

Shaping Our Water Future

IWA World Water Congress & Exhibition 2024

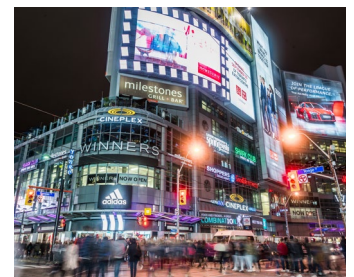
Opportunities for Innovation and Action



Invitation to Sponsor / Exhibit

TORONTO
CANADA

11-15 AUGUST
2024



Organised by



Co-organisers



Supporting partner



www.worldwatercongress.org

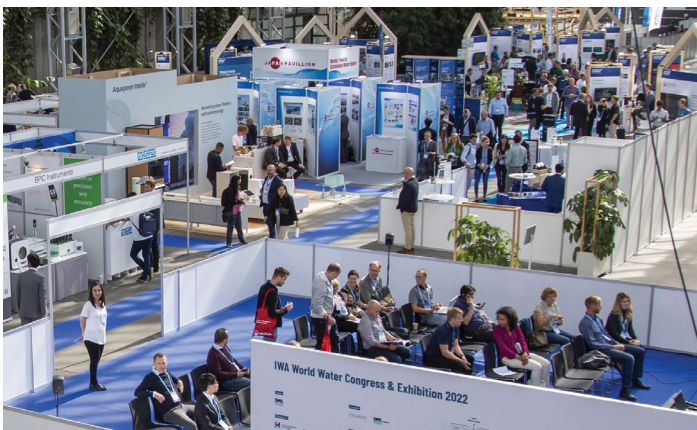
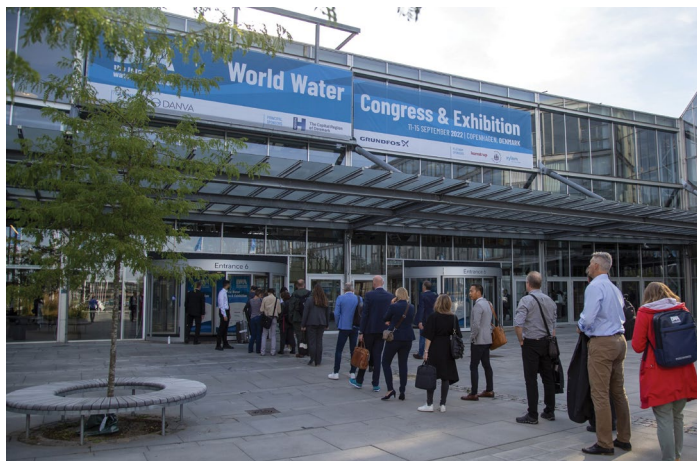
IWA World Water Congress & Exhibition 2024

The International Water Association (IWA), in partnership with the Canadian Water and Wastewater Association (CWWA) and the Canadian Association on Water Quality (CAWQ) and with the support of Destination Toronto, is proud to announce that the 2024 IWA World Water Congress & Exhibition (WWCE) will take place in Toronto, Canada, from 11-15 August 2024. It will be held in the first-class facilities of the Metro Toronto Convention Centre.

Hosting the IWA WWCE in Toronto in 2024 provides an outstanding opportunity to bring together water professionals and the wider stakeholders needed to secure progress on water in a unique global forum, allowing participants to network and to share insights and experience on the latest trends in best practice, innovative technologies, and management approaches.

With water professionals from more than 100 countries expected to be present at this prestigious event, the experience and expertise of Canada and the wider North America region will provide the backdrop to an event that will bring together leading researchers and practitioners from around the world. The IWA WWCE 2024 therefore presents an opportunity like no other to profile your organisation and showcase your technologies, solutions and expertise!

BE PART OF THIS ESSENTIAL EVENT



FOCUS

The IWA WWCE 2024 is expected to bring together over 10,000 people – a global audience of utility and industry practitioners, government officials, NGO representatives, technology and service providers, consultants, media, and others.

