IWA World Water Congress & Exhibition 2018

Shaping our Water Future

Invitation to Exhibit & Sponsor

16 - 21 SEPTEMBER, 2018
TOKYO, JAPAN
www.worldwatercongress.org
Brisbane Congress & Exhibition 2016

How long have you worked in the water and sanitation sector?

- 20+ yrs: 30%
- 10-20 yrs: 30%
- 5-10 yrs: 23%
- <5 yrs: 17%

What type of organisation do you work in?

- University / Educational Institute
- Research Institute / Organisation
- NGO
- Government / Governmental Agency
- Utility
- Technology Suppliers / Manufacturer
- Consultancy / Contracting
- Large Water Using Industry
- Regulator

Exhibitors opinions

- 93% of exhibitors see the WWCE as a truly global event
- 90% of exhibitors' expectation met or exceeded by WWCE

Primary Work Role

- 75% Decision makers
- 25% Other

4727 participants
255 exhibiting companies
108 countries represented
9 world-renowned keynote speakers
7 leadership forums
86 technical sessions
20 learning sessions
38 workshops
Accelerating water solutions for a sustainable water future

The IWA World Water Congress & Exhibition is the global event for water professionals covering the full water cycle. However, as the Congress rotates through cities and countries each event has an extra emphasis on issues of specific interest to the region.

The World Water Congress & Exhibition will create new insights into how pioneering science, technological innovation and leading practices shape the major transformation in water management that is underway. You will join over 5000 leading professionals and companies from across the water sector, including thought leaders from within and outside the water sector.

Focusing on leading practice, innovation and solutions, the event provides new networking and business opportunities, and ensures maximum exposure between participants, exhibitors and sponsors. It connects you with the right people and the right solutions, fosters new collaborations and partnerships, and provides a platform for exhibitors and sponsors to raise their profile amongst leading water professionals and companies.

Organised by the International Water Association, this is the global event on water solutions that brings together thought leaders, decision makers, leading researchers and business representatives from within and outside the water sector.

9 Reasons to Exhibit and Sponsor

1. You will be joining the world’s leading institutions, companies and other organisations involved in the delivery of innovative, pragmatic and sustainable solutions to challenging global needs for safe water and sanitation, within urban areas and river basins.

2. A unique opportunity to connect with thought leaders from within and outside the water sector, and to network with over 5,000 delegates and visitors drawn from a wide range of organisations from over 100 countries worldwide.

3. Exhibiting at the world’s premier water event will highlight your company as a leading entity in the sector, and provide a wide range of networking and partnership building opportunities during the event.

4. The conference focus is on bridging the space between industry, business, technology, innovation, practice and science to share knowledge, build collaborations and develop networks that will shape the water agenda for decades to come.

5. Unique networking facilities including: matchmaking programmes for exhibitors, meet the delegations programmes, Business Forums.

6. Sponsorship and partnership opportunities (tailor-made to meet your needs) enable you to play a leading role in an event with impact.

7. All exhibitors will be located in the main Exhibition hall where all lunch and coffee breaks will be served, as well as other social functions and receptions, enabling full integration between exhibition and conference.

8. The International Water Association – a trusted professional association with an excellent reputation and track record for delivering high-profile international events around the world.

9. IWA will promote this event to its worldwide network of more than 60,000 water professionals. The organisers will promote the event through multiple communications channels, including digital channels and international, regional and local media partners.
# Invitation to Sponsor

For companies looking to stand out as a leading brand, the World Water Congress & Exhibition offers a unique opportunity to profile your company and showcase your technical and service solutions with over 5000 water professionals from over 100 countries.

- branding of your company with comprehensive signage and merchandise
- targeted promotion by IWA to its 60,000 - strong global network of water professionals

The benefits of sponsoring go well beyond the Congress and can help cement your products and services as the ‘go-to’ brand for water professionals. You will take advantage of branding rights, targeted IWA promotions, online and offline exposure through multiple communications and media channels, business forums and VIP networking.

