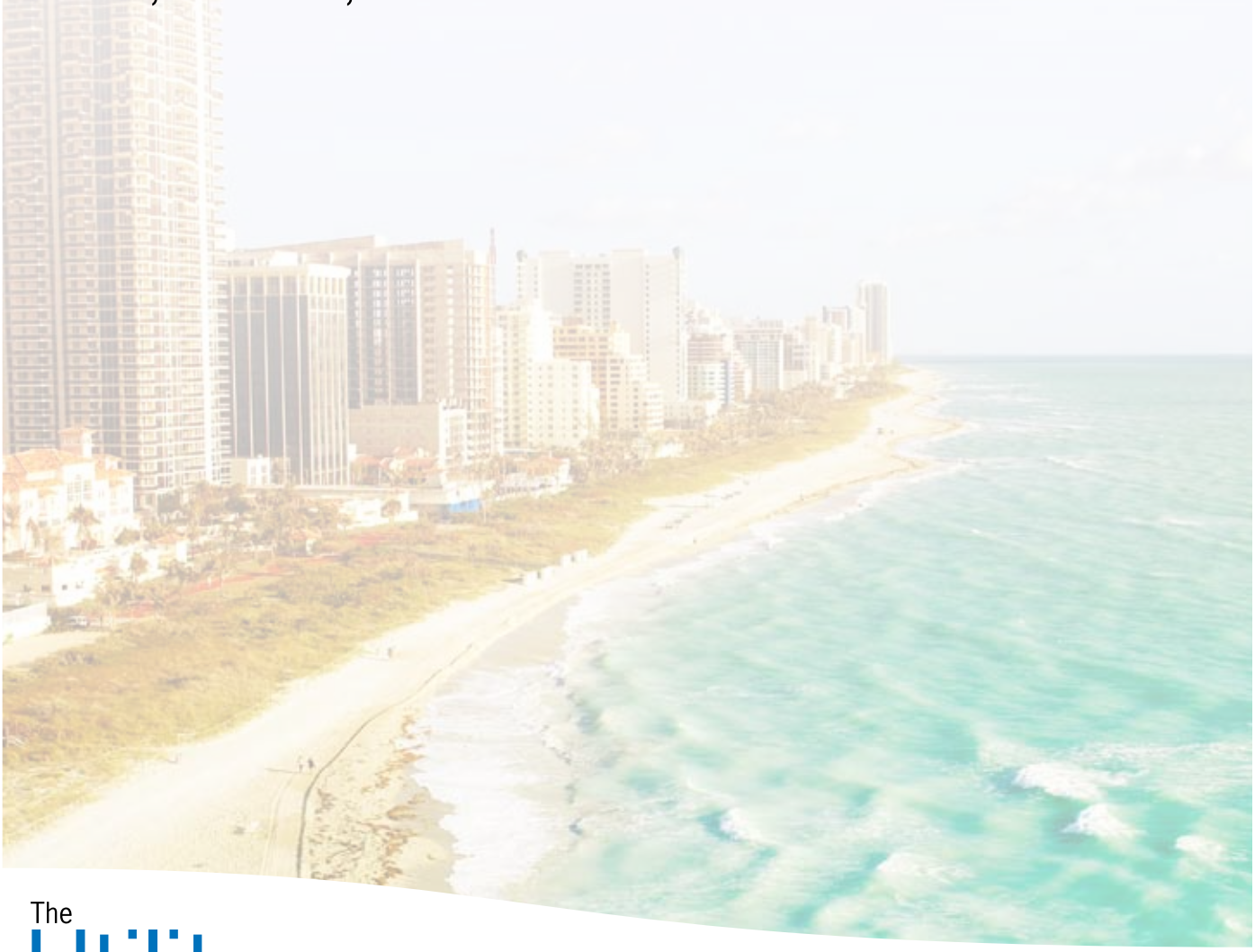
The Utility Management Conference™

2012

January 30 – February 2, 2012
Hyatt Regency Miami
Miami, Florida, USA



www.wef.org/UtilityManagement

The Utility Management Conference™ AWWA I WEF

Water Environment Federation® the water quality people®

American Water Works Association

This conference is jointly sponsored by the American Water Works Association (AWWA) and the Water Environment Federation (WEF) and held in cooperation with the Florida Water Environment Association.

Sponsorship Opportunities

For Even Greater Visibility at The Utility Management Conference 2012, Become a Sponsor and Promote Directly to Your Target Audience

Being a conference sponsor leverages your business (and brand image) presence in front of 300 water quality professionals in your market base. Sponsorships enhance your company's visibility and create greater awareness for your branding, products and/or services in the minds of the conference attendees.

Benefit from an integrated marketing and promotional campaign that positions your organization as a premier source for solutions and advice. Each opportunity offers multiple branding exposures before, during and after the show at price points designated for any marketing plan. Don't miss your chance to attract their attention with this marketing investment.

Overall Sponsor Benefits

- Logo with sponsorship directory listing including company website and address in the conference program
- Logo enhanced online sponsorship directory listing with hyperlink
- Branding on signage recognizing all sponsors on display for the duration of the conference
- Pre-registered and Final attendee lists in Excel® format

CONFERENCE PROGRAM

Direct your message to every registered attendee by sponsoring a full page color advertisement in the onsite conference program.

