

WATER ENVIRONMENT FEDERATION

Nutrient Removal and Recovery

June 18 – 21 2018 | Raleigh, NC

Hilton Midtown

www.wef.org/Nutrients

18

**EXHIBITION AND
SPONSORSHIP
OPPORTUNITIES**



The conference is held by the Water Environment Federation in cooperation with The North Carolina Section of the American Water Works Association & The North Carolina Member Association of the Water Environment Federation, and The Water Research Foundation.

Why Exhibit?

Showcase your technologies and products to 300 new and returning professional attendees at WEF's Nutrient Removal and Recovery 2018 Conference and Exhibition. This year in Raleigh, you will have the opportunity to reach attendees with a proven interest in your equipment, products, and services. This conference offers exhibitors an exceptionally focused audience of buyers, providing successful sales leads in terms of both the quality and quantity as a result of exhibiting.

NUTRIENT REMOVAL AND RECOVERY 2016 FEATURED:

- 16 companies, occupying
- 1,600 square feet of exhibit space.

Top Reasons to Exhibit at Nutrient Removal and Recovery 2018

Visiting the exhibition was listed among attendees' top 5 reasons for attending Nutrient Removal and Recovery 2016.

71%

influenced the buying decision for related products or services.

73%

of registrants spent 0-2 hours in the exhibit hall on the first day.

65%

of registrants spent 0-2 hours in the exhibit hall on the second day.

47%

learned about new or updated products/ services as a result of their visit to the exhibit floor.

46%

made a connection with an exhibitor as a result of their visit to the exhibit floor.

27%

requested additional information and/or plan to purchase products/ services on display at the exhibit.

Attendee Purchasing Power

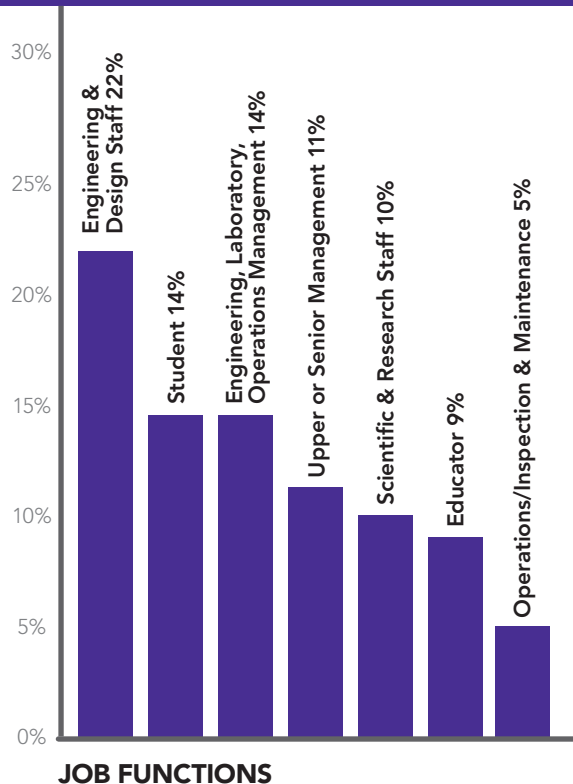
Nutrient Removal and Recovery 2016 Attendance

Full Conference	296
One Day	24
Half Day	4
Student	86
Expo Only	3
Session Only	3
Workshop Only	19
Subtotal	435
Exhibitors	54
Total	489

* Note: Data taken from prior Nutrient Removal and Recovery Conference survey. Attendee survey permitted multiple responses; totals will exceed 100%.

ATTENDEE BUYING INFLUENCE, BY PRODUCT	
Aerators and Diffusers	21%
Advanced Wastewater Treatment Processes	18%
Chemicals and Chemical Handling Equipment	19%
Contract Operations	1%
Drinking Water Treatment Equipment and Processes	7%
Engineering & Consulting Services	20%
Instrumentation, Controls & Automation	23%
Mixers	19%
Monitoring, Controlling, Sampling & Analysis Equipment	24%
Pipe and Collection Systems	10%
Process Equipment & Treatment Services	20%
Pumps, Valves and Motors	26%
Safety Equipment	7%
Sampling & Laboratory Equipment	11%
Sequencing Batch Reactors	5%
Software/Process Control	15%
Solids Processing/Biosolids Management	16%
Stormwater Equipment Processed	3%
Wastewater Treatment Equipment Processes	20%