## Principal Sponsor £150,000

- 100 sqm trade exhibition space
- 20 complimentary regular delegate registrations
- 50% discount on 20 additional registrations at IWA member standard rate
- 3 reserved corporate tables at the conference gala evening
  (each participant must have a gala dinner ticket)
- 20 extra tickets for the gala evening

### Website and printed materials
- Logo and 150-word entry in sponsor section of the Congress website and link to company website
- Logo on ALL general signs at the venue
- Logo on Congress homepage
- Company logo in sponsor section of any printed publication
- Logo on the front of any printed publication
- Complimentary Full page advert in Congress Programme Book

### Participation
- Opportunity to organise 3 sessions of presentations for delegates at the business forums

## Platinum £100,000

- 50 sqm trade exhibition space
- 10 complimentary regular delegate registrations
- 50% discount on 10 additional registrations at IWA member standard rate
- 2 reserved corporate tables at the conference gala evening
  (each participant must have a gala dinner ticket)
- 10 extra tickets for the gala evening

### Website and printed materials
- Logo and 100-word entry in sponsor section of the Congress website and link to company website
- Logo on ALL general signs at the venue
- Logo on Congress homepage
- Company logo in sponsor section of any printed publication
- Logo on the front of any printed publication
- Complimentary Full page advert in Congress Programme Book

### Participation
- Opportunity to organise 2 sessions of presentations for delegates at the business forums

## Gold Sponsor £50,000

- 18 sqm trade exhibition space
- 5 complimentary regular delegate registrations
- 50% discount on 5 additional registrations at IWA member standard rate
- 1 reserved corporate tables at the conference gala evening
  (each participant must have a gala dinner ticket)
- 5 extra tickets for the gala evening

### Website and printed materials
- Logo and 50-word entry in sponsor section of the Congress website and link to company website
- Logo on some general signs at the venue
- Company logo in sponsor section of any printed publication
- Complimentary half page advert in Congress Programme Book

### Participation
- Opportunity to organise 1 sessions of presentations for delegates at the business forums

## Gala Evening £100,000

- 18 sqm trade exhibition space
- 10 complimentary regular delegate registrations
- 50% discount on 10 additional registrations at IWA member standard rate
- 2 reserved corporate tables at the conference gala evening
  (each participant must have a gala dinner ticket)
- 10 extra tickets for the gala evening

### Website and printed materials
- Exclusive corporate display and decoration at Gala Evening Venue
- Logo and 100-word entry in sponsor section of the Congress website and link to company website
- Company logo in sponsor section of any printed publication
- Complimentary Full page advert in Congress Programme Book

### Participation
- Speaking opportunity at the Gala Evening
- Opportunity to organise 2 sessions of presentations for delegates at the business forums

## Welcome Reception £50,000

- 9 sqm trade exhibition space
- 5 complimentary regular delegate registrations
- 50% discount on 10 additional registrations at IWA member standard rate
- 1 reserved corporate tables at the conference gala evening
  (each participant must have a gala dinner ticket)
- 3 extra tickets for the gala evening

### Website and printed materials
- Exclusive corporate display and decoration at Welcome Reception Venue
- Logo and 50-word entry in sponsor section of the Congress website and link to company website
- Company logo in sponsor section of any printed publication
- Complimentary half page advert in Congress Programme Book

### Participation
- Speaking opportunity at the Welcome Reception
- Opportunity to organise 1 sessions of presentations for delegates at the business forums

## Mobile App £25,000

- High profile and prominence on the Congress and Exhibition Mobile App
- 3 complimentary regular delegate registrations

### Website and printed materials
- Logo and 50-word entry in sponsor section of the Congress website and link to company website
- Company logo in sponsor section of any printed publication
- Complimentary half page advert in Congress Programme Book

### Participation
- Opportunity to organise a session of presentations for delegates at the business forums
Invitation to Exhibit

Target audience

The key target audience for the exhibition are the congress delegates, water professionals from across the full water cycle from over 100 countries worldwide. In addition to Congress delegates, the exhibition will attract local, regional and international trade visitors. The organiser expect over 5000 participants from the sector.

