

# WEFTEC 2026

## Booth Application Process

A Step-by-Step Guide

# Starting Your Application:



## Apply to Exhibit

### Exhibitors with a Booking Code

*If you have received a WEFTEC 2026 email with a booking code, you can enter it below to begin your application process.*

Continue

#### Select if:

- You were emailed a booking code on Monday Dec. 1 or later.
- Your company exhibited at WEFTEC 2025 but **did not** participate in Onsite Sales.
- Your company last exhibited at WEFTEC 2024.

### First-Time Exhibitors Without a Booking Code

*If you are a new exhibitor, please use the button below to submit your booth application.*

Continue

#### Select if:

- You did not receive an emailed booking code.
- Your company has never exhibited at WEFTEC.

[Click here to access the application.](#)

# Step 1 – Company Information & Booth Preferences



Complete your company information.

- This information is used for billing purposes only. You will have the opportunity to enter your public facing directory listing information after your booth is assigned.
- The application must be completed within one (1) hour, or the system will time out and your information will not be saved.



- Required fields are marked with a red \* or are highlighted in RED

## Company Information & Booth Preferences

\* Indicates required information

ⓘ

Applications must be completed within one (1) hour.

×

\* 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)

WEF

\* Business Address

601 Wythe Street

Business Address 2

\* City

alexandria

\* State / Province

Va

\* Zip / Postal Code

22314

\* Country

United States of America

\* Business Phone

7034743418

Format: xxx-xxx-xxxx

\* Corporate Website

wef.org

Note your Exhibitor Membership Status:

### Membership Status

Non-Member

Please note your current Membership Status listed above. You will have the option to select the Member or Non-Member rate in the next screen. To renew/activate your membership contact the WEF Membership Team at [CSC@wef.org](mailto:CSC@wef.org) or 1-800-666-0206.

- Click [here](#) to learn about the benefits of exhibitor membership.
- If you would like to activate/renew your membership, contact [CSC@wef.org](mailto:CSC@wef.org) or 1-800-666-0206.

# Step 1 – Company Information & Booth Preferences (continued)



Enter contact information:

Primary Contact is required, Secondary and Billing Contacts are optional, but encouraged if these contacts are different than the Primary



- Required fields are marked with a red \* or are highlighted in RED

**PRIMARY CONTACT:**  
Receives all communications, invoices, and is listed as the registration "key contact."

\* Primary Contact First Name

\* Primary Contact Last Name

\* Primary Contact E-Mail

\* Primary Contact Office Number

Format: xxx-xxx-xxxx

\* Primary Contact Mobile Number

Format: xxx-xxx-xxxx

\* Primary Contact Job Title

**SECONDARY CONTACT:**  
Optional - copied on all communications to Primary Contact. Complete this only if contact is different from Primary Contact.

Secondary Contact First Name

Secondary Contact Last Name

Secondary Contact E-mail

Secondary Contact Office Number

Format: xxx-xxx-xxxx

Secondary Contact Mobile Number

Format: xxx-xxx-xxxx

Secondary Contact Job Title

**BILLING CONTACT:**  
Optional - receives all invoices. Complete this only if contact is different from Primary and/or Secondary Contacts, who also receive all invoices.

Billing Contact First Name

# Step 1 – Booth Location Preferences (continued)

## Where would you like your booth to be located?

Click the box for a booth located in the General Exhibition or in a Specialty Pavilion.

One option is required. You can select up to three options.

Exhibitors must qualify to participate in Specialty Pavilions. Follow instructions to pre-qualify for specialty pavilions. If description is not provided, booth assignment can be delayed.



### QUICK TIPS

For consideration to be placed in a Specialty Pavilion, read the pavilion descriptions on the application page and provide a description of your offerings.

Choose up to 3 selections below (one is required).

