

WATER ENVIRONMENT FEDERATION

Collection Systems

EXHIBITION AND
SPONSORSHIP
OPPORTUNITIES

Collections on the Coast - Investing in a Sustainable Future

April 8–11, 2018 | Exhibition: April 9 - 10

Virginia Beach, VA | Virginia Beach Convention Center

18

www.wef.org/CollectionSystems



This conference is held by the Water Environment Federation in cooperation with the Virginia Water Environment Association and The Water Research Foundation.

Why Exhibit?

Showcase your technologies and products to 600 new and returning professional attendees with a proven interest in your equipment, products, and services. Collection Systems 2018 offers exhibitors an exceptionally focused audience of buyers, providing successful sales leads in terms of both quality and quantity.

COLLECTION SYSTEMS 2017 FEATURED:

- 62 companies, occupying
- 6,500 square feet of exhibit space.

70% SOLD

70% of exhibit space is already sold for 2018. This event is likely to sell out, so don't miss your opportunity to be included among the leading companies.

Top Reasons to Exhibit at Collection Systems 2018

Visiting the exhibition was listed among attendees' top 5 reasons for attending Collection Systems 2017.

93%

of attendees spent 0-3+ hours in the hall on the second day.

91%

of attendees spent 0-3+ hours in the exhibit hall on the first day.

79%

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

62%

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

47%

influenced the buying decision for related products or services.

46%

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

Attendee Purchasing Power

Collection Systems 2017 Attendance

Full Conference	258
One Day	44
Half Day	6
Student	4
Expo Only	41
Session Only	8
Ticket Only	6
Subtotal	367

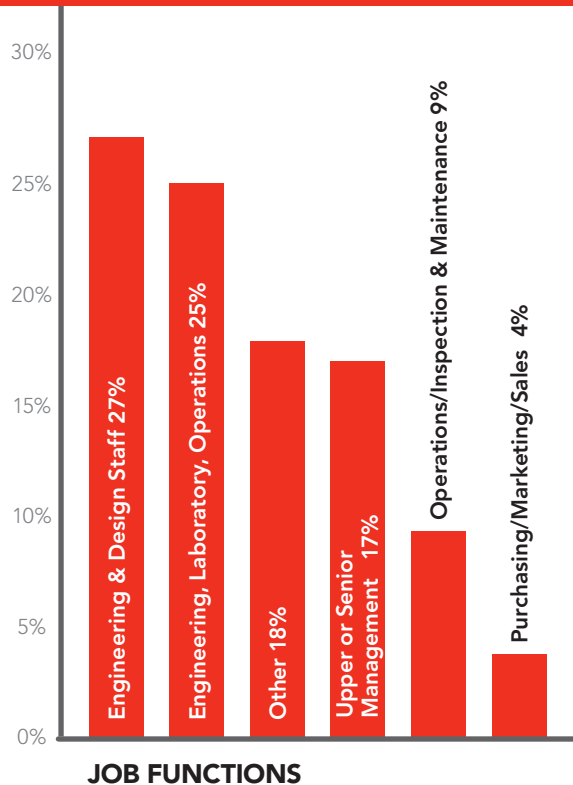
Exhibitors	153
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Total	520
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ATTENDEE BUYING INFLUENCE, BY PRODUCT	
Chemicals & Chemical Handling Equipment	29%
Contract Operations	54%
Drinking Water Treatment Equipment & Processes	17%
Engineering & Consulting Services	75%
Facility Management Software	43%
Geographic Information Software	55%
Industrial & Hazardous Waste Management	20%
Instrumentation, Controls & Automation	39%
Leak Detection System	35%
Monitoring, Controlling, Sampling, & Analysis Equipment	55%
Pipe & Collection Systems	86%
Pipe, Fittings, & Manholes	77%
Pipe Lining, Pipe Bursting, & Pipe Drilling Services	75%
Pipe/Sewer Cleaning, Inspection, & Rehabilitation Equipment & Services	88%
Process Equipment & Treatment Services	27%
Pumps, Valves, & Motors	44%
Safety Equipment	54%
Sampling & Laboratory Equipment/Services	29%
Solids Processing/Biosolids Management	25%
Stormwater Equipment Processes	27%
Wastewater Treatment Equipment Processes	26%

* Note: Data taken from prior Collection Systems Conference survey. Attendee survey permitted multiple responses; totals will exceed 100%.

