



NEW ORLEANS, LOUISIANA, USA
CONFERENCE: SEPT. 26-30, 2026
EXHIBITION: SEPT. 28-30, 2026

WHERE
THE WATER
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December Exhibitor Newsletter

Thank you for choosing to exhibit at WEFTEC 2026! You are receiving this newsletter because you are identified as either a Primary and/or Secondary point of contact for your WEFTEC exhibit booth. Each month you will receive a newsletter containing essential exhibitor information. **We strongly encourage you to review and share this information with your colleagues to stay informed and ahead of deadlines.**

EXHIBITOR RESOURCE CENTER (ERC)

The ERC is the central location for all your WEFTEC 2026 exhibitor information. Your booth's primary contact has access to the [ERC](#), and they can add additional users by selecting ...

The ERC contains Dates and Deadlines, resources such as Exhibit Rules and Regulations, the Exhibitor Service Manual for ordering flooring, furnishings, utilities, and more.

We encourage you to bookmark the ERC as you will need to access it regularly.

[2026 WEFTEC Exhibitor Resource Center](#)

Information is added to the [ERC](#) as it becomes available.

UPDATES TO THE WEFTEC LICENSE AGREEMENT

Some minor Updates and corrections have been made to the WEFTEC 2026 Exhibitor License Agreement, which took place on November 1, 2025. Changes include:

- Priority Points Policy additions
- Indemnification and Insurance corrections
- Language added regarding drones

No action is needed from you. By continuing your exhibitor contract for WEFTEC, you agree to the new terms. View the full [Exhibitor License Agreement](#)

WEFTEC ADVANCED HOUSING – OPEN NOW

Deadline: January 6, 2026

Exhibitors that participated in Advanced Booth Sales are granted early access to WEFTEC Housing. Instructions for early hotel room block requests are available under Resources via the [ERC](#).

SPEAK AT WEFTEC

[Workshops](#)

Deadline: December 8 at 9:00 a.m. ET

Workshops are full, or half day tailored, in-depth, interactive learning experiences. They

equip water professionals with practical skills and innovative insights. More Information is on [Speak at WEFTEC](#).

Technical Sessions

Deadline: January 15 at 9:00 a.m. ET

Utilizing both traditional classroom formats and interactive styles, Session proposals and individual Abstracts enable you to share your challenges, solutions, and ideas and be the catalyst for change in the water sector. [Submit Today](#).

Additional information in [WEFTEC 2026 Call for Content](#).

RENEW YOUR EXHIBITOR MEMBERSHIP

Deadline: December 31, 2025

Renew your Exhibitor Membership to keep the discounted Member rate for your booth. Exhibitors that do not renew their 2026 memberships by December 31, 2025, will have their booth invoices adjusted to the non-member rate early in 2026. Contact CSC@wef.org for more information.

CONTACT US

WEFTEC Exhibit Operations (Booth logistics)

+1.703.684.2443

expinfo@wef.org

WEFTEC Exhibit Sales (Booth space inquiries)

+1.703.684.2437

WEFTECSales@wef.org

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WEF Member Services (Membership inquiries)

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January Exhibitor Newsletter

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ADVANCED HOUSING

Deadline: January 6 - TODAY

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SPEAK AT WEFTEC

Presenting at WEFTEC boosts brand visibility, establishes thought leadership, and generates qualified leads. It's a powerful way to showcase innovation, spark new business opportunities, and gain valuable feedback from a highly targeted audience.

Technical Sessions

Deadline: January 15 at 9:00 a.m. ET

Utilizing both traditional classroom formats and interactive styles, Session proposals and individual Abstracts enable you to share your challenges, solutions, and ideas and be the catalyst for change in the water sector. [Submit Today](#).

Upcoming Opportunities

Mobile and Pavilion Sessions submission period opens between March and May 2026. More information is available: [Speak at WEFTEC](#)

EXHIBITOR MEMBERSHIP – EXTENDED DEADLINE

New Deadline: January 15

If you've secured the Exhibitor Member rate (saving \$8 per square foot), your company must complete its membership renewal by January 15 to maintain this discount. Contact membership@wef.org to process your payment today.

Companies that do not renew by January 15 will receive updated invoices in early February reflecting the standard booth rate.

50% BOOTH DEPOSIT DUE

Deadline: January 31

WEFTEC 2026 50% booth deposit and 100% digital listing payments are due by January 31, 2026. Payments can be made using Financials via the [ERC](#).

IFAT MUNICH

In May 2026, WEF will participate in IFAT Munich, which will host more than 3,000 exhibitors from over 60 countries, showcasing cutting-edge innovations to a highly qualified, investment-ready audience.

Exhibiting within a WEF Pavilion streamlines international participation by providing a turnkey booth, removing the complexity of coordinating with an overseas contractor. Exhibitors benefit from WEF's strong brand recognition and on-site educational programming, designed to attract and engage high-value attendees.