\* Select General Exhibition or a Specialty Pavilion

☐ General Exhibition

☐ Advanced Technology Solutions Pavilion(Waitlist Only)

☐ Circular Water Economy Pavilion

☐ New Exhibitor Pavilion

☐ Innovation Pavilion -- Discovery Zone

Advanced Technology Solutions Pavilion

The Advanced Technology Solutions Pavilion showcases digital -based technologies and practices to aid practitioners in designing and operating water systems more efficiently and effectively. The Pavilion includes the following focus areas:

- Drones
- Cybersecurity
- Artificial Intelligence
- Virtual Reality
- Automation

Circular Water Economy Pavilion

The Circular Water Economy Pavilion focuses on the concept of circular water by reducing waste, recovering nutrients and energy, and regenerating nature. The Pavilion includes the following focus areas:

- Reducing Waste: Energy efficiency, source control, reducing the cost of treating emerging contaminants, distributed infrastructure.
- Recovering Resources: Nutrient and energy recovery - fertilizers, gas production, desalination, data centers.
- Regenerating Nature: Nature-based solutions, watershed management.
- Corporate Water Stewardship: Ensuring regulatory compliance, enhancing business resilience, reducing costs, and strengthening supply chains through efficient water management.

Innovation Pavilion

- Main Showcase with companies from BlueTech® and Imagine H2O
- Discovery Zone exclusive to Innovation Showcase alumni and innovation award recipients
- Innovation Theater

New Exhibitor Pavilion

This pavilion is exclusive to first-time WEFTEC exhibitors.

\* Confirm you are eligible to participate in a Specialty Pavilion at WEFTEC by identifying the products and services you will display.

If you wish to participate in the General Exhibition, please enter "N/A". If you are applying to exhibit in a Specialty Pavilion, please explain how you qualify for that pavilion. Your comments will be reviewed, and you will receive a separate email stating whether or not you have been approved for the requested Specialty Pavilion(s).

Previous Specialty Pavilion participants should provide pavilion name and year participated in the eligibility comments.

This is for WEF internal purposes and is not your company's public facing description.

255 Characters Left

# Step 1 – Booth Preferences (continued)

## Complete Booth Preferences

- Choose if a corner booth is more important than the location of the booth.
- Choose if the booth location is more important than being near a competitor that you selected.
- Using the drop-down menu, you can select up to four competitors that you wish not to be near.
- *The competitors you list on this application are only used for WEFTEC 2026 booth space selection. If you do not see a competitor on this list that you would like to be included, email [WEFTECSales@wef.org](mailto:WEFTECSales@wef.org), and WEF staff will add it to your record once your application has been submitted.*

Is a corner booth more important than location?

☐ Yes ☐ No

Is booth location more important to your company than being near a competitor?

☐ Yes ☐ No

### COMPETITORS

List up to four competitors you prefer not to be near. Historical competitors are not kept on file. The competitors you list here will be used for WEFTEC 2026 booth selection. If your competitor is not listed here, please email [WEFTECSales@wef.org](mailto:WEFTECSales@wef.org), so WEF can add this company to your competitor preferences.

**Note: Placement away from competitors cannot be guaranteed.**

#### Competitors

Add

Continue



#### QUICK TIPS

You can either scroll through the list of companies or type a name in the "Search Options" box

## Update Selection

Search options

### Options

You have added 0/4 options

- ☐ 100 Acre Woods
- ☐ 120WaterAudit
- ☐ 120WaterAudit
- ☐ 123 Test Company
- ☐ 2S Water Incorporated
- ☐ 374Water - exh as
- ☐ 374Water - exhibiting as1
- ☐ 3M
- ☐ 3M Company
- ☐ 3Rwater
- ☐ 4Evergreen Valve Inc.
- ☐ 4M Analytics
- ☐ 6K Inc
- ☐ 8power
- ☐ A.R.I. - OCV
- ☐ A.W. Chesterton Company
- ☐ A.W. Chesterton Company - exh as
- ☐ A.Y. McDonald
- ☐ AA Thread
- ☐ AA Thread
- ☐ AAA2roundNon
- ☐ AAA2roundNonV2
- ☐ AAAAGeneralSalesNonMember

# Step 2 – Select a Booth Size and Rate



## Select Booth Size and Rate

### WEFTEC 2026 General Sales Rates

- Exhibitor Member: \$47/square foot plus \$250 per corner
- Non-Member: \$55/square foot plus \$250 per corner

Corner fees for booths 1,600 square feet and larger will be waived when booth is assigned.

