



WEFTEC 2026 Advance Sales Booth Selection





WEFTEC 2026

Advance Sales

Booth Selection



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Director, Sales &
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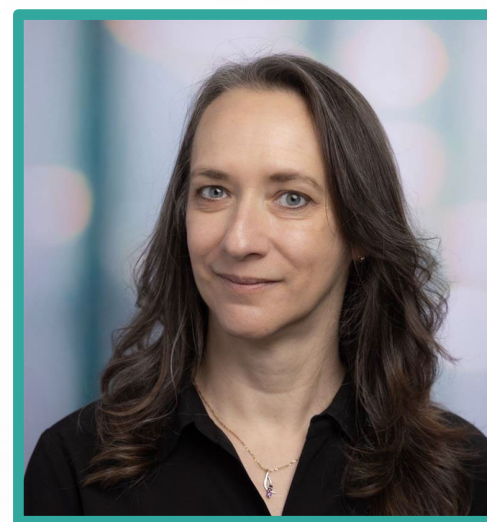
**Laura
Helm**

Exhibit
Operations



**Austen
Gage**

Director,
Community
Engagement –
Membership



**Rachelle
Stefanik**

Manager,
Customer Success

What You'll Learn

- WEFTEC 2025 Updates
- 2026 Advance Sales – Benefits to Reserve Early
- 5-Minute 2026 Booth Application
- Booth Rates and Exhibitor Benefits
- Specialty Pavilion Requests
- Payment Schedule & Cancellation Policy
- Priority Point Process
- Appointment Schedule

WEFTEC 2025 Updates

- Attendee Registration
 - As of July 29, registration is pacing about the same as 2024
- Exhibits

Year	No. of Exhibitors	Square Feet
WEFTEC 2025 (Chicago)	987	317,680
WEFTEC 2024 (New Orleans)	880	292,254
WEFTEC 2023 (Chicago)	819	254,852

WEFTEC 2025 Exhibitor Logistics

Exhibitor Resource Center

- Booths **do not** include flooring, furnishings, or utilities:
 - Order booth services and furnishings by **August 27** for discount
 - Hanging Sign Policy – 600 SF booth or larger
- Target Move-in: Exhibitors assigned a move-in day/time
 - Target Floorplan regularly updated on ERC
- Move-out: Wednesday, October 1 at **3:31 PM**
 - Early break down negatively impacts all exhibitors
 - Early break down/booth abandonment penalty: **5 priority points**
- Exhibitor Registration (Attendee List & Lead Retrieval)
 - 4 full conference registrations/100 sq ft
 - Register in advance – save time onsite
- ERC: Complete Your Profile
 - Displays in mobile app and online

Questions?

WEFTEC 2026 Advance Sales

Why Participate?

- Receive a **scheduled appointment** & use your priority points to get the best location
- **Save \$2 per square foot** off General Sales rates
- Receive **hotel reservation materials** before other exhibitors
- **Increase, reduce, or cancel** your space up until **January 31, 2026, with 0% penalty.**

If you wait until General Sales...

-
- ~80% of the floorplan is filled during Advance Sales.
 - Booth prices increase by \$2 per square foot.
 - General Sales opens December 1.
 - Applications will be processed in date receipt order.

The Booth Application

Expected Booth Size

- Hanging signs permitted for 600 SF or larger.
- 1600 SF or larger – corner & booth share fees waived.

Location Preferences

- Specialty Pavilion request deadline – Aug. 15
- Competitors

Important Reminders

- Discounted Marketing Opportunities
- Exhibitor License Agreement

August 1: Receive your 2026 application

Complete by: August 15

*Your customized booth application will be sent from
service@mapyourshow.com.*

WEFTEC 2026 Booth Rates

Save \$8 per square foot with Exhibitor Membership

	Member Rate	Non-Member Rate
WEFTEC 2025 Advance Sales	\$45 per square foot*	\$53 per square foot*
WEFTEC 2025 General Sales	\$47 per square foot*	\$55 per square foot*

- *\$250 per corner fee
- 1600 SF or larger – corner & booth share fees waived.

Questions?

2026 WEF Exhibitor Membership

- Existing 2025 WEF Exhibitor Member?
 - Request Auto-Renewal → Contact WEF Member Services
 - Invoices emailed/mailed early September to **exhibitor membership contact**
 - Must activate 2026 Exhibitor Membership by December 31, 2025.
- Not a current 2025 WEF Exhibitor Member?
 - Invest in 2026 **Exhibitor Membership** for booth space and sponsorship savings, plus other benefits

2026 WEF Exhibitor Membership

- WEF Member Services
 - 1.800.666.0206
 - CSC@wef.org
 - www.wef.org/exhibitormembership
- Organization's primary contact receives a Professional Membership with purchase of Exhibitor Membership.
- Exhibitor Membership must be active by December 31, 2025, to receive the member booth rate.