IFAT Munich is one of the world's premier industry gatherings and the largest international platform for environmental technologies—to strengthen your global market presence.

For more information, contact [Amy LaTessa](#).

HANGING SIGN RULE REMINDER

Per our Rules and Regulations only Island Booths that are 600 square feet or larger are permitted to have a hanging sign.

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February Exhibitor Newsletter

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UPDATES TO RULES AND REGULATIONS

The 2026 WEFTEC [Rules and Regulations](#) have been updated. The following areas have changed:

- [Hazardous Materials](#)
- [Haze/Fog/Smoke Machines](#)
- [Line of Sight](#)
- [Live Music](#)

IMPORTANT DATES

Below are important dates to support your planning for WEFTEC 2026.

April 29, 2026

- Exhibitor Registration Opens
- General WEFTEC Housing Opens

May

- Exhibitor Service Manual Available

BOOTH DEPOSITS AND FINAL PAYMENTS

Final Payments Due: April 30

50% booth deposits and full package payments were due on January 31. If you have already submitted your payment, thank you. If not, please make a payment promptly to retain your booth space. For questions, contact weftecsales@wef.org.

Payments can be made using Financials via the [Exhibitor Resource Center \(ERC\)](#).

EXHIBITOR MEMBERSHIPS

Past Due

Exhibitor Membership renewals were due February 2 and include WEFTEC and other WEF events discounts plus one professional membership. If you have not yet renewed, please log in to your [WEF account](#) and submit payment to retain your benefits. For further information, please contact membership@wef.org.

UPCOMING WEF EVENTS

Booth and sponsorship sales are now open for the following events, offering additional opportunities to expand your exposure beyond WEFTEC:

WEF/AWWA YP Summit

March 24 - 27, 2026

Charolette Convention Center, Charlotte, NC

Utility Management Conference

March 24 - 27, 2006

Charolette Convention Center, Charlotte, NC

WEF IFAT Pavilion at IFAT Munich 2026

May 4 - 7, 2026

Messe Munchen, Munich, Germany

Residuals, Biosolids, and Treatment Technology Conference

May 11 - 14, 2026

Kansas City Convention, Center Kansas City, MO

WEF/WaterReuse Industrial Water Solutions

June 8 -10, 2026

McCormick Place, Chicago, IL

Collection Systems and Stormwater Conference

July 6 - 10, 2026

Oregon Convention Center, Portland, OR

For further information, please contact your account executive or Amy LaTessa at

alatesa@wef.org.

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March Exhibitor Newsletter

Thank you for choosing to exhibit at WEFTEC 2026! Each month your booth's primary and secondary contact, if applicable, will receive a newsletter featuring essential information regarding exhibiting at WEFTEC. We strongly encourage you to review and share this information with your colleagues to stay informed.

SPEAK AT WEFTEC

Presenting at WEFTEC enhances your brand's visibility, positions you as an industry leader, and helps attract high-quality prospects. Opportunities to apply will be available in mid-March. Keep an eye on the [website](#) for details.

FINAL BOOTH PAYMENTS

Deadline: April 30

Final booth payments are due by April 30 and can be made through Financials in the [Exhibitor Resource Center \(ERC\)](#). Download invoices and contracts via the [ERC](#). For questions, contact WEFTECSales@wef.org.

UPDATE WEF MEMBERSHIP ACCOUNTS

Update your Water Environment Federation member account with the correct primary contact, address, and phone number using your [WEF login](#) (not ERC). Keeping this information current ensures smooth Exhibitor Membership renewal for 2027 and helps you keep your booth space discount at future events.

INSURANCE SUBMISSION

Freeman will be collecting and processing exhibitor Certificates of Insurance (COIs) for 2026. Once the submission link is available it will be posted to the [website](#) and [ERC](#).

HANGING SIGN REMINDER

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UPCOMING EVENTS

Booth and sponsorship opportunities are currently available for the following events, providing valuable avenues to enhance your organization's visibility at WEFTEC and beyond.

WEF/AWWA YP Summit

March 24 - 27, 2026

Charolette Convention Center, Charlotte, NC

Utility Management Conference

March 24 - 27, 2006

Charolette Convention Center, Charlotte, NC

WEF IFAT Pavilion at IFAT Munich 2026

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April Exhibitor Newsletter

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COMING SOON

End of April

At the end of April the following information will be available via the [Exhibitor Resource Center \(ERC\)](#).

- Exhibitor Registration
- Exhibitor Service Manual (ESM)
 - Target move-in schedule
 - Pricing and ordering information for booth furnishings and services
- Exhibitor Appointed Contractor (EAC) Portal
- Certificate of Insurance (COI) Submission Details

May

- Sustainable Booth Award Application Opens

FINAL BOOTH PAYMENTS

April 30

Final booth payments are due by April 30. Visit your ERC to download your invoice or contact WEFTECSales@wef.org

SPEAK AT WEFTEC

Presenting at WEFTEC boosts brand visibility, establishes thought leadership, and generates qualified leads. It's a powerful way to showcase innovation, spark new business opportunities, and gain valuable feedback from a highly targeted audience.