Please select the booth size you anticipate reserving.

### Choose your Booth Rate: Member or Non-Member

WEF Exhibitor Members receive an \$8 per square foot discount on the WEFTEC booth rate and earn one additional priority point as well as other benefits. Other WEF membership types do not allow access to WEFTEC member booth rates.

Please review the membership dues and booth rate details below before selecting your answer.

Annual Dues (US\$) are based on total gross revenue in the wastewater collection and treatment field:

- Under \$1 million per year US \$890
- \$1 million – \$10 million per year US \$1,559
- \$10 million – \$50 million per year US \$2,388
- Over \$50 million per year US \$3,342

Learn more about WEF Exhibitor Membership and its benefits: [www.wef.org/exhibitormembership](http://www.wef.org/exhibitormembership)

If you have questions about your Exhibitor Membership status, contact WEF Member Services at 1-800-666-0206 or [CSC@wef.org](mailto:CSC@wef.org).

By selecting the Member Rate below, you agree to activate/renew your 2026 WEF Exhibitor Membership following completion of this application. Your booth will not be assigned until your 2026 WEF Exhibitor Membership is paid for and activated. By selecting the Non-Member Rate below, you acknowledge that you do not wish to invest in Exhibitor Membership for 2026.

Please decide on your membership status before continuing with this application. If you have additional questions about membership, please email [CSC@wef.org](mailto:CSC@wef.org).

Your total booth cost will be automatically calculated based on your selected booth size and membership rate. When your booth is assigned and your application is approved, the total cost may be adjusted based on the assigned booth, corner fee adjustments and verification of WEF Exhibitor Membership.

Member Rate: \$47/sq. ft.

Non-Member Rate: \$55/sq. ft.

Plus, an additional \$250 fee per corner\*

*Corner fees are waived for booths 1600 sq. ft. and larger*

Membership status will be verified before assignment is made.

For more information about Exhibitor Membership, visit

<https://www.wef.org/exhibitormembership>



### QUICK TIPS

If selecting the member rate, be sure you have an **WEF Exhibitor Membership**. Only this membership category qualifies your company for the member rate. Individual, Professional and Corporate memberships do not receive the member rate for WEFTEC booth space.

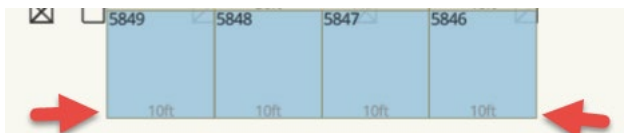


# Step 2 – Select Booth Size and Rate (Continued)

- Select your booth size and number of corners using the drop-down menu.
- Then, select your membership status (this will be verified before assignment).
- The rate will automatically populate based on your selections.

## QUICK TIPS

Corner fees are for open corners that do not butt up to another booth.



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

Discovery zone (8 × 8)  
Discovery zone (8 × 8 Corner)  
**10 × 10**  
10 × 10 1 Corner  
10 × 10 2 Corner  
10 × 15  
10 × 15 1 Corner  
10 × 15 2 Corner  
10 × 20  
10 × 20 1 Corner  
10 × 20 2 Corner  
10 × 30  
10 × 30 1 Corner  
10 × 30 2 Corner  
10 × 40  
10 × 40 1 Corner  
10 × 40 2 Corner

Price Options	Price	Requested Booths
10 × 10	General Sales - Member	\$ 4,700.00 0 booth(s) requested
Grand Total:		\$ 4,700.00

Add Space

-Select Price Option-

General Sales - Member

General Sales - Non-Member



# Step 2 – Select Booth Size and Rate

## (Continued)



After selecting your booth size and rate, choose your booth size from the drop-down menu to highlight the available booth options on the floorplan. Click the preferred booths in order of preference (select 5). Your selections will then be listed in order of preference. Click Continue when complete.

### Requested Booths

Booth preferences are not guaranteed. Exhibit space is assigned in date receipt order. If your selections are unavailable at the time of your booth assignment, 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.

