# **WEFTEC 2026 Advance Sales FAQs**

## **Why sign up for WEFTEC 2026 now?**

Participating in WEFTEC 2026 Advance Sales includes the following benefits, exclusively to WEFTEC 2025 contracted exhibitors only:

## Receive a scheduled appointment and use your priority points to get the best location.

## Save $2.00 per square foot off the General Sales rates.

## Receive hotel reservation materials before the exhibitors who sign up during General Sales.

## Increase, reduce, or cancel your space, up until January 31, 2026, with 0% penalty.

## No Second Advance Sales Round. General Sales opens in December – applications processed in date receipt order.

## **Completing the WEFTEC 2026 Booth Application**

### **When can I complete my WEFTEC 2026 booth application?**

On August 1, you will receive an email from service@mapyourshow.com, which will contain your customized WEFTEC 2026 booth application link. Deadline to complete: August 16.

**Do I need to complete an application prior to my appointment to secure WEFTEC 2026 Booth Space?**

Yes. As part of the Advance Sales selection process, you are required to complete your application in advance of your scheduled appointment. This allows the sales team to review the details of your application and address any issues in advance of your appointment, reducing your waiting time at your booth selection appointment.

### **What determines if I receive the member or non-member WEFTEC booth rate?**

While WEF offers a variety of membership types, WEF Exhibitor Membership is required to access the WEFTEC member booth rate. If your company has an active 2025 WEF Exhibitor Membership, your booth rate will default to the member booth rate when completing your application. If you do not have an active Exhibitor Membership, your application will assign you the non-member booth rate. Applicants must maintain an active Exhibitor Membership for 2026 to receive the Exhibitor Member rate for WEFTEC 2026. To renew or activate your Exhibitor Membership, contact the Membership Team at CSC@wef.org or 1-800-666-0206. Booth rates will be adjusted to the appropriate rate by early 2026.

**Do I need to make payment when I submit my booth application?**

No. Payment is not required with your booth application. Upon completion of your application, you will be emailed a copy of your contract from service@mapyourshow.com. Following your scheduled booth assignment appointment, an invoice will be sent with a copy of your contract and your booth number. [See Payment and Cancellation Policy](#_Payment_and_Cancellation).

**How Can I Participate in a Specialty Pavilion?**

First, review the pavilion descriptions to see if your company qualifies for a specialty pavilion. Next, complete your booth application between August 1 – 16. To avoid delays, be sure to include why you believe your company qualifies for the pavilion. Select the proper pavilion while filling out your application. All eligible companies participating in Advance Sales must request a Specialty Pavilion(s) during the application process to be qualified by WEF’s Technical Team prior to your Advance Sales booth appointment.

**IMPORTANT!** Applications submitted after August 16 will be ineligible to be assigned to a Specialty Pavilion during Advance Sales. After Advance Sales, exhibitors may request consideration to relocate to a Specialty Pavilion by completing a booth move request form in your WEFTEC 2026 ERC. [Learn more about Specialty Pavilions](#_What_Specialty_Pavilions).

**What if I change my mind after I submit my application?**

You may increase, reduce, or cancel your space with a 0% penalty until January 31, 2026. All cancellation/reduction requests must be received in writing to WEFTECSales@wef.org. You may also consider an alternative booth. See [**Can I consider an alternative booth location following my booth assignment?**](#_Can_I_consider)

**What and Where is the Exhibitor License Agreement?**

The WEFTEC Exhibitor License Agreement is the terms and conditions every exhibitor must agree to as part of the online application process. This includes the event eligibility requirements, policies, regulations, and procedures. View the WEFTEC 2026 Exhibitor License Agreement.

## **Exhibitor Membership**

### **What are the benefits of Exhibitor Membership?**

The benefits of investing in WEF Exhibitor Membership include:

* Access to Manufacturers’ Representatives
* Earn Recognition for Your Technology
* Earn Priority Points Toward Preferred Space
* Grow Awareness and Gain Sales
* Stay Informed on the Latest Sector News and Research
* Booth Space Discounts – at WEFTEC and Specialty Conferences.

To learn more about WEF Exhibitor Membership, including benefits and annual dues, go to <https://www.wef.org/exhibitormembership>. For membership questions or to activate/renew your membership, please contact: WEF Membership Services | 1-800-666-0206 or csc@wef.org

### **When must I activate/renew my 2026 WEF Exhibitor Membership?**

All Advance Sales exhibitors with the WEFTEC member booth rate must activate/renew their 2026 WEF Exhibitor Membership by December 31, 2025. If membership is not activated/renewed, your account will be updated to the non-member rate, and you will be invoiced for the price difference.

