



# A STRONGER FUTURE STARTS AT **WWETT**

## **SPONSORSHIP BROCHURE**



Water & Wastewater Equipment, Treatment & Transport Show

INDIANA CONVENTION CENTER  
INDIANAPOLIS, IN. U.S.A

You're the lifeline for customers. The unsung heroes of keeping systems safe and clean so customers can get back to life as usual. Just as you're there to help support your customers, the WWETT Show is here to help and support you and your business.

**LEARN MORE** at [www.wwettshow.com](http://www.wwettshow.com)

    @wwettshow

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## \*PROMOTION BUNDLES AVAILABLE!

Contact your Sales Executive for details.



## WWETT SHOW CONFERENCE AND TRACK SPONSORSHIP \$8,000

Education is an important and high-profile part of the WWETT Show. Being the show's official conference sponsor is an excellent way to be highly visible to attendees during both the lead-up to the event and during the show itself.

Imagine your brand logo on signage, printed brochures, website and digital communications, all identifying you as the WWETT Show Official Conference Sponsor or Education Track Sponsor. In addition to this honor, the sponsoring company receives:

- Opportunity to present exhibitor-track education sessions

Contact us for full package details



## EDUCATION TRACK SPONSOR \$1,000

Associate your brand with the WWETT Show's top-notch education. The 10 tracks are: Business Strategy, Leadership and Marketing; Plumbers; Portable Sanitation; Septic System Installation, Repair and Design; Vacuum Truck Operations; Municipal Sewer and Water; Sewer and Drain Cleaning, Inspection and Maintenance; Sewer and Pipe Rehabilitation, Relining and Repair; Wastewater Treatment; and Safety.

Sponsorship benefits :

- Notebook with company name
- Name and/or logo on the agenda in printed materials and on the website during registration
- Name and/or logo on signs outside of conference room doors
- Company literature to be distributed before and/or after education sessions
- Speaker introductions limited to one to two minutes



# REGISTRATION TICKET GIVEAWAY \$4,250



This is a great way to conduct a raffle or giveaway at your booth. This sponsorship delivers a registration ticket which prints as part of the attendee badge. Attendees will visit your booth to submit their entry.

## MEDIA WALL \$2,000 (30 Seconds) \$3,000 (60 Seconds)

The WWETT Show Media Wall is a major focal point of the event, displaying daily schedules and special event promotions. It is located in the highly trafficked registration lobby, directly across from registration.

Imagine your video message, complete with audio, on this attention grabbing 100 square foot LED video screen!



## BADGE SPONSOR \$3,000



Being a badge sponsor keeps your brand front-and-center with attendees.

- Your logo displays on the front
- Back of the badge is yours to customize with your provided artwork

## WINDOW CLINGS CALL FOR PRICING

Make your brand stand out with prominent window clings that are displayed in high-traffic areas throughout the convention center. These clings can be accommodated on any exterior windows or doors. Includes production.



### LANYARD SPONSOR



**\$7,000**

Lanyards are ubiquitous at an expo—every person attending will have one to hold and display their badges. As the lanyard sponsor, your company name and logo will be seen throughout the convention—on the expo floor, in classrooms, at keynote events, and at networking functions.

\*Production is not included.

### SHOW BAG SPONSOR

**\$7,000**

This is another high profile opportunity. As sponsor, you will provide the convention bags that attendees grab when they get their badges in registration. They will also be available at entrances to the Marketplace. These bags—which you can customize—have a long shelf life post-show, giving your brand ongoing presence.

\*Production is not included.





## MARKETPLACE DEMO

**\$5,500**

Is your demo best suited for the Expo Hall environment? Participate in Marketplace Demos, held in your booth. Show off your products, let the customers see it in action, and show them how it will boost their business. Live demos are a great tool for generating qualified leads!

Be a part of the LIVE action at WWETT Show 2021.

In addition to the marketing support, your Marketplace Demo set-up includes one (1) double-sided meter board with demo schedule displayed at your booth.



