

2024

# Booth Application Process

A Step-by-Step Guide

# Second Advance Sales and General Sales Eligibility

- Second Advance Sales: For companies who exhibited at WEFTEC 2022 or WEFTEC 2023 (did not participate in Onsite Sales)
- General Sales: For companies who exhibited prior to WEFTEC 2022 or are first-time exhibitors

Click here to access the WEFTEC 2024
Booth Space Application:

https://weftec24.exh.mapyourshow.com/6\_ 0/boothsales/



### WEFTEC 2024 Exhibitor Booth Sales

Please choose from the following options:

Have you recently received an email with a WEFTEC 2024 booking code? Please enter it below. Fields will be auto populated with your existing information, but you will have the opportunity to make updates.

### Submit

Can't find your code?

Contact WEFTEC Exhibition Sales
at WEFTECSales@wef.org

### General Sales (New Applications Without a Booking Code)

Don't have a booking code? Reserve your space by clicking below

Continue



# Step 1 – Company Information & Booth Preferences



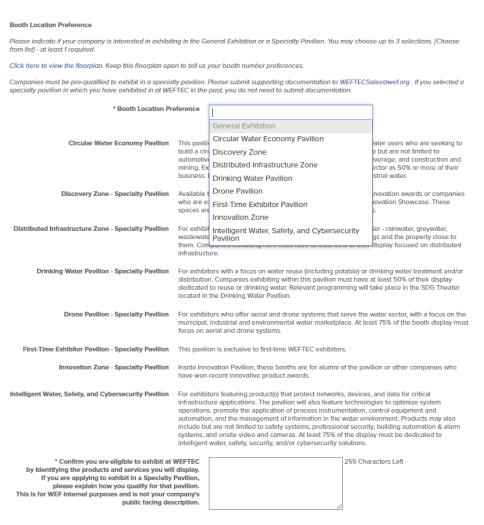
Complete your company information. This information is used for billing purposes only. Later, you will have the opportunity to enter your public facing directory listing information.

### WEFTEC 2024 Exhibitor Booth Sales STEP 1 STEP 2 STEP 3 STEP 4 STEP 5 STEP 6 STEP 7 Select Your Booth Size & Booth Rate Company Information & Booth Preferences Packages Items Confirm Order **Payment** Complete Company Information & Booth Preferences Applications must be completed within one (1) hour. By entering your unique renewal code, we have accessed your account and pre-populated your company information. Please edit and complete company information below. This will be used for billing purposes. \* 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 **Business Address 2** \* City Alexandria \* State/Province \* Zlp/Postal Code United States of America \* Business Phone (703) 684-2400 Format: (xxx) xxx-xxxx \* Corporate Website www.wef.org

# Step 1 (continued) – Booth Location Preferences



Tell us where you would like to exhibit. Select from the drop-down menu if you prefer to be in the General Exhibition or a specialty pavilion. One option is required, and you can select up to (3). Follow instructions to pre-qualify for specialty pavilions.



# Step 1 (continued) – Booth Preferences

### Complete your booth preferences

- You will be required to list (5) 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.
- Choose if a corner booth is more important than location.
- You can select up to four competitors that you wish not to be near using a drop-down menu. The competitors you list on this application are used for WEFTEC 2024 booth space selection. If you do not see a competitor on this list that you would like to be included, email <a href="https://www.wef.email.org">WEFTECSales@wef.org</a>, and WEF staff will add once your application has been submitted.
- Choose if the booth location is more important than being near a competitor.



### **Booth Preferences**

Compo

Booth preferences are not guaranteed. Exhibit space is assigned in priority point order for Second Advance Sales. 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.

	* Booth Preference #1		
	* Booth Preference #2	<b>—</b>	
	* Booth Preference #3	<b>←</b>	
	* Booth Preference #4	<b>—</b>	
	* Booth Preference #5	<b>—</b>	
	Comments	250 Characters Left Please note any special requests related to your booth space preferences	//
etitors	Is a corner booth more important than location?		

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 2024 booth selection. If your competitor is not listed here, please email WEFTECSales@wef.org, so WEF can add this company to your competitor preferences.

Note: Competitors cannot be guaranteed.

Select Some Options

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

# Step 1 (continued) – Contact Information

### **Enter Contact Information**

- 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.



