

Booth Application Process

A Step-by-Step Guide

Second Advance Sales and General Sales Eligibility

- Second Advance Sales: For companies who exhibited at WEFTEC 2021 or WEFTEC 2022 (did not participate in Onsite Sales)
- General Sales: For companies who exhibited prior to WEFTEC 2021 or are first-time exhibitors



Step 1- Select Booth Size



Select your booth size using the drop-down menu. For Second Advance Sales companies, the price will automatically calculate based on your current membership status. For companies completing an application without a booking code, select your membership status (this will be verified by WEF when your booth space is assigned). Click 'Continue' after you have made your selection.

Please Note: The application must be completed within one (1) hour, or the system will time out and your information will not be saved.



Exhibitor Booth Sales



If you have any questions about your WEFTEC exhibit space application, please contact WEFTEC Exhibition Sales at 703-684-2437 or

Step 2 – Company Information & Booth Preferences



Complete your company information. This information is used for billing purposes only. Later, you will have the opportunity to enter your public facing directory listing information.

Exhibitor Booth Sales

STEP 1 Select Booth Size	STEP 2 Company Information & Booth Preferences	STEP 3 Packages	STEP 4 Items	STEP 5 Confirm Order	STEP 6 Payment	STEP 7 Complete
Company Informa	ation & Booth Preferences					
By entering your uniq complete company in	ue renewal code, we have accessed your a formation below. This will be used for billing	ccount and pre-) purposes.	populated your	company informat	tion. Please edit	and
	* Exhibiting As	WEF				
The following in	formation will be used for billing purposes only					
	* Official Company Name	Water Environme	nt Federation			
Co	mpany Name (Previously Used for Exhibiting)					
	* Business Address	601 Wythe Street				
	* City	Alexandria				
	* State/Province	VA				
	* Zlp/Postal Code	22314				
	* Country	United States of A	America	~		
	* Business Phone	703-684-2423		Format: (xx	x) xxx-xxxx	
	* Corporate Website	www.wef.org				
• by Identify (For WEF Inter	Confirm you are eligible to exhibit at WEFTEC ing the products and services you will display rnal purposes only. This is not your company's public facing description)			255 Chara	cters Left	

Step 2 (continued) – Booth Location Preferences



Tell us where you would like to exhibit. Click on a checkbox for the General Exhibition and/or Specialty Pavilions. Follow instructions to pre-qualify for specialty pavilions.

Booth Location Preference								
Please Indicate if your company is interested in exhibiting in the	Please Indicate if your company is interested in exhibiting in the General Exhibition and/or a Specialty Pavilion. You may make multiple selections.							
Companies must be pre-qualified to exhibit in a specialty pavilion. Please submit supporting documentation to WEFTECSales@wef.org. If you selected a specialty pavilion in which you have exhibited in at WEFTEC in the past, you do not need to submit documentation. On the floorplan, go to the navigation bar and select "Pavilions" to filter by specialty pavilion.								
General Exhibition	□ Yes							
Discovery Zone - Specialty Pavilion	Yes 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 Showcase. These spaces are 8'x8' and come with a basic counter, carpet, and chairs.							
Distributed Infrastructure Zone - Specialty Pavilion	Yes For exhibitors with a focus 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. Companies exhibiting here must have at least 50% of their display focused on distributed infrastructure.							
Drinking Water Pavilion - Specialty Pavilion	Yes For exhibitors with a focus on water reuse (including potable) or drinking water treatment and/or distribution. Companies exhibiting within this pavilion must have at least 50% of their display dedicated to reuse or drinking water. Relevant programming will take place in the SDG Theater located in the Drinking Water Pavilion.							
Innovation Zone - Specialty Pavilion	☐ Yes Booths surrounding Innovation Showcase and Theater, Discovery Zone, and Distributed Infrastructure Zone. These booths are for alumni of the pavilion or other companies who have won recent Innovative product awards.							
Intelligent Water & Cybersecurity Pavilion - Specialty Pavilion	☐ Yes For exhibitors featuring product(s) that protect networks, devices, and data for critical infrastructure applications. The pavilion will also feature technologies 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 the display must be dedicated to intelligent Water and/or cybersecurity solutions.							
Stormwater Pavilion - Specialty Pavilion	Yes 50% or more of display must focus on stormwater and wet weather management products.							