(2 required per space)

▼ Space 1 (10 × 10, General Sales - Member)

(0 of 5 selected, 2 Required)

Highlight Available Booths by Size

10' x 10'

### Space 1 (10 × 10, General Sales - Member)

The table below lists your current booth requests. They are listed in order of preference, with your first choice at the top and followed in sequence by your next choices. You can adjust the order by clicking and dragging the entry.

	Booth Size	Booth	Type	
⬆	10 x 10, 100 sq ft	4171	Linear Booth	🗑
⬆	10 x 10, 100 sq ft	4270	Linear Booth	🗑
⬆	10 x 10, 100 sq ft	3563	Linear Booth	🗑
⬆	10 x 10, 100 sq ft	3462	Linear Booth	🗑
⬆	10 x 10, 100 sq ft	1456	Linear Booth	🗑

### QUICK TIPS

You can change the order of your booth choices by dragging the arrows on the left of the list up or down which will reorder them.

# Step 3 – Packages



WEFTEC Digital Exhibitor Listings: Maximize your online exhibitor directory listing and receive up to a 31% discount when you invest during this booth application process. You must select one package to move forward in the application.

## Basic Package

Select

Included With Booth Fee

- ✓ Company Information
- ✓ Company and Contact Information
- ✓ Website
- ✓ Company Description
- ✓ Thirty (30) Product Categories

## Deluxe Package

Select

\$545.00 regular price \$785.00

- ✓ Company Information
- ✓ Company Logo
- ✓ Access to Leads
- ✓ +1 Show Specials
- ✓ +2 Virtual Business Cards
- ✓ +2 Exhibitor Collateral



The Basic Package is included with your booth. You can upgrade to Deluxe, Premium, or Premium Plus to gain additional exposure for your presence at WEFTEC.

## Premium Package

Select

\$1,090.00 regular price \$1,550.00

- ✓ Company Information
- ✓ Company Logo
- ✓ Access to Leads
- ✓ +2 Show Specials
- ✓ +4 Virtual Business Cards
- ✓ +4 Exhibitor Collateral
- ✓ Featured Exhibitor Listing
- ✓ +4 Show Feature Image Uploads

4 PRODUCT PHOTOS



## Premium Plus Package

Select

\$2,150.00 regular price \$3,100.00

Upgrade your digital listing to improve your visibility.

- ✓ Company Information
- ✓ Company Logo
- ✓ Access to Leads
- ✓ +3 Show Specials
- ✓ +6 Virtual Business Cards
- ✓ +6 Exhibitor Collateral
- ✓ Featured Exhibitor Listing
- ✓ +6 Show Feature Image Uploads
- ✓ +4 Showcase Video Uploads
- ✓ Featured Exhibitor Search (Priority Placement in Search Results)
- ✓ Highlighted Booth

