IWA World Water Congress & Exhibition 2020

Shaping our Water Future

Invitation to Exhibit & Sponsor

COPENHAGEN
DENMARK
18-23 OCTOBER 2020

www.worldwatercongress.org · #WorldWaterCongress
The IWA World Water Congress & Exhibition is the global event for water professionals covering the full water cycle. Join over 10,000 leading water professionals and companies convened by the International Water Association. During 6 days, thought-leaders, decision makers, leading researchers and business representatives from within and outside the water sector will focus on water solutions to shape our water future.

The 2020 World Water Congress & Exhibition in Copenhagen, Denmark is designed to bring together water professionals and also engage the water-consuming industry, agriculture, architects and urban planners, hydrologists and soil and groundwater experts, social sciences, ICT-sector, the financial sector and others. The Congress is by nature a global forum for discussion.

This edition of the #WorldWaterCongress & Exhibition, will report on the water sector progress on the Sustainable Development Goals (SDGs). With an emphasis on SDG6, dedicated to water and sanitation, the Congress will also highlight and access the interwoven relation of water with all 17 Global Goals. Participants will analyse, discuss and highlight solutions at high-level summits, cases-study presentations and examples of implementation and cooperation towards the fulfilment of the SDGs.

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.

Expectations from #WorldWaterCongress 2020 in Copenhagen:

- Visionary thinkers and compelling speakers on how water can create smart and liveable cities of the future.
- High-level summit with utility, government and city officials as well as organisations and water utilities about the progress towards implementation of the SDGs.
- Advance opportunities for IWA Young Water Professionals and #EmergingWaterLeaders.
- Highlight global innovations and offer a global business platform.

"When IWA celebrates its 20th Anniversary, the IWA World Water Congress & Exhibition is hosted by Denmark. The Nordic region countries, as well as IWA members from around the world look forward to learn and share their knowledge. The Nordic countries are a model for many of us in the way they manage to balance life and nature, to innovate, and to implement a sustainable economy. This is the spirit, the essence of the SDGs!"

Diane d’Arras, IWA President
9 Reasons to Exhibit and Sponsor

1. Join 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. Connect with thought leaders from within and outside the water sector, and to network with over 10,000 delegates and visitors from over 100 countries worldwide.

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

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

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

6. Sponsorship and partnership opportunities (tailor-made to meet your needs) enable you to play a leading role in an event with impact. Including global exposure and reach-out via IWA videos and social media on relevant topics for water professionals.

7. Full integration between exhibition and conference. 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.

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

9. IWA will promote this event to its worldwide network of more than 80,000 water professionals. The organisers will promote the event through multiple communications channels, including digital channels and international, regional and local media.
Previous edition - Tokyo, Japan 2018

Visitors primary work role

- **Decision makers**: 75%

Exhibitors opinions

- 100% of exhibitors expectation met or exceeded by WWCE

Visitors work experience in the water and sanitation sector

- Less than 5 years: 17%
- 5 to 10 years: 23%
- 10 to 20 years: 30%
- 20+ years: 30%

- 94% of exhibitors see the WWCE as a truly global event
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 organisers expect over 10,000 participants from the sector. They will meet in world-class stands at the Exhibition, which will also host several country pavilions and various thematic pavilions (e.g. cities, emerging technologies, desalination).

Visitors by organisation type

- University
- Utility
- Government
- Technology
- Regulator
- NGO
- Industry
- Consultancy
- Research

Exhibition fees

<table>
<thead>
<tr>
<th>Fees in Euro (€), excluding taxes, per square metre</th>
<th>IWA Corporate Members</th>
<th>Non-Members (*2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stand space only Early Bird Rate (*1)</td>
<td>405€</td>
<td>435€</td>
</tr>
<tr>
<td>Stand space only Standard Rate (*1)</td>
<td>440€</td>
<td>470€</td>
</tr>
<tr>
<td>Shell scheme Additional to Stand space (*3)</td>
<td>95€</td>
<td>95€</td>
</tr>
</tbody>
</table>

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.