Step 2 (continued) – **Booth Preferences**





Complete your booth preferences.

- We strongly encourage you to provide (7) ٠ preferences. WEF staff will assign exhibit space in priority point order for Second Advance Sales. For General Sales, applications are reviewed in date receipt order.
- Use the comments box to make notes you . want WEF to review when assigning your space.
- If you would like to be contacted when WEF • assigns your booth, select 'Yes' as a response to that question.

Booth Preferences

Booth preferences are not guaranteed. Exhibit space is assigned in priority point order for Second Advance Round. For General Sales, exhibit space is assigned in date receipt order. If your selections are unavailable at your company's turn to be assigned, the best available exhibit space that is most like your preferences will be assigned.

Click here to view the floorplan. Keep this floorplan open for selecting booth preferences.



reviews my booth application

Step 2 (Continued) – Competitors





List up to 4 competitors only if you do not want to be located near them. The competitors you list on this application are used for WEFTEC 2023 booth space selection. If you do not see a competitor on this list that you would like to be included, email <u>WEFTECSales@wef.org</u>, and WEF staff will add once your application has been submitted.

Competitors

List up to four competitors you prefer not be near. Historical competitors are not kept on file. The competitors you list here will be used for WEFTEC 2023 booth selection. If your competitor is not listed here, please email WEFTECSales@wef.org, so WEF can add this company to your competitor preferences.

Competitors		
is booth location more important to your company	120WaterAudit	1
than being near a competitor?	123 Test Company	
	2S Water Incorporated	
	374Water	
	3M Company	
	3Rwater	
	4Evergreen Valve Inc.	
	A.W. Chesterton Company - exh as	
	A.Y. McDonald	-

Step 2 (continued) – Contacts





Each exhibitor can provide a Primary, Secondary and Billing contact.

The primary contact receives all communications, invoices and listed as the registration "key contact".

Secondary contact is copied on all communications sent to Primary contact.

Billing contact receives a copy of all invoices.

The Secondary or Billing contact only needs to be completed if different from the Primary.

Finally, tell us how you heard about WEFTEC.

Click 'Continue' to move to Step 3.



Step 3 – Packages



WEF Digital Exhibitor Listings: Maximize your online exhibitor directory listing and receive up to a 35% discount when you invest during the booth application process. You must select a package to move forward in the application.

Exhibitor Booth Sales STEP 1 STEP 2 STEP 3 STEP 4 STEP 5 STEP 6 STEP 7 Select Booth Size **Company Information & Booth Preferences** Packages Items Confirm Order Payment Complete Premium Plus Package: Select WEFTEC Digital Exhibitor Listing Opportunities Basic Package plus: · Access to leads An Online Digital Exhibitor Listing must be selected. Logo upload • Upload of three (3) show specials Attendees are researching exhibitors online. Will your listing stand out? Purchase a package today with up to a 35% discount! · Six (6) virtual business cards with live chat Upload of six (6) exhibitor collateral • Upload of six (6) showcase images Deluxe Package: Select Featured Exhibitor Listing · Upload of four (4) showcase videos Basic Package plus: • Featured Exhibitor Search (Priority Placement in Search Results) · Access to leads Highlighted booth Logo upload \$3,100.00 \$2,050.00 TODAY ONLY Upload one (1) show special Two (2) virtual business cards with live chat · Upload of two (2) exhibitor collateral **Basic Package:** \$785.00 \$510.00 TODAY ONLY Complimentary Included with booth fee Premium Package: Select Company and Contact information Basic Package plus: Booth number w/ active link to floorplan Website Access to leads Company Description Logo upload Thirty (30) Product Categories Upload of two (2) show specials · Four (4) virtual business cards with live chat · Upload of four (4) exhibitor collateral · Upload of four (4) showcase images Featured Exhibitor Listing \$1,550.00 \$1,025.00 TODAY ONLY Back

Step 4 – Items





Increase your organization's visibility with the below WEF advertising opportunities.