Under the WWCE series theme of 'Shaping our Water Future', the 2024 edition will present opportunities for innovation and action, with key topics to include:

- Circular economy and resource recovery
- Climate-smart approaches to water and wastewater
- Digital transformation
- Innovation in technology and policy
- Wastewater surveillance
- Inclusive urban sanitation
- Nature-based solutions
- Inclusivity and equality
- Partnerships and multi-stakeholder collaboration

These topics will be brought together under the following thematic tracks:

- Water utility management
- Wastewater and resource recovery
- Drinking water and potable reuse
- City-scale planning & operations
- Communities, communication & partnership
- Water resources & large-scale water management

Global Reach and Recognition



With over 300 companies and institutes expected as sponsors / exhibitors, exhibiting puts your organisation in front of a global audience, while sponsorship allows for even greater impact. The range of benefits available include:

- branding of your company with comprehensive signage and merchandise
- targeted promotion by IWA to its 60,000-strong 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 such as the Gala Evening and one-on-one meetings.

We give you the opportunity to be recognised as a serious and competitive organisation in an industry with an ever-expanding number of providers.

For sponsors, we understand that your aim is to be at the forefront of people's minds. At the Congress, we want people to know that you are a water industry leader. We make sure your organisation is given VIP treatment at the many business, technical and social functions during the Congress.

Sponsorship brings high profile association with IWA's World Water Congress & Exhibition, which is promoted to water sector professionals

worldwide through trade, technical and business media.

Your brand is given extensive exposure through multiple communications channels at the Congress, as well as to non-attending water professionals through IWA's Congress communications.

Benefits of sponsoring or exhibiting 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.

Sponsorship & Strategic Partnership Enquiries

Kizito Masinde
IWA Global Events & Awards Director

Email: kizito.masinde@iwahq.org
1.04 & 1.05 Export Building | Republic, 1 Clove Crescent
London E14 2BA, United Kingdom

Exhibition Enquiries

IWA Exhibition Management / Match+

Tel: +31 70 382 0028
Email: info@iwa-exhibitions.com
Bezuidenhoutsweg 2
2594 AV Hague, The Netherlands

SPONSORSHIP OVERVIEW

PRINCIPAL	£150,000
PLATINUM	£100,000
GOLD	£50,000
SILVER	£25,000
GALA DINNER	£100,000
WELCOME RECEPTION	£30,000
DELEGATE BAG	£40,000
MOBILE APP	£30,000
REGISTRATION	£25,000
LANYARD	£20,000

This brochure presents the main sponsorship opportunities and the key benefits provided for each level of sponsorship. Full details of what is included are available on request and these details can be discussed with potential sponsors to ensure packages meet sponsor needs. Additional sponsorship opportunities are also available.

Explore how you can secure the greatest return and impact for your participation in the IWA World Water Congress & Exhibition 2024.

THE SPONSORSHIP PACKAGES

PRINCIPAL

£150,000

- Extensive high visibility branding opportunities before, during and after the event
- Welcoming Remarks at the Opening Ceremony
- Prime exhibition space, including 100m² trade exhibition space and 50% discount on any additional space
- 20 complimentary delegate registrations and 25% discount on any additional registrations
- Opportunity for branding at 6 Technical Sessions (equivalent of two days)
- Opportunity to organise 3 Business Forum sessions
- 24 complimentary Gala Dinner tickets, including 3 reserved tables
- Special VIP participation, including one Gala Dinner VIP Table ticket, reserved seating for CEO and/or Chair at the Opening Ceremony, and one invitation to attend the Presidents' Dinner

PLATINUM

£100,000

- Very high visibility branding opportunities before, during and after the event
- Prime exhibition space, including 60m² trade exhibition space and 50% discount on any additional space
- 12 complimentary delegate registrations and 25% discount on any additional registrations
- Opportunity for branding at 3 Technical Sessions (equivalent of one day)
- Opportunity to organise 2 Business Forum sessions
- 16 complimentary Gala Dinner tickets, including 2 reserved tables
- Special VIP participation, including one Gala Dinner VIP Table ticket, reserved seating for CEO and/or Chair at the Opening Ceremony, and one invitation to attend the Presidents' Dinner

THE SPONSORSHIP PACKAGES

GOLD

£50,000

- High visibility branding opportunities before, during and after the event
- Prime exhibition space, including 30m² trade exhibition space and 50% discount on any additional space
- 6 complimentary delegate registrations and 25% discount on any additional registrations
- Opportunity to organise 1 Business Forum session
- 8 complimentary Gala Dinner tickets, including 1 reserved table
- Special VIP participation, including one Gala Dinner VIP Table ticket, reserved seating for CEO and/or Chair at the Opening Ceremony, and one invitation to attend the Presidents' Dinner