(*1) Early bird booking deadline is 1 October 2019. 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.

Who will exhibit?

<table>
<thead>
<tr>
<th>Technology Solution Providers</th>
<th>Product Manufacturers</th>
<th>Service Providers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water &amp; Wastewater Utilities</td>
<td>Knowledge &amp; Research Institutes</td>
<td>Non-governmental organizations (NGOs)</td>
</tr>
<tr>
<td>International Organizations</td>
<td>International, regional and local Trade Media</td>
<td>Consultants &amp; Contractors</td>
</tr>
</tbody>
</table>

The networking hotspot

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 Congress delegates.

Exhibitors can benefit from a discount on the Congress registration fee. This enables exhibitors to attend all sessions and with that direct and wider networking opportunities.

Host 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.

BOOK YOUR BOOTH TODAY!

Book before 1 October 2019 for a 10% discount! First-come, first-served basis.
Invitation to Sponsor

For companies looking to stand out as a leading brand, the IWA World Water Congress & Exhibition offers a unique opportunity to profile your company globally to a network of over 80,000 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.

- Branding of your company with comprehensive signage and merchandise.
- Targeted promotion by IWA to its global network.
- Business forums to present your services, projects and case studies to a high-level audience.
- International media exposure.
- Participation in structured networking events (e.g. the Gala Evening).

To know more and become a sponsor please visit www.worldwatercongress.org or contact joao.grilo@iwahq.org. Sponsorship packages can be adjusted upon request.

### 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.
- 10% registration discount to unlimited sponsor invitees

### Platinum Sponsor
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.
- 5% registration discount to unlimited sponsor invitees

### 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 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.

### 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.

### 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.
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- Company logo in sponsor section of any printed publication.
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- Complimentary half page advert in Congress Programme Book.

### Participation

- Opportunity to organise 1 sessions of presentations for delegates at the business forums.
<table>
<thead>
<tr>
<th>Event</th>
<th>Cost</th>
<th>Description</th>
</tr>
</thead>
</table>
| **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.  
- 5% registration discount to unlimited sponsor invitees. |
| **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. |
| **Mobile App**    | 25,000€ | - High profile and prominence on the Congress and Exhibition Mobile App.  
- Opportunity to organise a session of presentations for delegates at the business forums. |

**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.  

**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.  

**Website and printed materials**
- Opportunity to organise a session of presentations for delegates at the business forums.  

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

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

**Participation**
- Opportunity to organise a session of presentations for delegates at the business forums.
A Truly Global Exhibition

IWA World Water Congress & Exhibition 2018 was proven to be the most useful and profitable water event to the world. KUBOTA as a principal sponsor is grateful that the world’s leading water professionals had an opportunity to get the information of Japan’s high-quality water supply and sewage system such as the latest products, technologies, and services.

KUBOTA, Principal Sponsor

IWA World Congress Tokyo proved to be the perfect platform to network with the leaders in water: political, technical, research and business leaders. SUEZ is delighted to be part of this community, to foster water-wise solutions for cities.

SUEZ, Gold Sponsor

“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, AfWA Executive Director

“Hosting the Australian Pavilion at the IWA World Water Congress & Exhibition 2018 enabled us to enhance sharing of Australia’s knowledge and tools for sustainable water management. It was a great opportunity to engage and collaborate with leading international institutions through a strengthened ‘Team Australia’ approach.”

Australian Water Partnership

“The IWA Exhibition is a tremendous opportunity for us to showcase Canadian Innovators to the world and to shine a light on our water leaders. We met so many international delegates and appreciated the lively atmosphere of the exhibition – to me, it seemed more like an exciting marketplace.”

Robert Haller, Canadian Water & Wastewater Association

Sponsorship Enquiries

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