

WEF/AWWA UTILITY MANAGEMENT CONFERENCE



March 24–27, 2026



Charlotte, NC

Sponsorship Prospectus

WEF and AWWA are delighted to welcome water professionals from across the utility management industry to Charlotte, North Carolina, for another exciting and informative event focused on water and wastewater utilities.

For years, the WEF/AWWA Utility Management Conference has continued to be one of the leading, most informative, and most prestigious management conferences available.

Water and wastewater managers and professionals will gather to hear the latest approaches, practices, processes, techniques, case studies, and research in all aspects of utility management. Don't miss this opportunity to get your company in front of the leaders at the Utility Management Conference.



CONTACT INFORMATION

Amy LaTessa

Director, Sales & Customer Success
alatessa@wef.org | 703-684-2406

Jenny Grisby

Account Executive
jgrisby@wef.org | 703-684-2451

Trent Nole

Account Executive
tnole@wef.org | 703-684-2446

Shawana Spotwood

Account Executive
sspotwood@wef.org | 703-684-2453

In addition to the deliverables listed in the sponsorship opportunities, each sponsor will receive these additional benefits:

- Enhanced visibility to conference attendees and WEF members
- Logo recognition on sponsor slide
- Logo recognition on sponsor signage
- Logo with directory listing in conference program
- Logo on sponsor banner on conference website
- Access to exclusive sponsor graphics for marketing use
- Pre-registered or final attendee lists (no email addresses)
- Sponsor badge ribbons

SPONSORSHIP OPPORTUNITIES

PLATINUM

MEMBER: \$24,500 | NON-MEMBER: \$27,500

- One kiosk placed in a high-traffic area to promote your brand during breaks in the schedule
- 3 Full-Conference Registrations
- Logo on two prominent digital signs, rotates with other sponsors
- Upgraded listing in conference app
- Half page write-up in Conference Program
- Banner ad in conference app hyperlinked to sponsor's website; ad rotates with other sponsor banners
- Company logo on platinum sponsor slide displayed at the beginning of the Opening General Session
- Company acknowledged in the opening remarks at the OGS as the Platinum Sponsor
- Logo representation on attendee emails recognizing conference sponsors
- One custom social media post, WEF-approved
- One custom eShowmail
- Recognized as Platinum Sponsor in promotional materials

GOLD

MEMBER: \$20,500 | NON-MEMBER: \$23,000

- One kiosk placed in a high-traffic area to promote your brand during breaks in the schedule
- 2 Full-Conference Registrations
- Logo on prominent digital sign, rotates with other sponsors
- Upgraded listing in conference app
- Banner ad in conference app hyperlinked to sponsor's website; ad rotates with other sponsor banners
- Company logo on shared-sponsor slide displayed at the beginning of the Opening General Session
- Logo representation on attendee emails recognizing conference sponsors
- One custom social media post, WEF-approved
- One custom eShowmail
- Recognized as Gold Sponsor in promotional materials

SILVER

MEMBER: \$17,500 | NON-MEMBER: \$20,500

- One kiosk placed in a high-traffic area to promote your brand during breaks in the schedule
- One Full-Conference Registration
- Upgraded listing in conference app
- Banner ad in conference app hyperlinked to sponsor's website; ad rotates with other sponsor banners
- Company logo on shared-sponsor slide displayed at the beginning of the Opening General Session
- Logo representation on attendee emails recognizing conference sponsors
- One custom social media post, WEF-approved
- One custom eShowmail
- Recognized as Silver Sponsor in promotional materials

**Kiosk includes signage, monitor, & electricity for quick demos*

***If a kiosk is not desired, ask how we can customize the package*



ONSITE OPPORTUNITIES

REGISTRATION

MEMBER: \$15,000 | NON-MEMBER: \$16,500

This sponsorship puts your logo in the hands of all attendees.

- Custom banner hyperlinked to sponsor website on the UMC registration website
- Logo on all registrant confirmation emails
- Custom double-sided meterboard placed in a high-traffic area
- Sign at Registration identifying your company as the sponsor
- Upgraded listing in conference app
- Recognized as the Registration Sponsor in promotional materials

**Exclusive*

OPENING GENERAL SESSION

MEMBER: \$10,500 | NON-MEMBER: \$11,500

Gain recognition among the leaders in utility management at the Opening General Session (OGS), kicking off the conference and energizing the attendees for the technical sessions ahead.

- Sign at OGS identifying your company as the sponsor
- Company logo on exclusive slide displayed at the beginning of the Opening General Session
- One custom social media post, WEF-approved
- Upgraded listing in conference app
- Logo placed in printed schedule of event
- Recognized as OGS Sponsor in promotional materials

**Exclusive*

NETWORKING BREAK SPONSOR

MEMBER: \$6,000 | NON-MEMBER: \$7,500

Networking breaks are placed outside the technical sessions where attendees gather and network between sessions. There is a morning and afternoon break Wednesday and Thursday; and a morning break only on Friday. Be a part of the conversation by having your brand top of mind.