Receive a 15% discount on these opportunities when completing your booth application.

Be sure to click 'Add to Cart' if you would like to add the item.

Exhibitor Booth Sales

STEP 1 Select Booth Size	STEP 2 Company Information & Booth Preferences	STEP 3 Packages	STEP 4 Items	STEP 5 Confirm Order	STEP 6 Payment	STEP 7 Complete	
Additional Adve	rtising Opportunities						
Back	Continue						
Other Opport	tunities						
WEFTEC Exhib	VEFTEC Exhibitor Directory Logo Enhancement: \$908.00						
Save 15% tod	ay! (Regular Rate: \$1,069)				Restaurie and Rest	Recold Company on a contract of the second contract of the second co	
Increase your con on wave worflec.or ADD TO CART	npany's listings in the exhibitor directory pul g	blished in the W	/EFTEC Program	, September WE&T, a	Indiana and a second and a seco	An experimental and a second s	

WEF Buyer's Guide - Enhanced Level Profile: \$439.45

Save 15% today! (Regular Rate: \$517 for 12 months)

The WEF Buyer's Guide provides a comprehensive, interactive gateway to products, solutions, and services for leading decision makers worldwide. Profiles are live 12 months, and content can be changed/added throughout the contract period—keeping your offerings fresh and timely.

Includes

- Company logo
- Company description
- Inclusion in 3 product categories (WEFTEC Exhibitor Showcase category is free)
- Company contacts unlimited (name, title, headshot image, direct link to email address)

Click Here for current Enhanced profile example

ADD TO CART YOU CAN ONLY PURCHASE ONE WEF BUYER'S GUIDE PROFILE

WEF Buyer's Guide - Bronze Level Profile: \$989.40

Save 15% during space selection (Regular Rate: \$1,164 for 12 months)

Integrated with the WEFTEC Exhibitor Directory, the WEF Buyer's Guide provides a comprehensive, interactive gateway to products, solutions, and services for leading decision makers worldwide. Profiles are live 12 months, and content can be changed/added throughout the contract period—keeping your offerings fresh and timely.

Includes

- Products section--unlimited (includes product image, title, description and hyperlink)
- Keyword Integration (500 characters of keywords or phrases)
- Live iFrame of company website
- Company logo
- Company description
- Inclusion in 6 product categories (WEFTEC Exhibitor Showcase category is free)
- Company contacts unlimited (name, title, headshot image, direct link to email address)

Click Here for current Bronze profile example

SAVED TO CART | REMOVE

Step 5 – Confirm Order





Review your exhibit application.

- If any changes need to be made, click 'Edit' to go back.
- At the bottom of this page, indicate your agreement to the <u>WEFTEC</u> <u>Exhibitor License Agreement</u> by providing a signature, name, and job title of the person completing the application.
- Once the 'Continue' button is clicked at the bottom of the page, you WILL NOT be able to go back to change your application.

Exhibitor Booth Sales

STEP 1 Select Booth Size	STEP 2 Company Information & Booth Preferences	STEP 3 Packages	STEP 4 Items	STEP 5 Confirm Order		STEP 6 Payment	STEP 7 Complete	
Confirm Order								
Please confirm that t	he information below is correct.							
Company Information	on & Booth Preferences Edit							
	Exhibiting	As: WEF						
The following information will be used for billing purposes only								
Official Company Name:			Water Environment Federation					
Company Name (Previously Used for Exhibiting):								
Business Address:			601 Wythe Street					
City:			Alexandria					
	State/Provin	State/Province: VA						
	Zlp/Postal Co	de: 22314						
	Coun	try: United St	: United States of America					
	Business Pho	ne: 703-684-2	x 703-684-2423					
Corporate Website: www			: www.wef.org					
Confirm you are eligible to exhibit at WEFTEC by identifying the products and services you will display (For WEF internal purposes only. This is not your company's public facing description): Booth Location Preference			r Environment Fe education and tra er and return it sa	deration is a nonpro Ining for thousands Ifely to the environn	ofit ass of wa nent.	oclation that protection that protection that profe	ovides essionals who	

Please Indicate If your company is Interested in exhibiting in the General Exhibition and/or a Specialty Pavilion. You may make multiple selections.

