



# 2025 WEFTEC

## Exhibitor Update

WEFTEC, Chicago, USA  
September 29 –  
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.

# 2025 WEFTEC International Update

## Changes Internationally

- WEFTEC 2025 is larger than WEFTEC 2024 in NSF & Number of Exhibitors
- WEFTEC 2025 has lost international exhibitor groups because of tariff uncertainty
- For 2025, our Asian exhibitor base is approximately 35% smaller, the two Ontario Pavilions as well as the Denmark Pavilion have cancelled their space this year.



**Steve Dye**, Senior Director, Government Affairs  
**Ashley Voskuhl**, Senior Manager, Regulatory Affairs  
**Water Environment Federation**

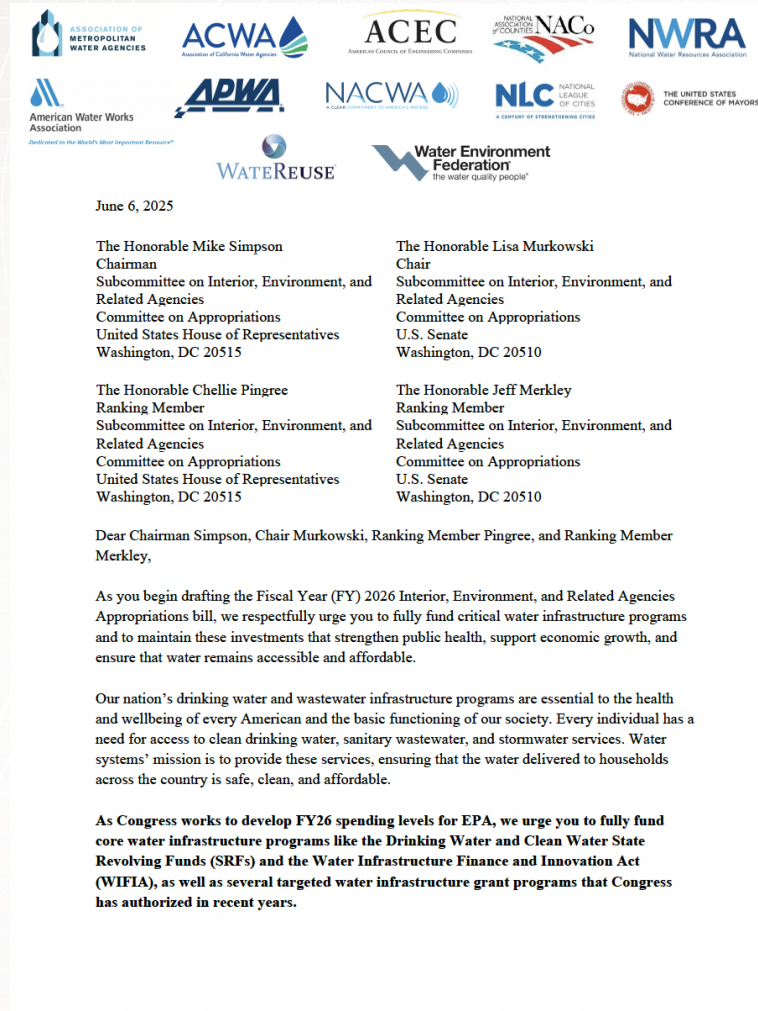
## Update on Funding & Tariffs Issues

- What is the outlook on the President's Tax Bill
- What is the outlook of Water Infrastructure Funding
- What is happening regarding tariffs & taxes

# FY26 Budget

FY2025

- EPA FY25 \$9.1 billion
  - Clean Water SRF \$1.6 billion
  - Drinking Water SRF \$1.1 billion



## President Trump's "Skinny Budget"

- Budget released in May for FY2026
- EPA FY26 \$4.2 billion (-55%)
  - Clean Water SRF \$155 MILLION!
  - Drinking Water SRF \$150 MILLION
- NOAA -\$1.3 billion
- LIHEAP -\$4 billion

**SAVE THE DATE: GAC MA Focus Group Webcast on June 25, 1 – 2:30 ET**



# Become a water advocate!

And tell your members, colleagues, friends, parents, neighbors too.