Companies activating/renewing their Exhibitor Membership by the end of WEFTEC 2025 will be billed the 2025 Exhibitor Membership rate. Membership activation/renewal after WEFTEC will be billed at the 2026 Exhibitor Membership rate.

### **How do I activate my 2026 WEF Exhibitor Membership?**

* Current WEF Exhibitor Members: If you selected auto-renew when you signed up for 2025 Exhibitor Membership, it will be automatically renewed on December 31, 2025. To set up auto-renewal, contact WEF Membership Services at 1-800-666-0206 or csc@wef.org. Renewal invoices will be emailed and mailed to the Exhibitor Membership primary contact in early September.
* New WEF Exhibitor Members: Invest in 2026 WEF Exhibitor Membership now.

Visit <https://www.wef.org/exhibitormembership> to download the Exhibitor Membership application or contact WEF Membership Services at 1-800-666-0206 or csc@wef.org.

* The WEF Membership Team will be available to accept applications, payments, and answer questions at WEFTEC in both the Onsite Sales Office and at the WEF Hub.

## **Payment and Cancellation Policy**

**What is the payment schedule?**

* 50% deposit due January 31, 2026
* Final payment due April 30, 2026

**What is the exhibit space cancellation policy?**

* Exhibitors who provide a written cancellation on or before January 31, 2026, will receive a full refund.
* Exhibitors who provide a written cancellation between February 1, 2026, and April 30, 2026, will be liable for liquidated damages equal to 50% of the total contracted booth space fee; any fees paid that exceed the amount of liquidated damages due will be refunded.
* Exhibitors who provide written cancellation after April 30, 2026, but prior to 12:00 pm CT, September 28, 2026, will be liable for liquidated damages equal to 100% of the total contracted booth space fee.

Any cancellations or reductions in booth space must be received in writing to WEFTECSales@wef.org.

## **WEFTEC Floorplan**

**How can I view the WEFTEC 2026 floorplan?**

The WEFTEC 2026 floorplan will be available on September 1, 2025. All eligible WEFTEC 2025 exhibitors will be notified via email.

**How are the WEFTEC Specialty Pavilions developed for WEFTEC 2026?**

WEFTEC’s specialty pavilions have been reimagined to align with the vision of a life free of water challenges. As part of the strategic plan, WEF’s goals are:

* 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 the transformation to the **Circular Water Economy**

## **What Specialty Pavilions will be on the WEFTEC 2026 exhibit floor?**

**Advanced Technology Solutions Pavilion**
 The Advanced Technology Solutions Pavilion showcases digital-based technologies and practices to aid practitioners in designing and operating water systems more efficiently and effectively. The Pavilion includes the following focus areas:

* Drones
* Cybersecurity
* Artificial Intelligence
* Virtual Reality
* Automation

**Circular Water Economy Pavilion**
 The Circular Water Economy theater will introduce the concept of circular water and focus on reducing waste, recovering nutrients and energy, and regenerating nature. Presentations will treat water as a renewable asset through the 3Rs (reduce, recover, regenerate).
 Relevant topics for this pavilion include:

* Reducing Waste: Energy efficiency, source control, reducing the cost of treating emerging contaminants, distributed infrastructure.
* Recovering Resources: Nutrient and energy recovery - fertilizers, gas production, desalination, data centers.
* Regenerating Nature: Nature-based solutions, watershed management.
* Corporate Water Stewardship: Ensuring regulatory compliance, enhancing business resilience, reducing costs, and strengthening supply chains through efficient water management.

**Innovation Pavilion**
 Driving innovation is part of the Water Environment Federation's mission. WEF is honored to partner with premier innovators including our partners BlueTech® Research and Imagine H2O to host the Innovation Pavilion. In the Pavilion, we present a forum for market leaders to work with entrepreneurs. Exhibiting companies display emergent technologies to demonstrate their impact, and professionals visualize the potential of the water sector.
 The Innovation Pavilion includes

* Main Showcase with companies from BlueTech® and Imagine H20
* Discovery Zone- exclusive to Innovation Showcase alumni and innovation award recipients
* Innovation Theater

**New Exhibitor Pavilion**
 This pavilion is exclusive to first-time WEFTEC exhibitors.

**WEF Growth pavilion**
 Open to companies in business for fewer than five years who are seeking partners or investors. Participants must be first-time exhibitors at WEFTEC and cannot be subsidiaries of other companies. Each company will receive a fully equipped kiosk and the opportunity to showcase their offerings on the WEFTEC Pitch Stage to potential investors.

