

# VIRTUAL EVENTS

Sponsorship  
Opportunities



# 2021

# BECOME A SPONSOR AND REACH YOUR TARGET AUDIENCE.

Increase your visibility and brand awareness with hundreds of water professionals in your market base. Benefit from an integrated marketing and promotional campaign that positions your organization as a premier source for solutions and advice. Each opportunity offers multiple brand exposures before, during, and after the event at price points designed for all marketing plans.

Each conference is dedicated to a specific topic of interest within the water quality community and reaches up to 800 registrants with a high level of buying interest for the products and services being featured.

## **Event Sponsors Gain:**

**Exposure:** Attendees can easily make virtual connections with sponsors.

**Customer Engagement:** Between 50% and 60% of attendees either recommend, specify, or buy products and/or services within 12 months of attending a WEF Education and Training Event.

**Brand Awareness:** Half of all attendees recognize sponsors at WEF Education and Training Events.

# 2021 Virtual Events Sponsorship Opportunities

Platinum

\$14,000 Member

\$16,500 Non-member

- Virtual Platform Top Page Video Banner
- Company Demo Session
- Three Staff Conference Registrations
- Two Mentions on Twitter or LinkedIn
- Daily Email Logo Recognition During the Conference
- Three 15% off Discount Customer Invites
- Conference Program Digital Ad (Front Inside Cover)
- Pre and Post event Registration List  
(Post-event includes opted-in email addresses.)
- Sponsor Listing in Virtual Platform

\*Overall sponsor benefits will vary based on the conference, please refer to the conference website for details.

# 2021 Virtual Events Sponsorship Opportunities

Gold

\$12,000 Member

\$14,000 Non-member

- Virtual Platform Top Page Static Banner
- Two Staff Conference Registrations
- One Mention on Twitter or LinkedIn
- Daily Email Logo Recognition During Conference
- Two 15% off Discount Customer Invites
- Conference Program Digital Ad (Second Ad up-front)
- Post Event Registration List  
(Includes opted-in email addresses.)
- Sponsor listing in Virtual Platform

\*Overall sponsor benefits will vary based on the conference, please refer to the conference website for details.



# 2021 Virtual Events Sponsorship Opportunities

A vertical grey bar with the word 'Silver' in large white letters. To the right of 'Silver' are the prices for members and non-members. At the bottom of the bar is a decorative graphic of vertical bars of varying heights, some ending in dots, resembling a bar chart or a stylized skyline.

Silver

\$8,000 Member

\$10,000 Non-member

- Virtual Platform Tower Banner Ad
- One Staff Conference Registration
- One Mention on Twitter or LinkedIn
- Daily Email Logo Recognition during Conference
- One 15% off Discount Customer Invite
- Conference Program Digital Ad (Third Ad up-front)
- Post Event Registration List  
(Includes opted-in email addresses)
- Sponsor listing in Virtual Platform

\*Overall sponsor benefits will vary based on the conference, please refer to the conference website for details.

# 2021 Virtual Events Sponsorship Opportunities

**Bronze**

\$2,000 Member

\$3,000 Non-member

- Technology Spotlight (4 total sponsorships available)
  - Similar to the traditional mobile sessions that occur at in-person conferences.
  - Each sponsor will get the opportunity to work with the conference committee to participate in a pre-recorded, interactive session focused on relevant product/equipment/service solutions.
  - Approval required by conference technical committee
- One Staff Conference Registration

\*Overall sponsor benefits will vary based on the conference, please refer to the conference website for details.

# 2021 Virtual Events Exclusive Sponsorship Opportunities

## Registration Sponsorship \$6,000 per Conference

- Post Event Registration List  
(Includes opted-in email addresses)
- Sponsor Logo Banner on Registration Confirmation Emails
- Custom Sponsor Banner on Registration Site Pages
- Sponsor listing in Virtual Platform
- One Staff Conference Registration

\*Overall sponsor benefits will vary based on the conference, please refer to the conference sponsorship website for details.



# 2021 Virtual Events A La Carte Sponsorship Items

## Company Demonstration Session

\$3,000 each member/\$4,000 each non-member

- 15 min, pre-recorded session; includes 1 attendee registration. (18 Available)

## EshowMail Customer Email Blast

\$3,000 non-prime/\$4,000 prime member | \$4,000 non-prime/\$5,000 prime non-member

- Sponsor Email is sent to registered attendees and to registered attendees for two prior conference years.

## Online Proceedings Website Logo Recognition

\$4,000 member/\$5,000 non-member

## Platform Banner Ads

\$5,000 member/\$6,000 non-member (3 Available)

- Header Banner, Square or Tower on the virtual event platform.