Questions?

WEF's Strategic Plan

Our Vision: Life free of water challenges

- Goal 1: Attract and develop a diverse and passionate water **workforce**
- Goal 2: Cultivate a purpose-driven **community** to sustainably solve water challenges for all
- Goal 3: Lead transformation to the **Circular Water Economy**

Specialty Pavilions

Review full descriptions in the Advance Sales FAQs

- Advanced Technology Solutions
- Circular Water Economy Pavilion
- Innovation Pavilion
- Workforce Pavilion
- New Exhibitor Pavilion
- **New:** Growth Pavilion

Specialty Pavilions

Qualification Process

- Review pavilion descriptions in Advance Sales FAQs.
- Complete application by August 15.
- Notification of approval/denial will be sent ahead of your booth appointment following review by WEF's Technical Team.
- Applications submitted after Aug. 15 will be assigned to the General Exhibition. You may request a specialty pavilion via the Booth Move Form through your WEFTEC 2026 ERC following your assignment / conclusion of Advance Sales.

Questions?

Exhibitor Benefits

Access benefits in Exhibitor Resource Center

- Four (4) badges per 100 square feet of space
- Free access to registrant data
- Digital listing in online planner, mobile app
- Free customer invitation program (Feathr), including email signature, landing page, social media-ready templates, and email templates
- Exhibitor success webinars

Payment & Cancellation Policy

Booth Payment Schedule

- **Jan. 31, 2026**
50% deposit
100% Digital Listings and Buyer's Guide
- **Apr. 30, 2026**
50% final payment due

Cancellation Policy (Cancel or Reduce)

- **By Jan. 31, 2026**
0% penalty
- **Feb. 1 – Apr. 30, 2026**
50% penalty
- **After Apr. 30, 2026**
100% penalty fee.

Cancellations must be received in writing to WEFTECSales@wef.org

Priority Point Process

How are Priority Points Earned?

- 1 point per year for exhibiting at WEFTEC
- 1 point per year for active WEF Exhibitor Membership
- 1 point per show for exhibiting at WEF Specialty Conferences
- 1 point per show for exhibiting at WEF's International Pavilion Program

All accrued points will be removed if an exhibitor misses two consecutive WEFTEC events.

Exhibitors may lose points for failure to adhere to show policies:

- 5-point deduction for early tear down
- 1-point deduction for failure to adhere to other show policies.

Questions?

Booth Appointment Schedule

Access in the Exhibitor Resource Center

- Appointments will be scheduled in priority point order, highest to lowest.
- Applications should be completed ahead of scheduled appointment. Booths reserved without a completed application will be forfeited after 24 hours.
- **September 1** – Full appointment schedule with priority points and floorplan will be released.
- **September 8–15** – Top 125 companies (approximate) will select space via a virtual appointment.
- **September 29–October 1** – All remaining companies will select space in the Onsite Sales Office at WEFTEC in Chicago.

Can't Make it to Your Appointment?

New: To ensure you are assigned a booth, you must:

- Complete your WEFTEC 2026 booth application
- Complete the WEFTEC 2026 Proxy Form, available through your WEFTEC 2025 ERC

Exhibitors who miss their appointments will not be assigned a booth unless **both** the **Application** and the **Proxy Form** are completed.

What's Next

Access all details in WEFTEC 2025 Exhibitor Resource Center

- Advance Sales Exhibitor FAQs
- WEFTEC 2026 Exhibitor License Agreement
- This recording (will be posted by the end of this week)
- Proxy Form (Available September 1)
- Appointment Schedule (Available September 1)

Key Dates

Access all details in Exhibitor Resource Center

- **Aug. 1:** Look for your company's customized booth application from service@mapyourshow.com.
- **Aug. 15:** Deadline to complete application with or without specialty pavilion request.
- **Sept. 1:** Appointment schedule, priority points, floorplan, and proxy form sent from service@mapyourshow.com.
- **Sept. 8–15:** Virtual appointments for top 125 companies (approx.)
- **Sept. 29–Oct. 1:** Onsite appointments in Chicago.

Who to Contact

Exhibit Sales

- WEFTECSales@wef.org
- +1.703.684.2437

Exhibit Operations

- ExpoInfo@wef.org
- +1.703.684.2443

Member Services

- CSC@wef.org
- 1.800.666.0206



THANK YOU

Learn more: weftec.org