**Workforce Pavilion**
 Workforce issues are paramount to meet the current and future challenges facing the water sector. This Pavilion will focus on companies who provide recruitment, staffing, and HR/PEO services, and companies/municipalities recruiting for positions.

## **Advance Sales Appointments**

**When and where is the appointment schedule?**

On September 1, the full appointment schedule with priority points, including virtual and onsite appointments, will be posted to your [WEFTEC 2025 Exhibitor Resource Center](https://weftec25.exh.mapyourshow.com/7_0/main/login) under the *WEFTEC 2026 Advance Booth Sales* widget. All eligible WEFTEC 2025 exhibitors will be notified via email.

**How is it determined if my company receives a virtual appointment or in-person appointment?**

The first 125 exhibitors (approximate) with the highest priority point total will have the opportunity to select their space via virtual appointment September 8-15, 2025.

All remaining exhibitors will be scheduled with an in-person appointment in the Onsite Sales Office at WEFTEC in Chicago Monday, September 29 – Wednesday, October 1. No in-person appointments will take place on Sunday, September 28.

**How is the appointment schedule determined?**

Appointments are scheduled in priority point order. When there is a tie in priority points, the following data is reviewed to determine the order of appointments:

1. Exhibitor member/non-member status
2. Booth Size
3. Alphabetical (This alternates alpha to reverse alpha order from year to year. For 2026, it will be in alphabetical order.)

**I will have a virtual appointment. What’s next?**

In early September, you will receive an email with your appointment time and a calendar invite for a Zoom call for your virtual appointment. Please call 5 minutes prior to your appointment. You will be placed in a waiting room until your appointment time. At your appointment time, you will then be transferred to the meeting room where you will select your booth space. You will be required to provide an updated digital signature acknowledging your booth assignment. Following your digital signature receipt, you will receive an email confirming your booth assignment with your invoice.

**My appointment is at WEFTEC. What do I need to do?**

Plan to arrive at the Onsite Sales Office (See **Where is the Onsite Sales Office located?)** 15 minutes ahead of your designated appointment time. Make sure you have completed your application prior to your appointment. Once you have selected your space, you will receive an email confirming your booth number. You will be required to provide an updated digital signature acknowledging your booth assignment.

*See also:* ***How do I complete my WEFTEC 2026 booth application?***

**What are the hours for the Onsite Sales Office?**

Monday, September 29 – 9:00 am – 5:30 pm

Tuesday, September 30 – 9:00 am – 5:30 pm

Wednesday, October 1 – 9:00 am – 3:30 pm

**Where is the Onsite Sales Office located?**

The Onsite Sales Office is located in booth 3346 in the South Hall, next to the New Exhibitor Pavilion. [View on the WEFTEC 2025 Floorplan](https://weftec25.mapyourshow.com/8_0/exhview/index.cfm).

**Can I change my appointment time?**

Because appointments are scheduled in priority point order, appointment times cannot be changed. It is suggested that you add a secondary contact who can attend the appointment and select space on your behalf or complete a [Proxy Form](#_Proxy_Form) if you are unable to attend.

**What if a company representative cannot attend my Advance Sales appointment?**

You will still need to complete your application August 1-15. Beginning September 1 and up to your appointment time, you will be able to submit a [Proxy Form](#_Proxy_Form) and list your exhibit space preferences through your [WEFTEC 2025 Exhibitor Resource Center](https://weftec25.exh.mapyourshow.com/7_0/main/login). It is recommended that you complete the [Proxy Form](#_Proxy_Form) as close to your appointment time as possible, as booths will be selected continuously during Advance Sales.

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

**I want to be located next to another legally related company, but our appointments are at different times. Can we assign together?**

Legally related companies who wish to exhibit near each other can choose to assign together at the earlier appointment time / with the company with the highest priority points. Permission must be granted by the company holding the highest priority points. In advance of your appointment, please email WEFTECSales@wef.org with documentation showing your legal relationship to make this arrangement.