Primary Contact: Receives all communications, invoices, and is list	ted as the registration "key contact."	
* Primary Contact First Name	Rachelle	
* Primary Contact Last Name	Stefanik	
* Primary Contact E-Mail	weftecsales@wef.org	
* Primary Contact Office Number	703-684-2437	Format: (xxx) xxx-xxxx
Primary Contact Mobile Number		Format: (xxx) xxx-xxxx
* Primary Contact Job Title	Specialist, Exhibition Sales	
Secondary Contact: Optional - copied on all communications to proceed an all communications are proceed and all communications are p	rimary contact. Complete this only if contact is	different from Primary Contact.
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 invoices.	y if contact is different from Primary and/or Sec	condary Contacts, who also receive al
Billing Contact First Name		
Billing Contact Last Name		
Billing Contact E-mail		
Billing Contact Office Number		Format: (xxx) xxx-xxxx
Billing Contact Mobile Number		Format: (xxx) xxx-xxxx
Billing Contact Job Title		
* How did you hear about us?	LinkedIn	
Back	Continue	

# Step 2 - Select Booth Size and Rate

Select your booth size using the drop-down menu.

Then select your preferred 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.



### WEFTEC 2024 Exhibitor Booth Sales



### Select Your Booth Size & Booth Rate

Please select the booth size you anticipate reserving and the booth rate.

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

WEF Exhibitor Members can access a discounted WEFTEC booth rate, earn one additional priority point, and other benefits by investing in 2024 Exhibitor Membership. Other WEF membership types do <u>not</u> allow access to WEFTEC member booth rate.

Please review the membership dues and booth rate detail below before selecting your answer. Once you have selected and submitted your booth application, your booth rate may not be changed unless you choose to upgrade your booth space.

WEF Exhibitor Membership annual dues are based on total gross revenue in the wastewater collection and treatment field.

- Under \$1 million per year US \$840
- \$1 million \$10 million per year US \$1,470
- \$10 million \$50 million per year US \$2,250
- Over \$50 million per year US \$3,150.

Learn more about WEF Exhibitor Membership and its benefits; www.wef.org/exhibitormembership

Second Advance & General Sales Member Rate = \$45 per square foot, plus \$250 per corner Second Advance & General Sales Non-Member Rate = \$53 per square foot, plus \$250 per corner

By selecting the member rate below, you agree to activate/renew your 2024 WEF Exhibitor Membership following completion of this application. Your booth application will not be reviewed/assigned until your 2024 WEF Exhibitor Membership is activated. By selecting the non-member rate below, you are acknowledging you do not wish to invest in Exhibitor Membership for 2024. You are unable to change your WEFTEC booth rate once this application has been submitted.

Your total booth cost will be automatically calculated for you. When WEF approves your booth request, your cost will be adjusted based on the actual booth size reserved (including corner fees, if applicable).

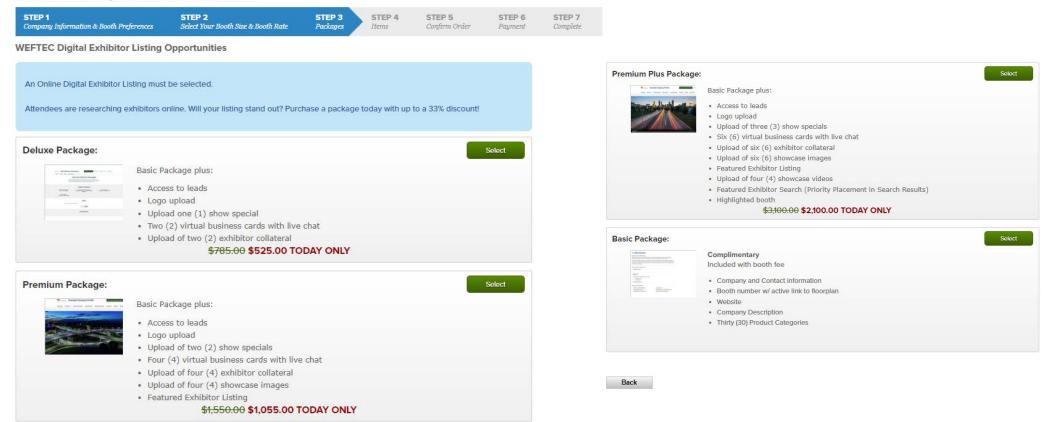


# Step 3 – Packages



WEFTEC Digital Exhibitor Listings: Maximize your online exhibitor directory listing and receive up to a 33% discount when you invest during the booth application process. You must select a package to move forward in the application.

WEFTEC 2024 Exhibitor Booth Sales



### Step 4 – Items

Increase your organization's visibility with WEF advertising opportunities.