Technology Spotlights

Closes May 17 at 11:59 p.m. ET

Topic-focused sessions that brings participants to booths showcasing exhibitor's products and services. For information view [Technology Spotlight Call for Content](#) or [Submit Technology Spotlight](#)

MARK YOUR CALENDARS: EXHIBITOR TRAINING SESSIONS

All WEFTEC exhibitors are invited to attend the following training sessions. All sessions will be recorded and available on the Exhibitor Training resource page via the [ERC](#).

How to Win WEFTEC BEFORE the Show Open

Date: Tuesday, May 5

Time: 2:00 p.m. – 2:45 p.m. ET

Trade show wins begin before you arrive. Join this new exhibitor prep webinar to learn the single most important success factor—and the practical steps you can take now to arrive in New Orleans ready to win before the doors open

Register: <https://attendee.gotowebinar.com/register/4159877353584460379>

3 Most Important Keys to Win AT WEFTEC

Date: Tuesday, June 9

Time: 2:00 p.m. – 2:45 p.m. ET

WEFTEC is a big show—and competition for attendee attention is fierce. In this exhibitor prep webinar, Jefferson Davis of Competitive Edge shares three keys to at-show success, along with practical steps to strengthen your exhibit, improve the visitor experience, and elevate staff performance.

Register: <https://attendee.gotowebinar.com/register/5429820980247202138>

The Real Work Begins Now: Important POST-SHOW Actions Exhibitors Must Take

Date: Tuesday, October 6

Time: 2:00 p.m. – 2:45 p.m. ET

When the show ends, the real work begins. In this post-show webinar, Jefferson Davis of Competitive Edge walks through the follow-up actions that turn show conversations into measurable results—plus how to evaluate exhibit execution, quantify value created, and forecast ROI.

Register: <https://attendee.gotowebinar.com/register/20514042659076443>

IMPORTANT CONVENTION CENTER POLICY

The New Orleans Convention Center requires all exhibitors to remove all booth materials such as carpet, carpet padding, carpet tubes, flooring, booth components, pallets and packing materials. These items should be returned, reused, or packed with your booth materials. Recycling is provided for cardboard, Visqueen, lumber, and metal. Exhibitors who leave behind excessive trash may be assessed as a charge from the convention center.

More details in [Rules and Regulations](#).

BOOTH SHARE APPLICATIONS

Open Now

Booth Share applications are now open. Details can be found under Resources via the ERC.

UPDATE WEF MEMBERSHIP ACCOUNT

Please take a moment and update your company's [WEF account](#) with the correct primary contact, address and phone number. This will help to easily renew your Exhibitor Membership for 2027 and continue receiving your Exhibitor Member benefits.

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EXHIBITOR REGISTRATION

Open Today, May 5

Starting today exhibitors that are fully paid can access the Registration Portal to register booth personnel, download the attendee list, and order lead retrieval, via the [Exhibitor Resource Center \(ERC\)](#).

More information regarding exhibitor badge allotment, registration types, discounts, and more is available on the Exhibitor Registration resource page via the [ERC](#).

EXHIBITOR SERVICE MANUAL

Available Now

The Exhibitor Service Manual, pricing and ordering for booth furnishings and services, is available on FreemanOnline, accessible via the [ERC](#).

EXHIBITOR TRAINING WEBINARS

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More details in [Rules and Regulations](#).

UPCOMING DATES AND DEADLINES

Below are upcoming important dates and deadlines:

May

- May 31: Last day to make a lateral booth move. Only upgrades or downgrades will be permitted after May 31.

June

- June 9: [Exhibitor Webinar: 3 Most Important Keys to WIN AT WEFTEC](#)
- June 15: [Product Listing in WE&T Magazine Submission Deadline](#)
- June 18: [Equipment & Floor Load Capacity Variance Requests Due](#)

July

- July 24: [Live Animal Display](#), [Enclosed or Multi-Level Booth \(Including Tents\)](#), and [Hazardous Materials Requests Due](#)

SUSTAINABLE BOOTH AWARD

Opens: June 8

Applications open June 8 for the second WEFTEC Sustainable Booth Award, which recognizes exhibitors' sustainable practices. All exhibitors are encouraged to apply. Details are available on the Exhibitor Booth Awards resource page via the [ERC](#).

REQUIRED INSURANCE

Deadline: August 21

Per our [Rules and Regulations](#), all exhibitors must submit a Certificate of Insurance (COI).

Submit your COI or [purchase](#) coverage through Gallagher (formerly Andersen Group) for \$78.64.

[Submit your COI](#)

COI submission is required even if you purchase coverage. COIs cannot be submitted by mail, fax, or email.

BOOTH SHARE APPLICATIONS

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