## **Can I consider an alternative booth location following my booth assignment?**

Yes. Following your booth assignment and approval of your account, you will gain access to the WEFTEC 2026 Exhibitor Resource Center, where the Booth Move Request policy and form is available. Booth Move requests will be reviewed beginning in November.

## **Proxy Form**

**How does the Proxy Form work?**

Beginning September 1, 2025, a Proxy Form will be available in your [WEFTEC 2025 Exhibitor Resource Center](https://weftec25.exh.mapyourshow.com/7_0/main/login). Here, you will be able to list booth preferences to help assigners select the best possible booth for you if you will need to miss your Advance Sales appointment. The Proxy Form should be completed as close to your rebooking appointment as possible to ensure that the preferences listed are more likely to still be available. If none of your booth preferences are available at your appointment time, a WEFTEC sales assigner will select the best booth available.

Companies wishing to participate in a Specialty Pavilion must be pre-qualified through their application submission August 1-16, 2025. Companies cannot be qualified through the Proxy Form. Any company that is not qualified for a Specialty Pavilion ahead of their appointment time will be placed in the General Exhibition regardless of preferences listed on the Proxy Form. The WEF Technical Team will not be available during appointment times to qualify for Specialty Pavilions.

**What if I forget to complete the Proxy Form?**

Only companies who complete **both** the **Application** and the **Proxy Form** will be assigned a booth during the scheduled appointment time if they miss their scheduled appointment.

## **Exhibitor Pricing, Benefits, and Marketing Opportunities**

**What are the WEFTEC 2026 booth rates?**

|  |  |  |
| --- | --- | --- |
|  | Member Rate | Non-Member Rate |
| WEFTEC 2026 Advance Sales | $45.00 | $53.00 |
| WEFTEC 2026 General Sales | $47.00 | $55.00 |
| Corner fee | $250 per corner\* | $250 per corner\* |

**\***1600 square feet booths or larger – corner and booth share fees are waived. Corner fees will be waived after your booth is assigned. See [***What is a Booth Share?***](#_Booth_Shares)

**What is included with my WEFTEC 2026 booth space?**

**Your Space**

• Inline booths: 8’ high back drape, 3’ high side dividers

• Shared islands: 8’ high back drape

(The exhibitor is responsible for all ancillary items: booth furnishings, carpet, tables, chairs, electricity and other utility connections, etc.)

**Badges**

• Booth personnel admittance badges: four per 100 square feet of contracted space.

• Additional badges may be purchased at the prevailing rate.

• All exhibitor badges allow access to technical sessions at no additional cost.

**Access to Data**

• Free access to registrant data (does not include e-mail addresses) via download once space is fully paid. Non-exhibiting companies may not purchase the use of this data.

• Free online access to conference proceedings.

**Benefits and Promotions**

Exclusive access to benefits including listings (deadlines apply) and promotional tools, including:

• Profile in online planner/digital exhibitor directory (desktop version) and WEFTEC mobile app

• Company listing in Conference Announcement

• Free Customer Invitation Program, including e-mail signature, web banners, social media-ready templates, and e-mail templates

• Pre-show webinars to help you prepare and be successful at WEFTEC

* At-show, complimentary access to keynote and technical sessions.

**Additional Marketing Opportunity: Digital Exhibitor Directory Listings**

Receive up to a 31% discount by upgrading your directory listing during the booth application process.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|   |  *BASIC* | *DELUXE* | *PREMIUM* | *PREMIUM PLUS* |
| Discounted Rate (Onsite) | *Comp.* | *$545*  | *$1,090*  | *$2,150*  |
| Standard Rate | *Comp.* | *$785*  | *$1,550*  | *$3,100*  |
| Contact Info | *Y* | *Y* | ***Y*** | ***Y*** |
| Company Description (need to set limit) | *Y* | *Y* | *Y* | *Y* |
| Product Categories (need to set limit) | *Y* | *Y* | *Y* | *Y* |
| Access to Leads |  | *Y* | *Y* | *Y* |
| Booth number with active link to floorplan | *Y* | *Y* | ***Y*** | ***Y*** |
| Website | *Y* | *Y* | *Y* | *Y* |
| Logo |  | *Y* | *Y* | *Y* |
| Showcase Images |  | *X* | *4* | *6* |
| Showcase Videos |  | *X* | *X* | *4* |
| Featured Exhibitor Listing |  | *N* | *Y* | *Y* |
| Featured Exhibitor Search (Priority Placement in Search Results) |  | *N* | *N* | *Y* |
| Highlighted Booth |  | *N* | *N* | *Y* |
| Exhibitor Collateral (Product Brochures and Press Releases) |  | *2* | *4* | *6* |
| Virtual Business Cards  |  | *2* | *4* | *6* |
| Show Specials |  | *1* | *2* | *3* |