SILVER

£25,000

- Branding opportunities before, during and after the event
- Prime exhibition space, including 15m² trade exhibition space and 50% discount on any additional space
- 3 complimentary delegate registrations and 25% discount on any additional registrations
- 4 complimentary Gala Dinner tickets
- VIP participation of reserved seating for CEO and/or Chair at the Opening Ceremony

GALA DINNER (EXCLUSIVE)

£100,000

- Extensive and exclusive branding for the Gala Dinner, including a welcome speech and branding and decoration at the venue
- Branding opportunities before, during and after the event
- Prime exhibition space, including 36m² trade exhibition space and 50% discount on any additional space
- 12 complimentary delegate registrations and 25% discount on any additional registrations
- Opportunity to organise 2 Business Forum sessions
- 24 complimentary Gala Dinner tickets, including 3 reserved tables
- Special VIP participation, including one Gala Dinner VIP Table ticket, reserved seating for CEO and/or Chair at the Opening Ceremony, and one invitation to attend the Presidents' Dinner

WELCOME RECEPTION (EXCLUSIVE)

£30,000

- Exclusive corporate display and decoration at Welcome Reception venue
 - Speaking Opportunity to welcome guests to the Reception
 - Branding opportunities before, during and after the event
 - Prime exhibition space, including 15m² trade exhibition space and 50% discount on any additional space
 - 6 complimentary delegate registrations and 25% discount on any additional registrations
 - Opportunity to organise 1 Business Forum session
 - 8 complimentary Gala Dinner tickets, including 1 reserved table
 - VIP participation of reserved seating for CEO and/or Chair at the Opening Ceremony
-

THE SPONSORSHIP PACKAGES

DELEGATE BAG (EXCLUSIVE)

£40,000

- Exclusive branding opportunity on event delegate bags – highly popular items handed out to all conference delegates and used during and after the event.
- Branding opportunities before, during and after the event

REGISTRATION (EXCLUSIVE)

£25,000

- Exclusive branding on Congress registration platform landing page and in registration confirmation emails
- Special prominent branding opportunities in event registration area
- Branding opportunities before, during and after the event
- 1 complimentary delegate registration and 25% discount on any additional registrations

LANYARD (EXCLUSIVE)

£20,000

- Exclusive logo branding opportunity on lanyard distributed to all attendees (sponsor responsible for lanyard production and costs)
- Branding opportunities before, during and after the event
- 1 complimentary delegate registration and 25% discount on any additional registrations

MOBILE APP (EXCLUSIVE)

£30,000

- Exclusive and high-profile prominence on the Congress & Exhibition Mobile App
- Branding opportunities before, during and after the event
- 3 complimentary delegate registrations and 25% discount on any additional registrations

BUILD YOUR BRAND

Sponsorship offers a wide range of branding opportunities before, during and after the event. The options available vary depending on the sponsorship level, with opportunities including:

- Access to request and organise meetings with delegates
- Logo and company details on Congress website and in Congress Programme Book
- Promotional exposure on IWA social media channels
- Logo on Congress website, on event publications, and on event signage
- Complimentary advertising in Congress Programme Book
- Acknowledgement in Opening and Closing Ceremonies
- Inclusion of an item in the Congress Delegate Bag
- Use of Congress branding for your own marketing and advertising purposes

Full details of what is included at each level are available on request.

MARKETING AND PROMOTION

IWA will promote this event extensively to its global network of members and associates, with pre- and post-event promotion to over 60,000 water professionals worldwide. Sponsors and exhibitors can also take advantage of special rates in IWA's magazine, *The Source*, the Official Magazine of the event - www.thesourcemagazine.org

Invitation to Exhibit

The Exhibition opening dates are Sunday 11 - Thursday 15 August 2024 (on Sunday 11 August, evening opening only).

Target Audience

The key target audience for the Exhibition is the Congress delegates - water professionals from across the full water cycle from more than 100 countries worldwide. In addition to Congress delegates, the Exhibition will attract local, regional and international trade visitors.