10 PRODUCT PHOTOS OR VIDEOS



# Step 4 – Additional Advertising Items

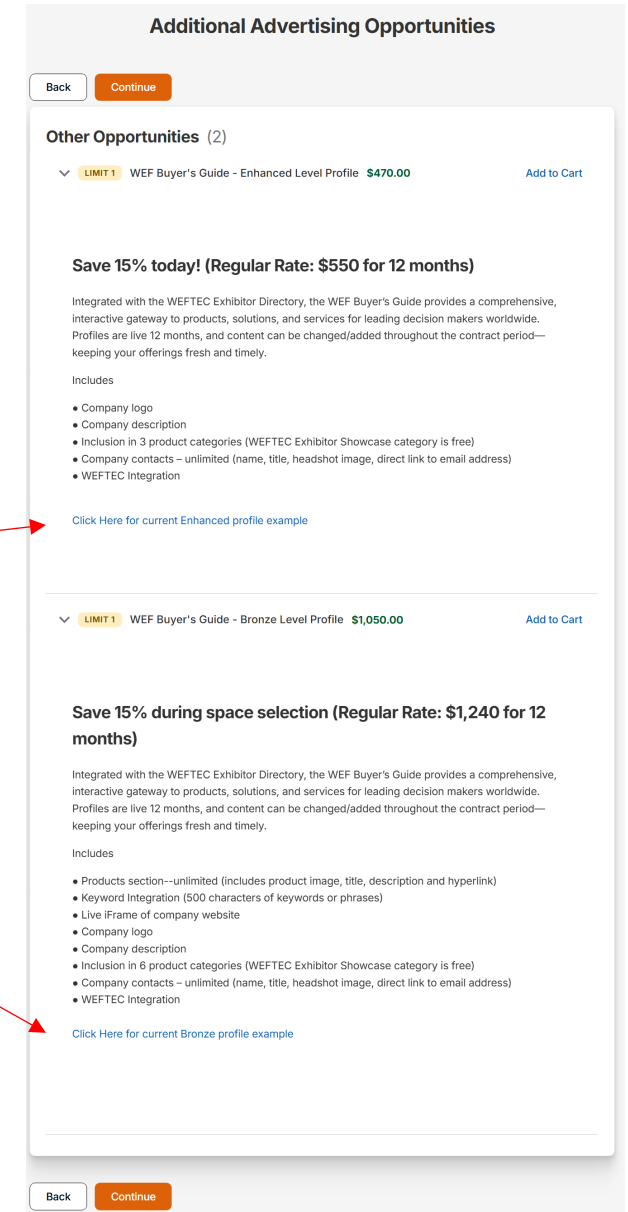
The WEF Buyer's Guide is heavily integrated with the WEFTEC Exhibitor Directory and will enhance your exposure for WEFTEC and throughout the year.

Receive a 15% discount on these opportunities if you select a package while completing your booth application.

**Click** to see examples of current listings.

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

Click "**Continue**", at the bottom or top of the page when complete.



**Additional Advertising Opportunities**

[Back](#) [Continue](#)

**Other Opportunities (2)**

▼ **LIMIT 1** WEF Buyer's Guide - Enhanced Level Profile **\$470.00** [Add to Cart](#)

**Save 15% today! (Regular Rate: \$550 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

- 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)
- WEFTEC Integration

[Click Here for current Enhanced profile example](#)

▼ **LIMIT 1** WEF Buyer's Guide - Bronze Level Profile **\$1,050.00** [Add to Cart](#)

**Save 15% during space selection (Regular Rate: \$1,240 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)
- WEFTEC Integration

[Click Here for current Bronze profile example](#)

[Back](#) [Continue](#)

# 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 [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.

### Confirm Order

Please confirm that the information below is correct.

#### Company Information & Booth Preferences [Edit](#)

Exhibiting As:	WEF
Official Company Name:	Water Environment Federation
Company Name (Previously Used for Exhibiting):	WEF
Business Address:	601 Wythe Street
Business Address 2:	
City:	alexandria
State / Province:	Va
Zip / Postal Code:	22314
Country:	United States of America
Business Phone:	7034743418
Corporate Website:	wef.org
Membership Status:	
Primary Contact First Name:	Jenny
Primary Contact Last Name:	Grigsby

### Terms and Conditions


Please review the [Exhibitor License Agreement](#).

WEF reserves the right to unilaterally change, amend, or waive any of these requirements. All exhibitors are required to comply with WEF's contracted online platform Terms of Use and may be required to agree to the terms of use of additional third-party platforms in order to take full advantage of all services and events included in WEFTEC.

#### EXHIBIT SPACE

If approved by WEF, the Exhibit Space shall be used solely by the Exhibitor whose name appears on this Exhibit Space Application and License. The Exhibitor will not sublet or assign any portion of same or share the Exhibit Space allotted with another Exhibitor, individual, business, or firm unless approval has been obtained in writing from WEF. If the Exhibit Space is shared, WEF may remove the Exhibitor and assess violations to Exhibitor, which may affect future participation in the Event. Exhibit Space is assigned after a completed Application and License is accepted by WEF.

By submission of the Application and License, the primary, secondary, and billings contacts consent to receive communications sent by or on the behalf of WEF regarding WEFTEC, WEF's



\* Signature OK.

\* Signature Print Name

Jenny Grigsby

\* Title

Exhibit Manager

☒ 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.'