Companies must be pre-qualified to exhibit in a specialty pavilion. Please submit supporting documentation to WEFTECSales@wef.org . If you selected a specialty pavilion in which you have exhibited in at WEFTEC in the past, you do not need to submit documentation. On the floorplan, go to the navigation bar and select "Pavilions" to filter by specialty pavilion.

General Exhibition: • Yes

Discovery Zone - Specialty Pavilion: Distributed Infrastructure Zone - Specialty Pavilion: Drinking Water Pavilion - Specialty Pavilion: Innovation Zone - Specialty Pavilion: Intelligent Water & Cybersecurity Pavilion - Specialty Pavilion: Stormwater Pavilion - Specialty Pavilion:

Step 5 – Confirm Order (continued)

Review your exhibit application.

- If any changes need to be made, click 'Edit' to go back.
- At the bottom of this page, indicate your agreement to the WEFTEC **Exhibitor License Agreement by** providing a signature, name, and job title of the person completing the application.
- Once the 'Continue' button is clicked at the bottom of the page, you WILL NOT be able to go back to change your application.

Booth Preferences

Booth preferences are not guaranteed. Exhibit space is assigned in priority point order for Second Advance Round. For General Sales, exhibit space is assigned in date receipt order. If your selections are unavailable at your company's turn to be assigned, the best available exhibit space that is most like vour preferences will be assigned.

Click here to view the floorplan. Keep this floorplan open for selecting booth preferences

Booth Preference #1:	2345	
Booth Preference #2:	3456	
Booth Preference #3:	4567	
Booth Preference #4:	5678	
Booth Preference #5:		
Booth Preference #6:		
Booth Preference #7:		
Comments:		
Is a corner booth more Important than location?:	Yes	
I would like to be contacted when WEF reviews my booth application:	Yes	

Competitors

List up to four competitors you prefer not be near. Historical competitors are not kept on file. The competitors you list here will be used for WEFTEC 2023 booth selection. If your competitor is not listed here, please email WEFTECSales@wef.org, so WEF can add this company to your competitor preferences.

> Is booth location more important to your company No than being near a competitor?:

Primary Contact: Deceives all communications, involces, and is listed as the registration "key contact."

Finally Contact. Receives an communications, involces, and is instead	she registration key contact
Primary Contact First Name:	Kate
Primary Contact Last Name:	Hawley
Primary Contact E-Mail:	khawley@wef.org
Primary Contact Office Number:	703-684-2423
Primary Contact Mobile Number:	
Primary Contact Job Title:	Senior Manager, Exhibition Sales
Secondary Contact: Copied on all communications to Primary Contact	optional). Complete this only if contact is different from Primary Contact.
Secondary Contact First Name:	Rachelle
Secondary Contact Last Name:	Stefanik
Secondary Contact E-mail:	rstefanlk@wef.org
Secondary Contact Office Number:	
Secondary Contact Mobile Number:	
Secondary Contact Job Title:	
Billing Contact: Receives all involces (optional). Complete this only if co involces.	ntact Is different from Primary Contact and Secondary, who also receive all
Billing Contact First Name:	Finance
Billing Contact Last Name:	
Billing Contact E-mail:	payments@wef.org
Billing Contact Office Number:	
Billing Contact Mobile Number:	
Billing Contact Job Title:	

Step 5 – Confirm Order (continued)

Review your exhibit application.