Buyer Profile



NATURE OF ORGANIZATION	
Educational Institution	26%
Consulting or Contracting Firm	21%
Public/Private, Wastewater and/or Drinking Water and/or Stormwater	14%
Public/Private Wastewater only	14%
Manufacturer of Water/Wastewater/Stormwater Equipment or Products	6%
State, Federal, Regional Government Agency	3%
Industrial Systems and Plants	2%
Research or Analytical Laboratories	2%
Non-profits	.8%
Water/Wastewater/Stormwater Product Distributor or Manufacturer's Rep.	.4%

PRODUCT INTEREST	
Aerators and Diffusers	26%
Advanced Wastewater Treatment Processes	49%
Chemicals and Chemical Handling Equipment	21%
Contract Operations	6%
Drinking Water Treatment Equipment and Processes	10%
Engineering & Consulting Services	18%
Industrial and Hazardous Waste Management	12%
Instrumentation, Controls & Automation	37%
Mixers	19%
Monitoring, Controlling, Sampling & Analysis Equipment	37%
Pipe and Collection Systems	10%
Process Equipment & Treatment Services	26%
Pumps, Valves and Motors	17%
Safety Equipment	12%
Sampling & Laboratory Equipment	25%
Sequencing Batch Reactors	21%
Software/Process Control	30%
Solids Processing/Biosolids Management	33%
Stormwater Equipment Processed	12%
Wastewater Treatment Equipment Processes	44%

FIELD OF EXPERTISE	
Wastewater	26%
Residuals/Sludge/Biosolids/Solid Waste	11%
Industrial Water/Wastewater/Process Water	10%
Water Reuse and/or Recycle	10%
Water/Wastewater Analysis & Health/Safety Water Systems	6%
Drinking Water	5%
Watershed/Surface Water Systems	4%
Groundwater	4%
Utility Management & Environmental	4%
Collection Systems	4%
Stormwater Management/Floodplain Management/Wet Weather	3%
Public Education/Information	3%
Legislation (Policy, Legislation, Regulation)	3%
Land & Soil Systems	1%
Toxic & Hazardous Materials	1%

* Note: Data taken from prior Nutrient Removal and Recovery Conference survey. Attendee survey permitted multiple responses; totals will exceed 100%.

Exhibition Information

Exhibitor Eligibility Requirements	Exhibition Hours	Exhibit Space Rates
The exhibits are an extension of the educational aspect of the conference program. Products and services must be related to the water quality industry.	Tuesday, June 19 10:00 am – 6:45 pm Wednesday, June 20 10:00 am – 3:45 pm	10' x 10' Booth WEF Exhibitor Member: \$2200 Non-Member: \$2800 Corner Fee: \$75 per corner
Please note: The Federation has various types of memberships. Only Exhibitor Members are eligible for the discount on exhibit space.		

INSTALLATION/DISMANTLING OF EXHIBITS

Move-In: Monday, June 18

10:00 am–5:00 pm

Move-out: Wednesday, June 20

3:45 pm–6:00 pm

WHAT'S INCLUDED WITH BADGE	Complimentary Booth Personnel (2)	Additional Booth Personnel
Booth Personnel Fee	FREE	\$175
Reception	YES	YES
Luncheon	YES	YES
Technical Sessions	YES	YES

Included in the Space Rates

- Complimentary booth personnel badges, two per 100 sq ft contracted
- Listing in the onsite conference program exhibitor directory
- Complete mobile app listing, including description, categories, and PDF upload capability
- Free access to registrant data via the internet once space is fully paid
- Access conference proceedings
- Exclusive sponsorship opportunities

Space Assignment

All exhibit space is assigned on a first-come/first-served basis. List four (4) choices. If all of your choices have been assigned prior to receipt of your reservation form, you will be contacted at the time of your assignment. Applications received without full payment will not be processed. Telephone requests for space cannot be accepted.

Download the contract and view the current floor plan: www.wef.org/Nutrients
To receive maximum exhibitor benefits, the Exhibit Space Reservation & Contract form should be received at the Federation Headquarters no later than April 23, 2018.