IWA expects over 10,000 participants from the global water sector. They will meet in world-class stands at the Exhibition, which will also host several country and thematic pavilions.

Visitors by Organisation Type

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

Exhibition Fees

Fees in Euro (€) excluding taxes, per square metre	IWA Corporate Members	Non-Members ^(*)
Stand Space only Early Bird Rate ^(*)	415€	445€
Stand Space only Standard Rate ^(*)	450€	480€
Shell Scheme ^(*)	+100€	+100€

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.

^(*) Early bird booking deadline is 31 October 2023. Bookings received by the organisers before this date can apply for Early Bird exhibition space fees. ^(*) If you join the IWA now, you will receive the Corporate member price and enjoy all the other benefits of IWA membership. ^(*) Shell scheme costs are extra to the stand space-only fees.

Find out more about the IWA Exhibition approach.

Watch at <https://youtu.be/x636hB9Qdro>

Who will Exhibit?

Technology Solution Providers	Product Manufacturers	Service Providers
Water & Wastewater Utilities	Knowledge & Research Institutes	Non- Governmental Organisations (NGOs)
International Organisations	International, Regional and Local Trade Media	Consultants & Contractors

The Networking Hotspot

The international Exhibition floor will be the networking hotspot during the event. All lunches, coffee and tea breaks will be served on the Exhibition floor, 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 access 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 and commercial and non-commercial organisations to discuss and learn about the innovations and new developments (projects, services, research, challenges and strategic direction) of individual companies and countries. Sponsors and exhibitors at the World Water Congress & Exhibition can apply for session timeslots in the Business Forum programme.

PLAN YOUR BOOTH TODAY!

Book before 31 October 2023 to benefit from the Early Bird discounted Exhibition fees
First-come, first-served basis.

IWA - partnering for success

Through its events, especially the **World Water Congress & Exhibition** and the **Water and Development Congress & Exhibition**, IWA provides unique opportunities for partnering and building your presence on the global water stage. Here is just some of the feedback IWA has received over recent editions.



Delegation at the Danish pavilion, WWCE 2022



Watch the 2022 World Water Congress & Exhibition highlights here: <https://vimeo.com/750425456>

“ We hosted the biggest Danish pavilion ever, with more than 100 exhibitors at the IWA World Water Congress & Exhibition in 2022 and have been very pleased with the cooperativeness and flexibility of IWA during the whole planning of the event. The actual event was fantastic with lots of professional interaction and a large number of visitors. Integrating the industrial side in the congress offered a very interesting new aspect for our exhibitors as well. ”

Ilse Korsvang, Head of Project Management - Danish Export Association

“ The IWA World Water Congress & Exhibition provided us with a unique opportunity to meet with a broad set of stakeholders, all super relevant when addressing the water agenda. At the same time, it gave us the opportunity to share our perspectives as well as insights into our solutions. ”

Morten Riis, Group Director - Grundfos

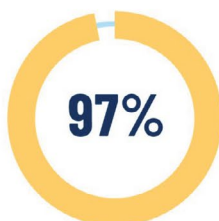
“ Hosting the Flanders Belgian Pavilion at WWCE enabled us to showcase our expertise on an international level. I really believe this is the place where you can do business. We have participated since 2012 and we have seen the event growing gradually since then. Water issues are global, so we need to tackle them globally. The IWA conference offers the opportunity to be at the forefront of innovation. Looking forward to Toronto in 2024. ”

Stéphanie De Man, Project Officer and Events - Flanders Knowledge Centre Water (Vlakwa)

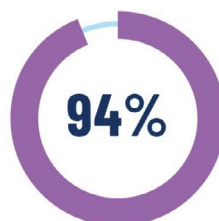
“ Nothing can replace face-to-face discussions with clients or academia. The 2022 IWA World Water Congress & Exhibition was the occasion to initiate new dialogues with water professionals from all over the world. ”

Dominique Gatel, Director Public Affairs/Water - Veolia

Exhibitors' Survey World Water Congress & Exhibition 2022 - Official Results



of exhibitors agree that the quality of contacts at the IWA World Water Congress & Exhibition met or exceeded their expectations



of exhibitors see the IWA World Water Congress & Exhibition as a truly global event



of exhibitors conclude that the IWA World Water Congress & Exhibition met or exceeded their overall expectations