## Current Campaigns:

- FY26 Budget
- Benefits of Biosolids
- Water System PFAS Liability Protection Act
- Wastewater Infrastructure Pollution Prevention and Environmental Safety Act (WIPPES)
- *Coming soon:* Industrial Water Reuse Tax Credit

# US Tariff Policy Update

## Policy Direction

- Ongoing uncertainty
- US announcing new unilateral tariff rates by July 9, with possible extensions
- G7 Summit (this week) – energy security, technology development, supply chain resilience and market access

## Implications for Water Sector

- Steel and aluminum tariffs – major cost factor
- US/Mexico/Canada interdependence on component parts and steel
- Heavy US reliance on China for component parts, critical minerals, and steel
- Price increases and longer lead times



## Mexico

- Nearing deal to lift 50% steel tariffs, in exchange for capping steel imports
- Hope to finalize deal at G7

## Canada

- 50% steel & aluminum tariff a major concern
- Progress toward broad trade and security pact

## European Union

- Risk of 50% tariffs on 70% of EU exports if no deal by 7/9
- EU preparing €116B in retaliatory tariffs

## China

- New trade truce pending final approval
- Expedited rare earth exports to US



# Questions for WEF Members from the US Dept. of Commerce

- What barriers or opportunities are there to onshoring/reshoring of manufacturing of equipment and other products for the water sector?
- Have you experienced export license issues (delays/denials/chokepoints/etc.) affecting your ability to source critical minerals and rare earth elements?
- How have tariffs and ongoing negotiations affected your business (positive or negative)?
- Share your thoughts with Ashley at [avoskuhl@wef.org](mailto:avoskuhl@wef.org)

# 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



# Current WEFTEC 2025 Statistics

## Chicago, 2025

- 940 Total Companies
- 336,400 Net Square Feet
- 135 New Exhibitors
- 7 International Pavilions

# 2025 WEFTEC: Important Dates & Reminders

- June 3: Exhibitor Registration Opened
  - 4 full conference **Exhibitor\*** badges per 100 square feet
    - \* Exhibitor badges grant access to the exhibit hall during move-in, move-out, and early entrance on show days
- June 30: Feathr Launch
  - Feathr = Exhibitor Invites and Promotional Graphics
- August 27: Freeman early-bird order deadline
  - 40% price increase after
  - Booth Packages: 10'x10' & 10'x20'
- Exhibitor Webinars
  - July 1: 2:00 PM–3:00 PM (eastern)  
*Best Practices: Budgeting, Cost-Control and Measuring Performance, Value and ROI*
  - Early August  
*Event Industry Trends: Insights into Attendee Feedback*
  - October 8: 2:00 PM–3:00 PM (eastern)  
*Looking Back to Learn & Grow Forward*



# WEFTEC 2025 Promotion & Sponsorships

## Sponsorships deliver better ROI

- McCormick Place Signage:
  - Banner Graphics Deadline July 11
  - Meterboard & Cling Deadline July 18
- Onsite Guide: Artwork Deadline August 1
- Video Wall: August 12
- Product Launchpad
- WEF Programs: Student & Young Professional events, Career Fair, InFlow, Ops Challenge

# WEFTEC 2026

## Advance/Onsite Sales

### Important Dates

- July 30 – Advance Sales Webinar
- August 1–15 – WEFTEC 2026 Advance Sales applications open for current WEFTEC 2025 exhibitors.
  - Like last year, specific booth preferences will not be requested.
  - Default pricing based on current Exhibitor Membership status.
- August 25 – WEFTEC 2026 floorplan launched.
- September 8–15 Virtual appointments.
  - Points calculation is in process. For WEFTEC 2024, exhibitors with 44 points or higher had virtual appointments.
- September 29–October 1 – Onsite appointments.