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

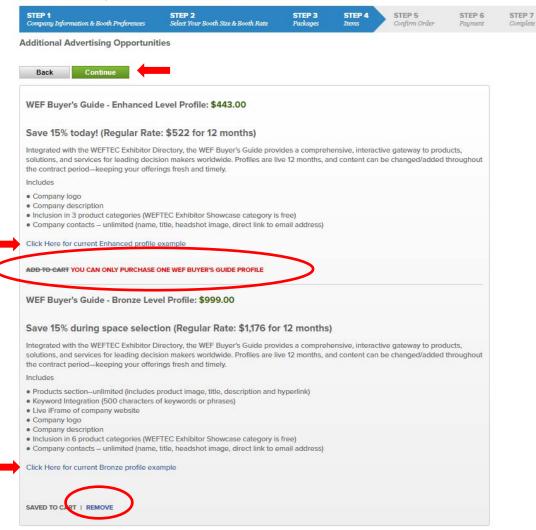
Click to see examples of current listings.

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

Click "Continue" when complete



### WEFTEC 2024 Exhibitor Booth Sales



# 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.

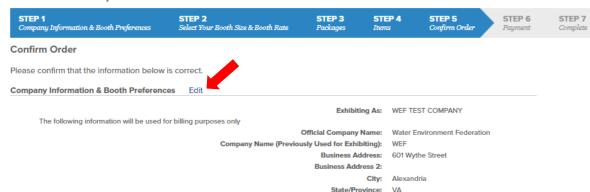


Zip/Postal Code: 22314

Corporate Website: www.wef.org

United States of America

### WEFTEC 2024 Exhibitor Booth Sales



# 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 Location Preference**

Please indicate if your company is interested in exhibiting in the General Exhibition or a Specialty Pavilion. You may choose up to 3 selections. [Choose from list] - at least 1 required.

Click here to view the floorplan. Keep this floorplan open to tell us your booth number preferences.

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.

Booth Location Preference: General Exhibition

Circular Water Economy Pavilion This pavilion is dedicated for systems and services for industrial water users who are seeking to build a circular water system or water reuse. Industries can include but are not limited to automotive/manufacturing, industrial, pulp and paper, food and beverage, and construction and mining. Exhibitors represented must service the industrial water sector as 50% or more of their business. Exhibitors' displays must represent 50% or more of industrial water.

Discovery Zone - Specialty Pavilion

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, carnet, and chairs

Distributed Infrastructure Zone - Specialty Pavilion 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

Drinking Water Pavilion - Specialty Pavilion

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.

Drone Pavilion - Specialty Pavilion For exhibitors who offer aerial and drone systems that serve the water sector, with a focus on the municipal, industrial and environmental water marketplace. At least 75% of the booth display must focus on aerial and drone systems.

First-Time Exhibitor Pavilion - Specialty Pavilion This pavilion is exclusive to first-time WEFTEC exhibitors.

Innovation Zone - Specialty Pavilion Inside Innovation Pavilion, these booths are for alumni of the pavilion or other companies who have won recent innovative product awards

Intelligent Water, Safety, and Cybersecurity Pavilion

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. Products may also include but are not limited to safety systems, professional security, building automation & alarm systems, and onsite video and cameras. At least 75% of the display must be dedicated to intelligent water, safety, security, and/or cybersecurity solutions.

If you are applying to exhibit in a Specialty Pavilion, environmental well-being. please explain how you qualify for that pavilion. This is for WEF internal purposes and is not your company's public facing description.

Confirm you are eligible to exhibit at WEFTEC The Water Environment Federation (WEF) and its members work every day by Identifying the products and services you will display. to fulfill our Mission of inspiring the water community in pursuit of human and

# Step 5 – Confirm Order (continued)

Review your exhibit application.

- If any changes need to be made, click 'Edit' to go back.
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- 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 Sales. 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.

| Booth Preference #1: 123 | Booth Preference #2: 234 | Booth Preference #3: 345 | Booth Preference #4: 456 | Booth Preference #5: 567 | Comments:

Is a corner booth more important than location?:

#### 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 2024 booth selection. If your competitor is not listed here, please email WEFTECSales@wef.org, so WEF can add this company to your competitor preferences. Note: Competitors cannot be guaranteed.