Buyer Profile



NATURE OF ORGANIZATION	
Consulting or Contracting Firm	164
Public/Private, Wastewater and/or Drinking Water and/or Stormwater	87
Public/Private Wastewater only	55
Water/Wastewater/Stormwater Product Distributor or Manufacturer's Rep.	13
Manufacturer of Water/Wastewater/Stormwater Equipment or Products	12
State, Federal, Regional Government Agency	8
Educational Institution	4
Other	3
Public/Private Drinking Water only	2
Non-profits	2
Research or Analytical Laboratories	1

PRODUCT INTEREST	
Chemicals & Chemical Handling Equipment	30%
Contract Operations	57%
Drinking Water Treatment Equipment & Processes	25%
Engineering & Consulting Services	43%
Facility Management Software	83%
Geographic Information Software	77%
Industrial & Hazardous Waste Management	75%
Instrumentation, Controls & Automation	64%
Leak Detection System	80%
Monitoring, Controlling, Sampling, & Analysis Equipment	58%
Pipe & Collection Systems	50%
Pipes, Fittings, & Manholes	46%
Pipe Lining, Pipe Bursting, & Pipe Drilling Services	53%
Pipe/Sewer Cleaning, Inspection, Rehabilitation Equipment & Services	60%
Process Equipment & Treatment Services	36%
Pumps, Valves, & Motors	48%
Safety Equipment	50%
Sampling & Laboratory Equipment/Services	54%
Solids Processing/Biosolids Management	50%
Stormwater Equipment Processes	78%
Wastewater Treatment Equipment Processes	46%

FIELD OF EXPERTISE	
Collection Systems	94%
Wastewater	70%
Stormwater Management/Floodplain Management/Wet Weather	40%
Utility Management and Environmental	28%
Legislation (Policy, Legislation, Regulation)	20%
Drinking Water	18%
Public Education/Information	17%
Watershed/Surface Water Systems	14%
Water/Wastewater Analysis and Health/Safety Water Systems	13%
Groundwater	12%
Residuals/Sludge/Biosolids/Solid Waste	12%
Industrial Water/Wastewater/Process Water	8%
Water Reuse and/or Recycle	6%
Other	6%
Odor/Air Emissions	5%
Land and Soil Systems	1%
Toxic and Hazardous Material	1%

* Note: Data taken from prior Collection Systems 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.	Monday, April 9 10:00 am – 6:15 pm Tuesday, April 10 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: Sunday, April 8

8:00am–4:30pm

Move-out: Tuesday, April 10

3:45pm–6:00pm

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/CollectionSystems
To receive maximum exhibitor benefits, the Exhibit Space Reservation & Contract form should be received at the Federation Headquarters no later than February 9, 2018.

Cancellations must be received in writing by February 9, 2018, at WEF Headquarters:

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

Hotel Information

**DoubleTree by Hilton Hotel
Virginia Beach**

1900 Pavilion Drive
Virginia Beach, Virginia 23451

Phone Number: (757) 422-8900

Reservation Phone Number:
(800) 222-8733

Group Rate: \$149.00

Cutoff Date: March 15, 2018

**Reservations are on a first come first service basis and may sell out before the cutoff date.*

Reservation Link:

http://doubletree.hilton.com/en/dt/groups/personalized/O/ORFBNDT-WFI-20180407/index.jhtml?WT.mc_id=POG

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 600 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.

57%

of sponsoring companies were recognized (unaided) by Collection Systems 2017 registrants.

67%

of 2017 registrants attended all of the networking breaks, reception, luncheons, and mobile sessions held on the show floor.

403

Collection System 2017 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
- Sign recognition at sponsored event
- Branding on signage recognizing all sponsors on display for the duration of the conference
- Logo with sponsor directory listing including company website in conference program
- Logo enhanced exhibitor directory listing in conference program, only for conference exhibitors
- Logo on conference homepage rotating banners 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, exhibit hall carpet clings, 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)

\$16,500

- 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)

\$12,800

- 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)

\$8,000

- 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:
February 28, 2018

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

LANYARDS

(exclusive) \$7,000

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 600 lanyards.

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

TOTE BAGS

(exclusive) \$7,000

One of our most recognized sponsorships by 2016 Odds attendees! This sponsorship includes production and distribution of up to 500 totes.

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

GIVEAWAY ITEMS

(exclusive) \$7,000

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) \$7,000

- 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

\$4,000

Gain recognition among the leaders in odors and air pollutants at the Opening General Session, held on Monday 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)

\$4,000 one day

\$6,000 both days

Target the most highly attended networking events Monday and Tuesday 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)

NETWORKING BREAKS

(exhibitor exclusive)

\$3,500 one day

\$5,000 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)

\$6,000

Make your company presence known among conference attendees socializing at the Networking Reception on Monday 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) \$6,500

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 banner hyperlinked to sponsor website in online conference proceedings distributed to all attendees
- Artwork due by March 6, 2018

MOBILE APP BANNER

\$3,500 (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 opened end of January 2018, sign up now to get the most exposure possible.

Onsite Advertising

METER BOARD \$2,500

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

CONFERENCE PROGRAM ADVERTISEMENT

\$5,000

(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 March 14, 2018*

EXHIBIT HALL CARPET CLING \$500

- A 2' x 2' adhesive back sign on the exhibit floor with your company logo or directional arrow to your booth

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 March 14, 2018*



NEW CHARGING STATION

Please contact
for pricing.

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Virginia Beach Convention Center
Virginia Beach, VA



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