



2025 WEFTEC

Exhibitor Update

WEFTEC, Chicago, USA
September 30–
October 1, 2025



2025 WEFTEC Exhibitor Update

Welcome

- The purpose of this meeting is to let you know about what is happening at WEFTEC 2025
- Address the current geopolitical challenges and how those effect WEFTEC 2025
- To answer your questions and dialogue about your needs
- Please feel free to add questions in the Chat. We will either address them live or via email after the presentation.

WEF's Staff is Committed to the Best Experience at WEFTEC

WEF Staff on this Call

- Ralph Exton, Executive Director, CEO
- John Ikeda, Chief Mission Officer
- Stephanie Jones, Managing Director of Event Strategy
- Raymond Bianchi, Managing Director of Business Development & Corporate Relations
- Alexie Kindrick, Managing Director of Communities
- Steve Dye, Senior Director of Government Affairs
- Amy LaTessa, Director, Sales & Customer Success
- Kate Hawley, Director, New Business Development
- Laura Helm, Director, Trade Shows
- Mary Ann Linder, Director, Education
- Rachelle Stefanik, Customer Success Manager
- Kira Bhattarai, Operations Manager

WEF's Commitment to our Customers

Addressing the Challenges

- WEF wants to express our gratitude for supporting our mission
- We understand especially for our international exhibitors and sponsors how uncertain the current situation is now, and we want to have an open and transparent dialogue to support our corporate clients
- Over the past three years since COVID WEFTEC has grown over 25% and we want to make sure that our customers know how much their support for WEFTEC is appreciated
- This meeting is the beginning of this transparent dialogue, and we hope to work with all of our corporate customers to overcome our shared challenges

Welcome from Ralph Exton

Opening remarks from WEF's Executive Director

- My WEF Story
- My Time as Executive Director
- Current Environment
- Our Commitment to You

WEF Manufacturers & Representatives Community (MARC)

WEFTEC corporate partners are represented by MARC

- WEF's MARC Community is co-hosting this update
- Introduce Alex Tabb from Smith & Loveless who is the chair and Lorene Bruns from Duperon who is the vice-chair
- They are going to say a few words about the community and invite exhibitors to become a part of the community

WEF Manufacturers & Representatives Community (MARC)

WEFTEC corporate partners are represented by MARC

- MARC serves as the communication link for the manufacturers, exhibitors and representatives to the WEF staff, board and other communities.
 - How can we improve the experiences offered through WEF?
 - Show times / locations
 - Technical Program cooperation/integration
 - Innovative Technology Award and the MARC Individual Distinguished Service Award
 - **JOIN TODAY – – BE HEARD**

Welcome from John Ikeda

John is the Chief Mission Officer of WEF

WEFTEC Education Update

- 130 Technical Sessions
- 20 Pre-Conference Workshops
- Learning Exchanges in development
- Call open for Late-Breaking Content for the [Pavilions and Technology Spotlights](#)
- Aiming to create a more cohesive attendee experience for education and link the conference hall with the show floor

WEF Strategy

- WEFTEC educational content aligns with WEF's strategic goals and major themes:
 - Workforce
 - Community
 - Circular water economy
 - Global knowledge sharing
 - Water/data nexus

Welcome from Stephanie Jones

Stephanie is the MD of Events at WEF

- Attendee Registration & Housing
 - Opens – Tuesday, April 29
- Exhibitor Registration & Housing
 - Registration Opens – Tuesday, June 3
 - Housing Opened December 3, 2024 – July 25
- Sustainability
 - Sustainable Booth Award – recognizes sustainable booth design in terms of materials and construction, waste management, accessibility, energy efficiency, and giveaways
- Chicago voted best big city in the U.S. in 2024



Welcome from Laura Helm

Laura is the Director of Exhibition Operations

- Application for Designation of a Fair
 - Designation permits duty-free entry of imported items intended for display
- Exhibitor Preparation Recordings & Webinar
- Exhibitor Service Manual available early May 2025

Welcome from Steve Dye

Steve is Senior Director of Government Affairs

- Forecasting Future White House Actions
- EPA's Policy Priorities
 1. Clean Air, Land, and Water for Every American
 2. Restore American Energy Dominance
 3. Permitting Reform, Cooperative Federalism, and Cross-Agency Partnership
 4. Make the United States the Artificial Intelligence Capital of the World
 5. Protecting and Bringing Back American Auto Jobs
- Capitol Hill Response

WEF Outreach to Date

Ray Bianchi is the MD of Business Development

- **WEFTEC Management have spoken to all International Pavilion Organizers & approximately 50% of 200 international exhibitors**
- **There have been some cancellations because of tariffs, and we are working with those customers to mitigate any disruption**
- **WEF is working to ensure a good event for all our exhibitors in light of major changes**

Open Questions

Please put your Questions in the Chat

- We would ask you put any questions in the Chat, and we will respond here or
- More detailed questions please send an email to weftecsales@wef.org and we will respond within five business days

WEFTEC Next Update Call

June 16, 2025

- WEF hopes to have for all exhibitors and sponsors an update on the floorplan
- We will also update on international pavilions and international attendee participation
- Final update on the Event in Chicago and any new information for our customers