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

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

Primary Contact First Name: Rachelle
Primary Contact Last Name: Stefanik

Primary Contact E-Mail: weftecsales@wef.org

Primary Contact Office Number: 703-684-2447

**Primary Contact Mobile Number:** 

Primary Contact Job Title: Specialist, Exhibition Sales

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:

Secondary Contact Mobile Number:

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: Billing Contact Last Name: Billing Contact E-mail:

Billing Contact Office Number:

Billing Contact Mobile Number:

Billing Contact Job Title:

How did you hear about us?: LinkedIn

# 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.



Item Type	Space/Booth Name	Location	Price Type	Price	Qty	Sub Tota
Space	20 x 20 Island	Exhibit Hall	Second Round Sales & General Sales - Member	\$19,000.00	1	\$19,000.0
ackage Ed	lit					
Package Na	me					Price
December De						
Premlum Pag	ckage					\$1,055.0
tem(s) Edit	-			Price	Qty	
tem(s) Edit	-	de - Bronze Level	Profile	<b>Price</b> \$999.00	Qty 1	\$1,055.00 Sub Tota \$999.00

Terms and Conditions

Please review the Exhibitor License Agreement

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

The exhibiting company ("Exhibitor") listed in this application applies for contracted exhibit space ("Exhibit Space") at the 2024 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, dismantie 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 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.





WEFTECSales@wef.org

### Step 6 – Payment

A 50% deposit for your exhibit space is due with the booth application, and the remaining balance is due by May 31, 2024.

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 2024, 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.



### WEFTEC 2024 Exhibitor Booth Sales

If you have any questic Bill Me

STEP 1 Company Information & Booth Preferences	STEP 2 Select Your Booth Size & Booth	Rate Packages	STEP 4 Items	STEP 5 Confirm Order	STEP 6 Payment
ayment					
rder Number: 541643					
Item Description	Subtotal	Payment Schedule	Date Due	Amount	
Exhibit Hall, 20 x 20 Island  Order Total:	\$19,000.00 <b>\$19,000.00</b>	Deposit Final Payment	DUE NOW 05/31/2024	<b>\$9,50</b> 0 \$9,50	
Amount Due Now:	\$9,500.00				
rder Number: 541644					
Item Description	Subtotal	Payment Schedule	Date Due	Amount	
Premium Package Order Total:	\$1,055.00 <b>\$1,055.00</b>	Full Payment	DUE NOW	\$1,05!	5.00
Amount Due Now:	\$1,055.00				
Order Number: 541645					
Item Description	Subtotal	Payment Schedule	Date Due	Amount	
Item Description Other Opportunities, WEF Buyer's Guide - Bronze Level Profile	<b>Subtotal</b> \$999.00	Payment Schedule Full Payment	Date Due DUE NOW	Amount \$99	
Other Opportunities, WEF Buyer's Guide -					
Other Opportunities, WEF Buyer's Guide - Bronze Level Profile  Order Total: Amount Due Now:  or applications submitted December 1, 20 with the exhibitor's signed contract. Final pror applications submitted April through signorth applications will not be reviewed/assignore. Another invoice will follow your actual	\$999.00 \$999.00 \$999.00 23 through March 31, 202 ayment is due May 31, 20 now, a 100% deposit is due	Full Payment  24, a 50% booth deposite  with the exhibitor's sized deposit.	DUE NOW it and 100% depo	\$999	9.00
Other Opportunities, WEF Buyer's Guide - Bronze Level Profile  Order Total: Amount Due Now:  for applications submitted December 1, 20  with the exhibitor's signed contract. Final profile applications submitted April through shooth applications will not be reviewed/assisted.  Booth applications will not be reviewed/assisted:  Another invoice will follow your actual	\$999.00 \$999.00 \$999.00 23 through March 31, 202 ayment is due May 31, 20 now, a 100% deposit is due signed without the require	Full Payment  24, a 50% booth depos  24.  e with the exhibitor's sed deposit.  rming your total booth	DUE NOW it and 100% depo igned contract.	\$999	9.00
Other Opportunities, WEF Buyer's Guide - Bronze Level Profile  Order Total: Amount Due Now:  or applications submitted December 1, 20 with the exhibitor's signed contract. Final pror applications submitted April through signorth applications will not be reviewed/assignore. Another invoice will follow your actual	\$999.00 \$999.00 \$999.00 23 through March 31, 202 ayment is due May 31, 20 now, a 100% deposit is due signed without the require	Full Payment  24, a 50% booth depos  24.  e with the exhibitor's sed deposit.  rming your total booth	DUE NOW it and 100% depo igned contract.	\$999	9.00
Other Opportunities, WEF Buyer's Guide - Bronze Level Profile  Order Total: Amount Due Now:  for applications submitted December 1, 20  with the exhibitor's signed contract. Final profile applications submitted April through shooth applications will not be reviewed/assisted.  Booth applications will not be reviewed/assisted:  Another invoice will follow your actual	\$999.00 \$999.00 \$999.00 \$999.00  23 through March 31, 202 ayment is due May 31, 202 now, a 100% deposit is due signed without the require al booth assignment confi	Full Payment  24, a 50% booth deposited.  e with the exhibitor's sized deposit.  rming your total booth	DUE NOW tit and 100% depo ligned contract. I fees.	\$996	are due

