these Oasis seating areas in high traffic, highly visible main aisles for attendees to use as they take a break and plan their next booth visit or session.
- Four chairs made of ReBoard® recycled material with printed custom sponsor branding on each.
- Charging station made of ReBoard® with custom sponsor branding.
SPONSORSHIP OPPORTUNITIES

Conference-Wide Benefits*
MEMBER: $27,000 | NON-MEMBER: $35,000

Create a custom Platinum, Gold, or Silver sponsorship package for the ultimate brand recognition that’s a perfect fit for your marketing goals at WEFTEC! Contact your sales representative for details.

In addition to Partner Benefits listed on this page, conference-wide sponsors receive:

- Recognition as Conference-wide Sponsor online, in print, and on signage
- Sponsor receives priority placement in search results and highlighted booth on floorplan in online directory listing and mobile app
- Logo listed on shared Opening General Session slide with other Conference-wide sponsors
- Logo listed on signature lighted sponsor sign shared with other Conference-wide sponsors
- Highlighted Conference Program listing
- Logo on weftec.org homepage slider
- If not exhibiting, pre-show and post-show registration list
- Sponsor may offer a total of three show special offers, six (6) product brochures and/or press releases; six (6) product images and descriptions; and four (4) product video uploads in the online directory and mobile app.
- WEFTEC Social Media mentions – Five (5) contextual tweets from @weftec (2 pre-show, 2 onsite, and 1 post-show)

Partner Benefits*
FOR INDICATED SPONSORSHIPS $10,000+ IN ADDITION TO LISTED SUPPORTER BENEFITS:

- Recognized as Partner Sponsor online, in print, in the WEFTEC Mobile App, and on signage
- Partner sponsors listed before Supporter sponsors in Exhibitor Directory in Mobile App
- Logo on sponsor listing page of the Conference Announcement
- Logo on sponsor banner(s) in McCormick Place
- Logo listed on a shared Opening General Session slide with other Partner Sponsors
- If not exhibiting, one time pull of registration list in Excel format – either pre-show or post-show

Supporter Benefits*
FOR INDICATED SPONSORSHIPS $4,000 – $9,999

- Recognized as a Supporter Sponsor online, in print, and on signage
- Supporter sponsors listed before exhibitors in Exhibitor Directory in Mobile App
- Logo and link on weftec.org
- Logo on sponsor listing page of WE&T WEFTEC issue and the Conference Program
- Logo on two (2) locations of free-standing sponsor signage in McCormick Place
- Listing in the WEFTEC Mobile App

*Sponsorship benefits are confirmed upon contract
### SPONSORSHIP SALES CONTACTS

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<thead>
<tr>
<th>Region</th>
<th>Name</th>
<th>Title</th>
<th>Email</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NORTHEASTERN U.S. &amp; CANADA</strong></td>
<td>Vickie Bobo</td>
<td><a href="mailto:vboboe@wef.org">vboboe@wef.org</a></td>
<td>+1-470-448-3987</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Lynn Krautter</td>
<td><a href="mailto:lkrautter@wef.org">lkrautter@wef.org</a></td>
<td>+1-470-448-3987</td>
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</tr>
<tr>
<td><strong>SOUTHEASTERN U.S. &amp; LATIN AMERICA</strong></td>
<td>Carl McBride</td>
<td><a href="mailto:cmcbride@wef.org">cmcbride@wef.org</a></td>
<td>+1-703-535-5266</td>
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<td></td>
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<tr>
<td><strong>WESTERN U.S. &amp; CANADA</strong></td>
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<td></td>
</tr>
<tr>
<td><strong>EUROPE, ASIA, AND MIDDLE EAST</strong></td>
<td>Thomas Bennett</td>
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<td>+44 (0) 207 993 4605</td>
<td></td>
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<tr>
<td><strong>ITALY</strong></td>
<td>Fabio Potesta</td>
<td><a href="mailto:info@mediapointsl.it">info@mediapointsl.it</a></td>
<td>+39 010 5704948</td>
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