Visitors by Organisation Type / Role:

- University / Educational Institute
- Research Institute / Organisation
- NGO
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- Utility
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- Consultancy / Contracting
- Large Water Using Industry
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Who will exhibit?

Exhibitors at the World Water Congress & Exhibition in Tokyo will be:

- Technology/ product manufacturers
- Water & wastewater utilities
- Knowledge & research institutes
- Non-governmental organisations (NGOs)
- International organisations
- International, regional and local trade media

The exhibition will host several country pavilions and will have various thematic pavilions (expected on e.g. non-revenue water, desalination, cities, emerging technologies).

The networking hotspot during the Congress

The international exhibition floor will be the networking hotspot during the event. All lunches, coffee and tea breaks will be served in the exhibition hall providing key opportunities to showcase your brand and to network with delegates.

Exhibitors can benefit from a discount on the congress registration fee. Being part of the congress sessions and side events you will have the opportunity to use the wider networking opportunities the Congress and Exhibition Offers.

Reserve a time slot for hosting a business forum.

The Business Forums are a component of the Congress Programme and provide a series of sessions where delegates can interact with national delegations, commercial and non-commercial organisations to discuss and learn about the innovations and new developments (projects, services, research, challenges, and strategic direction) of single companies and countries. Sponsors and exhibitors of the World Water Congress & Exhibition can apply for session timeslots in the Business Forum programme.

Exhibition fees

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<tr>
<th></th>
<th>IWA Corporate Members</th>
<th>Non-members (*2)</th>
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</thead>
<tbody>
<tr>
<td>Stand space only – Early Bird Rate (*1)</td>
<td>395</td>
<td>415</td>
</tr>
<tr>
<td>Stand space only – Standard Rate (*1)</td>
<td>430</td>
<td>460</td>
</tr>
<tr>
<td>Shell scheme – additional to stand space (*3)</td>
<td>90</td>
<td>90</td>
</tr>
</tbody>
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(*1) Early bird booking deadline is 31 October 2017. Bookings received by the organisers before this date can apply for early bird exhibition space fees. / (*2) If you join the IWA now, you will receive the corporate member price and enjoy all the other benefits of IWA membership. / (*3) Shell scheme costs are extra to the stand space-only fees.

You can reserve your space by submitting a completed application form. To obtain the application form, please e-mail the IWA Exhibition Management at info@iwa-exhibitions.com or visit www.worldwatercongress.org.

Book your booth today!

If you book before 31 October 2017, the early bird fee – a discount of 10% on the stand rental fee – will apply. Space is limited and bookings will be handled on a first-come, first-served basis.
A Truly Global Exhibition

“At the World Water Congress & Exhibition we build contacts with the market leaders. The combination of the Congress and the Exhibition is very good for marketing projects, networking, to exchange market information, and to get the word out from Scinor to the global water sector.”

Thomas Poschmann CEO Scinor Water America video

“We are here to help to bring clean water to the world. Pall is involved in quite a few shows yearly, but this one is by far the best we attended. Participants at the IWA World Water Congress & Exhibition are here with a reason, they have a clear need.”

Morten Schoor Pall Corporation video

The Cities Pavilion provided the perfect platform to launch the IWA Principles for Water-Wise Cities and share the Arup Future of Urban Water initiative!”

Mark Fletcher Arup

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Mark Fletcher Arup

“Interested in tailoring our standard packages to meet your needs? We welcome your questions and discussion.

Sponsorship Enquiries

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“The Emerging Technologies Pavilion is a platform for emerging technology developers to pitch their solutions. We have seen a broad spectrum of innovative solutions that are approaching or have been commercialized. Some of these are already changing the way in which we will think about addressing water challenges in the future.”

Mal Shepherd John Holland Water

“The African water sector aims to speak with one voice in the global arena, and the IWA World Water Congress & Exhibition is the place for us to look for solutions.”

Sylvain Usher AIWA Executive Director video