WEFTEC exhibit space application, please contact WEFTEC Exhibition Sales at 703-684-2437 or

WEFTECSales@wef.org.

# 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.

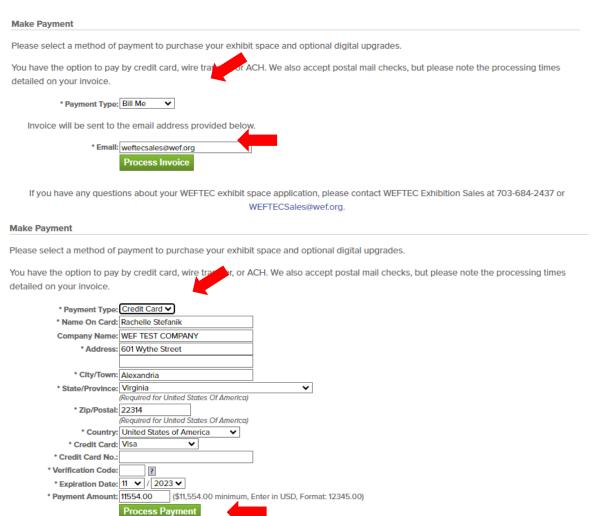
Any applications submitted on April 1 or later require a 100% booth deposit to be reviewed/assigned.

If an exhibit credit was transferred to WEFTEC 2024, 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 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

WEFTECSales@wef.org and
service@mapyourshow.com
to your safe senders list.

### WEFTEC 2024 Exhibitor Booth Sales

STEP 1	STEP 2		STEP 4		STEP 6	
Company Information & Booth Preferences	Select Your Booth Size & Booth Rate	Packages	Items	Confirm Order	Payment	Complete

### **Complete Order**

Thank you for completing your WEFTEC 2024 booth application.

Please add 'service@mapyourshow.com' to your safe-senders list as you will receive an email with your completed contract and invoice.

Note: A separate email with your final-booth invoice and additional items purchased will be sent after your booth has been assigned.

### Activate/Renew Your 2024 Exhibitor Membership

New Policy: If you selected the member rate, you must renew or activate your 2024 WEF Exhibitor Membership now. Your booth application will not be reviewed/assigned until your membership is activated. Activate/Renew your 2024 WEF Exhibitor Membership now Questions? Contact Membership at CSC@wef.org or 1.800.666.0206

Beginning in January 2024, WEF will review/assign Second Advance Sales applications for companies who exhibited at WEFTEC 2022 or 2023. Completed Second Advance Sales booth applications are processed in priority point order. These assignments will be notified by February 2024.

General Sales is for companies who exhibited prior to WEFTEC 2022 or are new WEFTEC exhibitors. General Sales applications are reviewed in date receipt order at the conclusion of Second Advance Sales, estimated to begin March 2024.

Click here to view the WEFTEC 2024 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.

### Questions?



### **Contact Us**

### **WEFTEC Exhibition Sales**

### North America:

**Kate Hawley**, Senior Manager, WEFTEC Exhibition Sales

**Rachelle Stefanik**, Specialist, WEFTEC Exhibition Sales **James Harrison**, Specialist, Customer Success +1.703.684.2437 | <u>WEFTECSales@wef.org</u>

### **Outside North America**

Nic Christy, Director, International Business Development +44 (0) 789-992-7926 | NChristy@wef.org

### **Advertising & Sponsorship Sales**

Nic Christy, Director, International Business Development +44 (0) 789-992-7926 NChristy@wef.org

### **WEF Buyers Guide**

Jenny Grigsby, Sales Account Manager +1.703.684.2451 | JGrigsby@wef.org

### **WEF Member Services**

+1.800.666.0206 | csc@wef.org www.wef.org/exhibitormembership