- If any changes need to be made, click 'Edit' to go back.
- At the bottom of this page, indicate your agreement to the WEFTEC Exhibitor License Agreement by providing a signature, name, and job title of the person completing the application.
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Booth Space Location Price Type Sub Total Item Type Space/Booth Name Price Qt Second Round Sales & General Sales - Non-Member 10 x 20 1 Corner Exhibit Hall \$10,450.00 \$10,450.00 Package Price Package Name Premium Package \$1.025.00 Item(s) Sub Total Item Name Price Qt Other Opportunities, WEF Buyer's Guide - Bronze Level Profile \$989.40 \$989.40 Order Total Order Total: \$12,464.40 Terms and Conditions

Please review the Terms and Conditions

Water Environment Federation® Technical Exhibition and Conference (WEFTEC®) License for Exhibit Space and Advertising

The exhibiting company ("Exhibitor") listed in this application applies for contracted exhibit space ("Exhibit Space") at the 2023 Water Environment Federation Technical Exhibition and Conference (WEFTEC®) ("Event"). WEF agrees to review your Exhibit Space Application and to allow or to deny participation in the Event consistent with Event eligibility requirements, policies, and at the discretion of WEF®. Exhibitor, by signing this License for Exhibit Space ("License"), agrees to the following provisions:

INTRODUCTION

The annual Water Environment Federation Technical Exhibition and Conference (WEFTEC®) provides its members and public conference registrants with an educational program with an emphasis on cutting edge technological advances in the fields of water and wastewater treatment, collection systems, water quality, water reuse, and pollution control. The WEFTEC exhibition is an integral part of the educational offerings; products and services displayed, advertised, posted, linked, or demonstrated must be related to the water quality industry and content must be presented in a manner that adheres to professional business standards and creates a context appropriate for all participants at WEFTEC. Should WEF determine, in its sole discretion, that an exhibit, demonstration, or advertisement violates this license, is inappropriate, or is not in the best interests of the conference, WEF may require that the exhibitor make changes to its display or advertisement, dismantle its display, remove the inappropriate content or links, or cease the inappropriate demonstration(s) as deemed necessary



Step 5 – Confirm Order (continued)



Review your exhibit application.

- If any changes need to be made, click 'Edit' to go back.
- At the bottom of this page, indicate your agreement to the <u>WEFTEC</u> <u>Exhibitor License Agreement</u> by providing a signature, name, and job title of the person completing the application.
- Once the 'Continue' button is clicked at the bottom of the page, you WILL NOT be able to go back to change your application.

8. The WEF Buyers Guide web site is published by Webvent, Inc., and all users are subject to its Terms of Use and Privacy Policy

9. This agreement shall be governed by and interpreted in accordance with the laws of the State of Delaware and the United States of America.

Schedule C

Map Your Show Enhanced Listings Terms and Conditions

The following terms and conditions apply only to purchase of WEFTEC Map Your Show Enhanced Listings and not purchase of the license to exhibit at WEFTEC.

Listing Types

Enhanced listings purchased on the WEFTEC 2023 online directory include Deluxe, Premium, Premium Plus and any additional options on the Map Your Show Platform.

Payments and Refunds

Map Your Show Enhanced Listing payments are non-refundable once processed and service has been activated.



The person executing this agreement has read and agrees, on behalf of the individual or entity for which it is executed, to be bound by the terms and conditions of the contract, incorporated herein by reference, further warrants that he or she has authority to execute this agreement by electronic signature and full authority to act for the individual or entity entering into this agreement.

WARNING: You will NOT be able to modify your order beyond this point. Please ensure all your information above is correct and click 'Continue.'



Step 6 – Payment



A 50% deposit for your exhibit space is due Exhibitor Booth Sales with the booth application, and the remaining balance is due by May 31, 2023.

Any applications submitted on April 1 or later require a 100% booth deposit to be reviewed/assigned.

If an exhibit credit was transferred to WEFTEC 2023, you will see "Applied Credits" notated under your total.

In the 'Payment Type' dropdown, select 'Credit Card' or 'Bill Me'. By selecting 'Bill Me', payment by credit card, check, wire transfer or ACH may be made later.

An invoice will automatically be sent when this option is selected.

Note: Booth assignments will not be made without the required 50% booth deposit.