Cancellations must be received in writing by April 23, 2018, at WEF Headquarters:

Exhibitions Management
Water Environment Federation
601 Wythe Street, Alexandria, VA 22314-1994
smoretti@wef.org

Hotel Information

Hilton North Raleigh/Midtown
3415 Wake Forest Road
Raleigh, NC 27609

Phone: (919) 872-2323

Group Rate: \$159.00

Cut Off Date: May 27, 2018

**Reservations are on a first come first serve basis and are not guaranteed before the cut-off date.*

Hotel Link:

<http://www3.hilton.com/en/hotels/north-carolina/hilton-north-raleigh-midtown-RDUNHHF/index.html>

For More Information

Sarah Evans Moretti,
Manager, Exhibition Sales
703.684.2466 | smoretti@wef.org

Sponsorship Opportunities

Become a Sponsor and Reach Your Target Audience.

Increase your visibility and brand awareness with nearly 300 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 show at price points designed for any marketing plan.

64%

of sponsoring companies were recognized (unaided) by Nutrient Removal and Recovery 2016 registrants.

65%

of 2016 registrants attended all of the networking breaks, reception and luncheons held on the show floor.

363

Nutrient Removal and Recovery 2016 attendees used the mobile app.

Overall Sponsor Benefits*

- Enhanced visibility to conference attendees and WEF Members
- Logo recognition on corresponding sponsor slide at the Opening General Session
- Branding on signage recognizing all sponsors on display for the duration of the conference
- Logo with sponsor directory listing including company website and address in conference program
- Logo enhanced exhibitor directory listing in conference program, only for conference exhibitors
- Logo on conference homepage rotating banner recognizing all conference sponsors
- Complete mobile app listing, including logo, description, categories, and PDF upload capability
- Pre-registered or final attendee lists in Excel format
- Sponsor badge ribbons

*Overall sponsor benefits are included with all opportunities, except meter boards, tote bag inserts, and hotel sponsorships.

*All sponsor pricing listed is at the Member rate, available to Corporate and Exhibitor Members.

*Option to provide cups or napkins at an event is provided on a first-come, first-serve basis.

Conference-Wide Sponsorships



PLATINUM

(exclusive)

\$12,500

- 10' x 10' unfurnished booth space or official conference giveaway distributed to all conference attendees
- Recognition at the Networking Reception and opportunity to provide sponsor-produced napkin or cup as giveaway (based on date received)
- Mobile App banner, landing page, video upload, and listing highlight
- 15 expo-only invitations
- Company logo on own platinum sponsor slide at the Opening General Session
- Logo on email banner recognizing conference-wide sponsors when email correspondence is sent to registrants (based on date received)
- One contextual tweet from @weforg and one contextual Facebook post from WEF's account



GOLD

(exclusive)

\$10,500

- Custom double-sided meter board to be placed in the convention center
- Recognition at the Networking Reception
- 10 expo-only invitations
- Company logo on shared sponsor slide at the Opening General Session
- Mobile App banner, landing page, video upload, and listing highlight
- Logo on email banner recognizing conference-wide sponsors when email correspondence is sent to registrants (based on date received)
- One contextual tweet from @weforg and one contextual Facebook post from WEF's account



SILVER

(exclusive)

\$7,000

- Recognition at Networking Reception
- 5 expo-only invitations
- Company logo on shared sponsor slide at the Opening General Session
- Mobile App banner, landing page, video upload, and listing highlight
- Logo on email banner recognizing conference-wide sponsors when email correspondence is sent to registrants (based on date received)
- One contextual tweet from @weforg and one contextual Facebook post from WEF's account

Branded Giveaways

Order Deadline:
May 14, 2018

All attendee giveaway sponsorships must be confirmed and paid by this date for production purposes.

LANYARDS

(exclusive) \$6,000

Place your company logo on the official conference lanyard and in the hands of all conference attendees. This sponsorship includes production and distribution of up to 300 lanyards.

- Sponsor logo on official conference lanyard distributed to attendees at registration

TOTE BAGS

(exclusive) \$6,000

One of our most recognized sponsorships by 2016 Nutrients attendees! This sponsorship includes production and distribution of up to 300 totes.

- Sponsor logo on official conference tote bag distributed to attendees at registration

GIVEAWAY ITEMS

(exclusive) \$6,000

Giveaway items are imprinted with your company logo and distributed to attendees to carry throughout the conference and back into their daily lives, keeping your brand visible for years to come. Examples include stylus pens, notepads, water bottles, and microfiber wipes. Contact us with your idea! This sponsorship includes production and distribution.