- Sign at break identifying your company as the sponsor, with logo representation
- Recognized as the Break Sponsor in promotional materials, including the schedule of events
- Opportunity to provide custom cups, napkins and/or sleeves; sponsor provided

SPONSOR ONE DAY:

WEDNESDAY & THURSDAY:

MEMBER: \$6,000 | NON-MEMBER: \$7,500 (each day)

FRIDAY:

MEMBER: \$2,500 | NON-MEMBER: \$3,500

SPONSOR ALL NETWORKING BREAKS:

MEMBER: \$12,500 | NON-MEMBER: \$14,500

Receive the above-mentioned deliverables, plus:

- Banner ad on conference app hyperlinked to sponsor's website, rotates with other sponsors
- Logo on one prominent digital sign, rotates with other sponsors

LUNCH SPONSOR

MEMBER: \$10,500 | NON-MEMBER: \$11,500

Lunch will be provided to all attendees on Wednesday. This year, the lunch room is a brief walk from the technical session rooms—creating a unique opportunity for visibility along the way. With custom floor decals guiding attendees to lunch, your company can literally lead the path forward. Your brand will be front and center, ensuring it won't be missed!

- Logoed directional floor decals leading to General Session room from the tech sessions, up to four
- Three custom floor clings intermixed with the directional clings
- Sign at lunch identifying your company as the sponsor, with logo representation
- Opportunity to display/provide company materials during the event
- Opportunity to provide/place a branded giveaway on each lunch chair
- Recognized as the Lunch Sponsor in promotional materials, including the schedule of events

**Exclusive*

NETWORKING RECEPTION SPONSOR

MEMBER: \$6,000 | NON-MEMBER: \$7,500

After a full day of learning, attendees come together to connect, share insights, and build relationships at the Networking Reception. By sponsoring this signature event, your company ensures a strong presence among conference participants.

- Sign at reception identifying your company as the sponsor, with logo representation
- Three signs placed next to separate bars identifying your company as the sponsor
- Opportunity to provide custom cups, napkins or sleeves; sponsor provided
- Banner ad in conference app hyperlinked to sponsor's website; rotates with other sponsor's banners
- Logo on one prominent digital sign; rotates with other sponsors
- Recognized as the Networking Sponsor in promotional materials, including the schedule of events

**Exclusive*

UMC MOBILE APP

MEMBER: \$8,000 | NON-MEMBER: \$10,000

For maximum exposure, your company can be the Exclusive Sponsor of the Official UMC Mobile App.

- Custom splash page when app is opened
- Banner ad on conference app hyperlinked to sponsor's website; rotates with other sponsors
- Upgraded listing in the conference app
- Recognized as the Official Utility Management Conference Mobile App Sponsor in applicable promotional materials

**Exclusive*



TOTE BAGS

MEMBER: \$8,500 | NON-MEMBER: \$10,500

Brand the official tote bags with your logo! As the bag sponsor, you'll leave a lasting impression on attendees—both during the event and long after it concludes. This sponsorship includes production and distribution of the bags. Tote bags are distributed to all UMC attendees as well as the YP Summit attendees.

**Exclusive*

LANYARDS

MEMBER: \$8,500 | NON-MEMBER: \$10,500

Place your company logo on the official conference lanyard and in the hands of all conference attendees. This sponsorship includes production and distribution. Lanyards are also used for the YP Summit attendees.

**Exclusive*

COMPANY-BRANDED CHARGING POD

MEMBER: \$5,000 | NON-MEMBER: \$6,500

We're all connected to our phones, and sometimes we need a quick charge. You can help by sponsoring a charging pod! Each pod includes seven individual branded portable chargers. Chargers will be placed near the technical session rooms. Attendees can grab a charger to use and then replace it to be used by another attendee.

- Two company-branded charging pods included in the sponsorship
- Logo recognition on sign located next to the portable charging pod, includes instructions for use
- Charging pods will be explained, and the Sponsor will be promoted, in relevant show materials

**QTY 2*

BRANDED GIVEAWAY

MEMBER: \$3,250 | NON-MEMBER: \$4,250

Put your company's brand in the hands of all attendees by being the Giveaway Sponsor.

Giveaway items with your company logo are distributed to all attendees at registration. Examples include pens, notepads, water bottles, sunglasses, umbrellas, microfiber wipes, etc. Sponsor is responsible for the production and shipping of the giveaway. Giveaway item must be approved by WEF.

**Exclusive*

METERBOARD

MEMBER: \$3,500 | NON-MEMBER: \$4,500

Custom, double-sided, free-standing sign placed within the conference area for the duration of the conference.

**Exclusive*

WELCOME CENTER SPONSOR

Attendees are often shuffling their handouts around while leaving registration. New this year, take the opportunity to welcome the UMC attendees by sponsoring a cozy area, located in the registration area, to put their belongings away, wait for a colleague, or prepare for the day. Call to see how we can customize this area for your company!

**Exclusive*

**Call for details*

ADVERTISING OPPORTUNITIES

ON-SITE DIGITAL SIGNAGE

Ask your Account Executive what digital signage options the Charlotte North Carolina Convention Center has for you to promote your company.

CONFERENCE PROGRAM AD

MEMBER: \$3,500 | NON-MEMBER: \$4,500

Full-page color advertising in the conference program.

Available locations:

- Inside Front Cover
- Inside Back Cover
- Outside Back Cover

E-SHOWMAIL

MEMBER: \$3,900 | NON-MEMBER: \$4,900

We use a third-party program/company that provides sponsors the ability to send a customized eShowmail (email) on a selected date, sent within a month leading up to the show, to all pre-registered attendees.

**QTY 8*