[Back](#)

[Continue](#)

# Step 6 – Payment

A 50% deposit for your exhibit space is due with the booth application. The remaining balance is due by April 30, 2026.

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

If an exhibit credit was transferred to WEFTEC 2026, you will see “Applied Credits” notated under your total.

Under ‘**Payment Details**’, select ‘Credit Card’ or ‘Bill Me’. By selecting ‘Bill Me’, you choose to make a payment by check, wire transfer, ACH, etc. An invoice will automatically be sent when this option is selected.

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



## Payment

\* Indicates required information

Order Number: 576378				
Item Description	Price	Payment Schedule	Date Due	Amount Due
Exhibit Hall, 10 x 10	\$4,700.00	Deposit	DUE NOW	\$2,350.00
		Final Payment	04/30/2026	\$2,350.00
Order Total:	\$4,700.00			
Amount Due Now:	\$2,350.00			

Order Number: 576379				
Item Description	Price	Payment Schedule	Date Due	Amount Due
Deluxe Package	\$785.00	Full Payment	DUE NOW	\$785.00
Order Total:	\$785.00			
Amount Due Now:	\$785.00			

Total Due Now	\$3,135.00
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- For **booth applications** submitted December 1, 2025 through April 30, 2026, a 50% booth deposit and 100% deposit of other items are due with the exhibitor's signed contract. Final payment is due April 30, 2026.
- For **booth applications** submitted May 1, 2026 through show, a 100% deposit is due with the exhibitor's signed contract.
- For **booth share applications**, a 100% deposit is due with the signed share contract.

Another invoice 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 digital upgrades.

You have the option to pay by credit card, wire transfer, or ACH. We also accept postal mail checks, but please note the processing times detailed on your invoice.

### PAYMENT DETAILS

\* Payment Type:

- ☐ Credit Card
- ☐ Bill Me



Using a credit card to pay the 50% deposit now will keep your place in date receipt order for a better booth assignment.

# Step 7 – Complete Order



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

You will be automatically sent an email with a copy of your completed contract and booth invoice.

Be sure to add [WEFTECSales@wef.org](mailto:WEFTECSales@wef.org) and [service@mapyourshow.com](mailto:service@mapyourshow.com) to your safe senders list.

## Thank you for completing your WEFTEC 2026 booth application.

Please add 'service@mapyourshow.com' to your safe-senders list to ensure that you receive email communication with your completed contract. A separate email with your booth invoice and additional items purchased will be sent after your booth has been assigned.

Beginning in January 2026, WEF will review/assign General Sales applications for returning exhibitors who did not participate in Advance Sales, companies who exhibited prior to WEFTEC 2025 or are new WEFTEC exhibitors. General Sales applications will be reviewed in date receipt order.

Please note, the booth preferences listed on your application are not guaranteed. If your preferences have all been selected at the time of your booth assignment, we will choose the next best available booth. You can email updated preferences at any time prior to your booth assignment to [WEFTECSales@wef.org](mailto:WEFTECSales@wef.org).

**Activate/Renew Your 2026 Exhibitor Membership** If you selected the member rate on your application, you must renew or activate your 2026 WEF Exhibitor Membership now. Your booth application will not be reviewed/assigned until your membership is activated.

[Activate/Renew your 2026 WEF Exhibitor Membership now](#)

Questions? Contact Membership at [CSC@wef.org](mailto:CSC@wef.org) or 1.800.666.0206

[Click here to view the WEFTEC 2026 Website.](#)

# Questions?



## Contact Us:

### WEFTEC Exhibition Sales

+1.703.684.2437 | [WEFTECSales@wef.org](mailto:WEFTECSales@wef.org)

### Expo Information

+1.703.684.2443 | [expoinfo@wef.org](mailto:expoinfo@wef.org)

## Advertising & Sponsorship Sales

Amy LaTessa, Director, Sales &  
Customer Success

+1.703.684.2406 | [alatessa@wef.org](mailto:alatessa@wef.org)

## WEF Member Services

+1.800.666.0206 | [csc@wef.org](mailto:csc@wef.org)

[www.wef.org/exhibitormembership](http://www.wef.org/exhibitormembership)