### Marketing Support Includes (Not Limited To):

- Brand and demo time listed on WWETT Website
- Social Media posts promoting the event and demo schedule
- Demo schedule/Teasers sent out to WWETT database of 30k+ email subscribers
- Demo promotion on the WWETT media wall
- Mobile App Exposure
- One (1) double sided meter board with demo schedule
- Schedule Included on the printed floorplan (distributed onsite)
- Included on the video wall





## LOBBY FLOOR LOGOS \$775



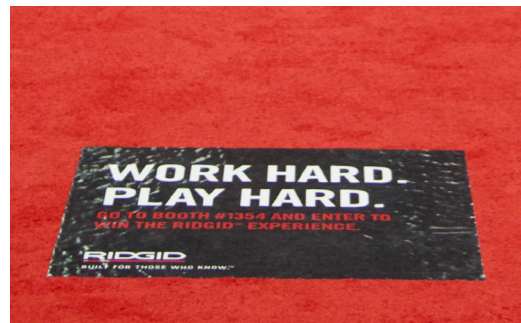
Place your brand's logo in the highest traffic passage at the WWETT Show—in the main lobby. This floor cling will promote your company and double as directional to your booth. Design your custom 4'x4' image, production is included. Sponsor to provide artwork.

(Placement requests will be honored if possible, but final placement will be determined by Show Management.)

## EXHIBIT HALL FLOOR LOGOS \$625 (4X4)

Your brand's logo will stand out in the path of your prospects at WWETT Show 2021. These floor clings promote your company and double as directional to your booth. Production included. Sponsor to provide artwork.

(Placement requests will be honored when possible, but final placement will be determined by Show Management)



## HIGH PROFILE LOBBY HANGING BANNERS \$3,500 (10x10, Single Sided) \$2500 (5x10 Double Sided)



Display your message prominently in the lobby of the convention center, in full view of the registration, the conference session rooms and the expo hall entrances. Sponsorship of one or more of these high-traffic banners is guaranteed to boost your visibility at the show.

## CONVENTION CENTER RECYCLE BINS CALL FOR PRICING

New for 2021! We're offering an opportunity to brand the recycling bins seen around the convention center. Contact your sales executive for further details/pricing!



## HALLWAY BANNERS \$2,500 (10x10, single sided)

Display your message prominently in the lobby of the convention center, in full view of the registration, the conference session rooms and the expo hall entrances. Sponsorship of one or more of these high-traffic banners is guaranteed to boost your visibility at the show.

## LOGO WALL INSERT \$4,000 (60 inserts, 1'x6')

Use this EXCLUSIVE opportunity to canvas the lobby with 65 inserts (1'x6') and create a continuous message for attendees to read as they roam between conference, registration and the exhibit hall.

Production included.



## MEN'S RESTROOM SIGNAGE URINAL \$4,000 (11X17) MIRROR CALL FOR PRICING BACK OF STALL CALL FOR PRICING



These signs have the best placement to reach a captive audience—right at eye level. Readers spend a minute or more with these messages as they take care of business. And this is an exclusive sponsorship - urinal (you're in all) the men's rest rooms.

Production included. Available for Women's Restrooms as well. Call for Pricing.

## CHARGING STATIONS CALL FOR PRICING

Looking for a quick charge and an opportunity to sanitize your devices? These charging stations are sure to be a hit. Contact your sales executive for further information.

## HAND WASHING STATIONS CALL FOR PRICING

NEW for 2021. Contact your sales executive for further information.



## NOTEPAD SPONSORSHIP \$500

Provide us with some handy notepads with your logo/message/contact info. Attendees will use them to take notes in class or as they tour the exhibit hall. These notepads will definitely make the trip home after the show, and your logo and contact information goes with them.

\*Production is not included.



## COLUMN PANELS LOBBY \$1,000 EXPO HALL \$1,000

Column Panels are a great way to display your message. Use for simple branding, a terrific ad space, or purchase several in a row for a sequential advertising campaign. Various locations are available. Note: package pricing is available for multiple panels.



## STAIR DECALS \$3,500



Put your message on every step the attendees take in one of two prominent locations. Various locations are available. Production included.

## PEN SPONSORSHIP \$500



Provide us with 5,000 pens with your logo/message/contact info, and we'll distribute them at registration. Only four sponsorships available.

\*Production is not included.

## EXHIBITOR MEETING ROOMS \$250 PER HOUR

Exhibitor meeting rooms available for \$250 an hour (up to 4 hours). Need the room for a full day (8 hours)? Full Day Reservations available for \$1500. Contact your Sales Executive for availability and additional details.

## ESCALATOR CLINGS \$1,500



Grab the attention of attendees as they move to and from their hotel, conference sessions, and the exhibit hall. Use this to place a targeted message and direct attendees to your booth. Various locations are available. Production included.