Back Cover
$3,500 member / $7,000 non-member
Your advertisement on the back cover of the conference program distributed to all attendees

Inside Front Cover
$3,000 member / $6,000 non-member
Your advertisement on the inside front cover of the conference program distributed to all attendees

Inside Back Cover
$2,000 member / $4,000 non-member
Your advertisement on the inside back cover of the conference program distributed to all attendees

REGISTRATION PACKET

$2,000 member / $4,000 non-member

WEF will insert a sponsor produced flyer in with the conference registration packet to be distributed onsite to all attendees.

- Company collateral (one two-sided 8 ½ by 11 piece) to be included in attendee registration packets distributed at registration

OPENING GENERAL SESSION

$2,000 member / $4,000 non-member

Gain recognition for your company among the leaders in utility management at the Opening General Session. This Tuesday morning event kicks off the conference and energizes the attendees for the technical sessions ahead.

- Sign at Opening General Session identifying your company as the sponsor

REFRESHMENT BREAKS

$2,800 member / $5,600 non-member

Sponsor the refreshment breaks, where attendees gather between every technical session, and reinforce awareness of your business among all conference participants. Sponsorship limited to one company.

- Sign at Refreshment Breaks identifying your company as the sponsor
- Sponsor provided 8 ounce cups with company logo to be used at all 5 refreshment breaks

CONFERENCE LUNCHEON

$2,200 member / $4,400 non-member

Target the full conference attendee audience during the Tuesday luncheon.

- Sign at Conference Luncheon identifying your company as the sponsor
- Literature table available for placing handouts at the event

NETWORKING RECEPTION

$2,000 member / $4,000 non-member

Make your company presence known among the crowd socializing at the Tuesday night Networking Reception.

- Sign at Networking Reception identifying your company as the sponsor

Eco-Smart

Sponsorship Opportunities

TOTE BAGS*

$4,000 member / $7,000 non-member

Place your company logo on the official conference tote bag, and in the hands of all conference attendees! As the tote bag sponsor, you can feel confident that you'll be leaving a lasting impression on our attendees as the bags are kept and re-used during and after the show. This sponsorship includes production and distribution of sustainable tote bags.

- Sponsor logo on official conference tote bag distributed to all attendees at registration

LANYARDS*

$4,000 member / $7,000 non-member

Highly sought after by attendees, lanyards offer a way to display your company logo while holding attendees badges throughout the conference. Sponsor the lanyards and let attendees do your advertising for you! This sponsorship includes production and distribution of Ecospun™ lanyards.

- Sponsor logo on official conference lanyard distributed to all attendees at registration

WATER BOTTLES*

$3,500 member / $6,500 non-member

Make a difference by sponsoring this eco-friendly product. Recycled water bottles will be printed with your company logo and distributed to attendees to carry throughout the conference and back into their daily lives, keeping your brand name visible for years to come. This sponsorship includes production and distribution.

- Sponsor logo on official conference water bottle distributed to all attendees at registration

wef eco
FOR THE FUTURE

*All tote bag, lanyard, and water bottle sponsorships must be confirmed by October 28, 2011 for production purposes.

The Utility Management Conference™ 2012
Sponsorship Registration Form

Return this form with payment to confirm your participation,
or contact us to request additional information.

Sarah Evans, Exhibition Sales Coordinator • Fax: 1-703-684-2482 Telephone: 1-703-684-2466 • E-mail: sevans@wef.org
Water Environment Federation • 601 Wythe Street, Alexandria, VA 22314, USA

We Would Like to Sponsor the Following at Utility Management 2012:

(Check selected sponsorship and circle appropriate fee)

❏	Tote Bags*	$4,000 member | $7,000 non-member
❏	Lanyards*	$4,000 member | $7,000 non-member
❏	Water Bottles*	$3,500 member | $6,500 non-member
	Conference Program	
	❏ Back Cover	$3,500 member | $7,000 non-member
	❏ Inside Front Cover	$3,000 member | $6,000 non-member
	❏ Inside Back Cover	$2,000 member | $4,000 non-member
❏	Registration Packet	$2,000 member | $4,000 non-member
❏	Opening General Session	$2,000 member | $4,000 non-member
❏	Refreshments Breaks	$2,800 member | $5,600 non-member
❏	Conference Luncheon	$2,200 member | $4,400 non-member
❏	Networking Reception	$2,000 member | $4,000 non-member

To qualify for the membership rate, the sponsoring company must be a WEF Exhibitor Member or Corporate Member and be in good standing through the conference dates.

PLEASE PROVIDE THE FOLLOWING INFORMATION FOR CONTACT AND BILLING:

Company Name _____ Membership # _____

Contact _____ Title _____

Phone _____ Fax _____ Email _____

Web Address _____

Address _____

City/State/ZIP(PostalCode) _____ Country _____

To provide different listing information for the Onsite Conference Program, please use the space provided below:

Company Name _____

Phone _____ Fax _____

Web Address _____

Address _____

City/State/ZIP(PostalCode) _____

Country _____

To reserve your sponsorship, please provide method of payment:

❏ **Credit Card** ❏ WEF is authorized to charge our: ❏ American Express | ❏ MasterCard | ❏ VISA $ _____

Cardholder Name: _____ Card No.: _____

Exp. Date: _____ Cardholder Signature: _____

❏ **Check** Enclosed is our check # _____ in the amount of $_____ for the above sponsorship.