**Additional Marketing Opportunity: WEF Buyer’s Guide**

Integrated with the WEFTEC Exhibitor Directory, the WEF Buyer’s Guide provides a comprehensive, interactive gateway to products, solutions, and services for leading decision makers worldwide. Each contract period is 12 months, and content can be added/updated at any time—keeping your offerings fresh and timely. Purchase now and get a 15% discount!

**WEFTEC 2026 Pricing: Enhanced Level Profile** -- $470/12 months (regular rate $550/12 months)

* Company logo
* Company description
* Inclusion in 3 product categories (WEFTEC Exhibitor Showcase category is free)
* Company contacts – unlimited (name, title, headshot image, direct link to email address)

[Click Here for current Enhanced profile example](https://wefbuyersguide.wef.org/site/saveco-north-america/4345)

**WEFTEC 2026 Pricing: Bronze Level Profile** -- $1,050/12 months (regular rate: $1,240/12 months)

* Products section--unlimited (includes product image, title, description and hyperlink)
* Keyword Integration (500 characters of keywords or phrases)
* Live iFrame of company website
* Company logo
* Company description
* Inclusion in 6 product categories (WEFTEC Exhibitor Showcase category is free)
* Company contacts – unlimited (name, title, headshot image, direct link to email address)

[Click Here for current Bronze profile example](https://wefbuyersguide.wef.org/site/cues/4303)

## **Priority Points**

**Why are Priority Points Important?**

WEFTEC exhibit space is assigned according to an exhibitor’s earned priority points during advance. During General Sales, contracts received are assigned on a date-received basis.

Exhibitors may lose 1 point per infraction for failure to adhere to show policy such as exhibitor display out of compliance with show regulations. Exhibitors will lose 5 points per infraction for early tear-down or abandonment.

**How Are Priority Points Earned?**

Exhibitors can earn points as follows:

* 1 point per year for exhibiting at WEFTEC
* 1 point per year for being a WEF Exhibitor Member
* 1 point per show for exhibiting at WEF Specialty Conferences
* 1 point per show for exhibiting in WEF's International Pavilion Program

**A merger or acquisition has taken place with my company. What is WEF’s policy as it related to priority points?**

When a WEFTEC exhibiting company is part of a merger or acquisition, the acquired company may transfer its higher priority points to the acquiring company. To do so, legal documentation must be presented to WEF that shows all assets were sold to the acquiring company, including booth points. Once received, WEF can transfer the points to the acquiring company. The new points will supersede the acquiring company’s existing points, if any. Points cannot be combined.

## **Booth Shares**

**What is a Booth Share?**

Booth Shares are for companies who are legally related to the primary exhibiting company, such as a parent or child company. Booth Shares “share” the exhibit space with the primary, contracted exhibitor. The primary, contracted exhibitor must hold enough space to allow each company represented in a booth space at least 100 square feet per company. All Booth Shares must be approved by the primary exhibiting company. Note, only primary exhibiting companies are awarded priority points for their exhibiting participation. Booth Share companies are not awarded priority points for their exhibiting participation.

**What are the Booth Share Benefits?**

* Basic listing in exhibitor directory (company and contact information, booth number w/ active

link to floorplan, website, company description, 30 product categories)

* Searchable by company name on the floorplan

**How do I set up Booth Shares for my company?**

If the legally related Booth Share company has not previously exhibited at WEFTEC, we will need the following information to set them up in our system:

* Company name
* Billing Address
* Primary contact first name, last name, email, office and/or mobile number (please specify)
* Proof of legal relationship

**What is the cost of a Booth Share?**

Booth Share fee is $500 per share\*. Booth share applications will be processed and approved once fees are paid in full.

**\***Booth share fees will be waived for exhibitors with 1600 SF or larger. Share fees will be waived after the application is submitted.

**How can I access the Booth Share application?**

Booth share applications will be available in Spring 2026.

## **Contact Information**

**WEFTEC Exhibit Sales**

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**WEF Buyer’s Guide**

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[www.wef.org/exhibitormembership](http://www.wef.org/exhibitormembership)