- Sponsor logo on official conference giveaway item distributed to attendees at registration

HOTEL KEY CARDS

(exclusive) \$6,000

- Custom hotel key card given to conference attendees at check-in and used for the duration of the conference for brand visibility throughout the week. This sponsorship includes production and distribution.

Onsite Sponsorships

OPENING GENERAL SESSION

\$3,000

Gain recognition among the leaders in nutrient removal and recovery at the Opening General Session, held on Tuesday morning, kicking off the conference and energizing the attendees for the technical sessions and exhibition ahead.

- Sign at Opening General Session identifying your company as the sponsor
- Recognition on separate slide at Opening General Session

CONFERENCE LUNCHEONS

(exhibitor exclusive)

\$3,000 one day

\$6,000 both days

Target the most highly attended networking events Tuesday and Wednesday in the exhibit hall.

- Sign at Conference Luncheon identifying your company as the sponsor
- Sponsor-provided 8-ounce cups or cocktail napkins with company logo to be used at the sponsored luncheon(s)

KICKOFF RECEPTION \$4,000

Get your logo in front of attendees gathering Monday evening at the networking icebreaker.

- Sign at Kickoff Reception identifying your company as the sponsor
- Option to provide sponsor produced 8-ounce cups or cocktail napkins with company logo to be used at the sponsored reception

NETWORKING BREAKS (exhibitor exclusive)

\$2,500 one day

\$4,000 both days

Refreshments are served in the morning and afternoon on both days in the exhibit hall. Sponsorship of the breaks reinforces your brand with all conference participants mingling during the breaks.

- Sign at refreshment breaks identifying your company as the sponsor
- Sponsor-provided 8-ounce cups or cocktail napkins with company logo to be used at sponsored break(s)

NETWORKING RECEPTION

(exhibitor exclusive)

\$4,000

Make your company presence known among conference attendees socializing at the Networking Reception on Tuesday evening.

- Sign at Networking Reception identifying your company as the sponsor
- Sponsor-provided 8-ounce cups or cocktail napkins with company logo to be used at the sponsored reception

Hotel Sponsorships

HOTEL GUEST ROOM DOOR DROP \$3,000

- Sponsor-produced door hanger or flyer distributed to guest rooms in the hotel block during the conference

Digital Media Sponsorships

MOBILE APP OVERALL (exclusive) \$5,000

Put your company in the palm of their hands! Be seen by conference attendees as they navigate the app using their mobile devices to learn more about sponsors, programming, and speakers on-the-go.

- Custom artwork on splash page, banner, and secondary landing page
- Includes video upload and listing highlight

ONLINE PROCEEDINGS (exclusive) \$4,000

- Custom splash page hyperlinked to sponsor website in online conference proceedings distributed to all attendees
- Artwork due by May 14, 2018

MOBILE APP BANNER \$3,000 (Available to 3 sponsors)

Gain exceptional exposure by placing a custom-animated banner at the top of the dashboard on the official conference mobile app.

- Custom artwork on banner and secondary landing page
- Includes video upload and listing highlight

ONLINE REGISTRATION (exclusive) \$4,000

- Custom banner hyperlinked to sponsor website on registration website and all registrant confirmation emails. Registration opens end of April 2018, sign up now to get the most exposure possible.

Onsite Advertising

NEW CHARGING STATION \$3,500

wireless packs in a custom branded bay available at registration

METER BOARD \$2,500

- Custom, double-sided, free-standing sign to be placed within the convention center for the duration of the conference

TOTE BAG INSERT \$3,500 (Available to 3 sponsors)

- Up to an 8 1/2" x 11" double-sided sponsor-provided flyer distributed in official conference tote bag to attendees
- Insert must be approved by WEF prior to production
Produced insert due to WEF office by May 31, 2018

CONFERENCE PROGRAM ADVERTISEMENT \$4,000

(Available to 3 sponsors)

- Full-page color advertisement in the conference program
- Available locations: Inside Front Cover, Back Cover, Inside Back Cover; allocated on first-come, first-serve basis
Ad art due by May 31, 2018

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601 Wythe Street
Alexandria, Virginia
22314-1994 USA



NONPROFIT ORG.
U.S. POSTAGE
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