STEP 1 Select Booth Size	STEP 2 Company Information & Boo	oth Preferences	STEP 3 Packages	STEP 4 Items	STEP 5 Confirm Order	STEP 6 Payment Complete	
Payment							
Order Number: 526	5933						
Item Description Exhibit Hall, 10 x 20 1 Corner		Subtotal \$10,450.00	Payment Schedule Deposit		Date Due DUE NOW	Amount Due \$5,225.00	
	Order Total: Amount Due Now:	\$10,450.00 \$5,225.00	Final Pay	rment	05/31/2023	\$5,225.00	
Order Number: 526	6934						
Item Description Premium Package		Subtotal \$1,025.00	Payment Schedule Full Payment		Date Due DUE NOW	Amount Due \$2,014.40	
Other Opportunities, WEF Buyer's Guide - Bronze Level Profile		\$989.40					
	Order Total:	\$2,014.40					
	Amount Due Now:	\$2,014.40					

A 50% booth deposit is due with the exhibitor's signed contract. Booth applications will not be reviewed/assigned without the required deposit. Note: Another Involce will follow your actual booth assignment confirming your total booth fees.

Make Payment

Please select a method of payment to purchase your exhibit space and optional online upgrades.

You have the option to pay by credit card, check, wire transfer, or ACH. Your invoice will be automatically generated and sent to the email you have provided.



Step 6 – Payment (continued)





A 50% deposit for your exhibit space is due with the booth application, and the remaining balance is due by May 31, 2023.

Any applications submitted on April 1 or later require a 100% booth deposit to be reviewed/assigned.

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Make Payment

Please select a method of payment to purchase your exhibit space and optional online upgrades.

You have the option to pay by credit card, check, wire transfer, or ACH. Your invoice will be automatically generated and sent to the email you



Make Payment

have pro

Please select a method of payment to purchase your exhibit space and optional online upgrades.

You have the option to pay by credit card, check, wire transfer, or ACH. Your invoice will be automatically generated and sent to the email you

ovided.	
* Payment Type:	Credit Card 🗸
* Name On Card:	Kate Hawley
Company Name:	WEF
* Address:	601 Wythe Street
* City/Town:	Alexandria
* State/Province:	Virginia
	(Required for United States Of America)
* Zlp/Postal:	22314
	(Required for United States Of America)
* Country:	United States of America 🗸
* Credit Card:	VIsa 🗸
* Credit Card No.:	
* Verification Code:	?
* Expiration Date:	11 🗸 / 2022 🗸
* Payment Amount:	7239.40 (\$7,239.40 minimum, Enter In USD, Format: 12345.00)
	Process Payment

Step 7 – Complete Order



After the 'Process Payment' or 'Process Invoice' button is clicked, the application is complete.

Immediately, you will be sent an email with a copy of your completed contract and booth invoice.

Be sure to add <u>WEFTECSales@wef.org</u> and <u>service@mapyourshow.com</u> to your safe senders list.

Exhibitor Booth Sales

	STEP 1 Select Booth Size	STEP 2 Company Information & Booth Preferences	STEP 3 Packages	STEP 4 Items	STEP 5 Confirm Order	STEP 6 Payment	STEP 7 Complete		
Complete Order									
Thank you for completing your WEFTEC 2023 booth application.									
	Please add 'service@mapyourshow.com' to your safe-senders as you will receive an email with:								
	Your completed contract								
	Your booth invoice								

Beginning in January 2023, WEF will review/assign <u>Second Advance Round</u> applications for companies who exhibited at WEFTEC 2021 or 2022. Complete booth applications are processed in priority point order. All Second Advance Round assignments will be notified by February 20, 2023.

<u>General Sales</u> is for companies who exhibited prior to WEFTEC 2021 or are new WEFTEC exhibitors. General Sales applications are reviewed in date receipt order at the conclusion of Second Advance Round Sales, estimated to begin March 2023.

Click Here to view the WEFTEC 2023 website.

If you have any questions about your WEFTEC exhibit space application, please contact WEFTEC Exhibition Sales at 703-684-2437 or WEFTECSales@wef.org.