## STATIC DISPLAY \$1,500 (Static Display) \$3,500 (Premium Location)



Prominent, free-standing display space for your product on highly-trafficked walkways leading to registration and the Marketplace.

### Dimensions:

11' Wide x 20' Deep, H: 8'

\*Display must weigh less than 20,000 lbs.

\*Sign and easel will be provided.

## WALL CLINGS Call For Pricing

New for 2021! We're offering even more space for you to increase your brand visibility amongst 13k+ attendees. Contact your sales executive for more information/availability.



## AISLE SIGNS \$650

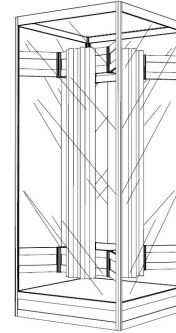
NEW this year! Add your branding to the aisle signs seen above the Expo Hall floor! A high value option for those looking to increase their brand visibility in the busy marketplace.

\*Image may not reflect final product.



## BACKLIT ROTATING TOWER SIGN \$1,000

New this year! See your brand lit up on the show floor. Sure to be a show-stopping display this backlit rotating tower sign offers a new level of attention for your brand amongst the excitement of the marketplace.



# PROGRAM AND EVENT GUIDE

Reinforce your brand and drive traffic to your booth with an ad in the official show onsite Program & Event Guide. Attendees refer to the Program & Event Guide throughout the show for conference and event schedules, floor plan, exhibiting companies, and special events taking place at the show.

Distribution Quantity: 8,000

## Premium Ads

**Premium “Post-It” Size Ad on Cover - \$3,600**

**Premium Full Page 4/C Ad - Inside Front Cover - \$4,100**

**Premium Full Page 4/C Ad - Back Cover - \$4,100**

**Premium Full Page 4/C Ad - Inside Back Cover - \$3,600**

## Standard Ads

**Standard Two-Page Spread 4/C Ad - \$5,200**

**Standard Full Page 4/C Ad - \$2,600**

**Standard Half-Page 4/C Ad - \$1,850**

**Standard Quarter Page 4/C Ad - \$1,000**

## Product Category Sponsor

**Product Category Sponsor - \$550**

**4/c Product Category Logo - \$160**





# NEW FOR 2021!

## ATTENDEE PRESHOW DIGITAL BROCHURE

The Pre-Show Convention Brochure is the single most important marketing piece for the WWETT Show. Prospective attendees view it online or download the brochure for show schedules, conference information, exhibiting companies, and special events take place at the upcoming show. Distributed via digital download from WWETTshow.com. Promoted via eblasts and through a variety of digital campaigns.



A limited number of advertising opportunities are available in Attendee Brochure. Do not miss the chance to highlight your company in this all-important attendee marketing piece!

**Post-It Note Size Ad on Cover (Exclusive) - \$3,400**

**Full Page 4/C Advertisement - Inside Front Cover (Exclusive) - \$4,200**

**Two Page Center Spread 4/C Ad (Exclusive) - \$5,250**

**Full Page 4/C Ad - Inside Back Cover (Exclusive) - \$3,600**

**Full Page 4/C Ad - \$3,000**

**Half Page 4/C Ad - \$1,850**

**Video Ad - CALL FOR PRICING**

## TARGETED E-BLAST \$2,500



Reach highly targeted registered attendees before, during, and after the show with a targeted e-mail. Sponsor provides a custom HTML file and the WWETT Show will send it on their behalf.

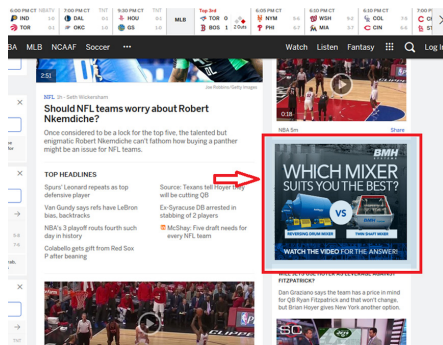
- Offered on a first come, first serve basis (quantities are limited)
- Custom performance metrics provided post-show.
- Database of over 30K wastewater professionals

## SHARED E-BLAST \$850 \$2,500 (Top 3 Listings)

Shared e-blasts are excellent marketing vehicles to reach pre-registered attendees prior to show opening! Ten listings are available on each shared prospect e-mail and the slots fill up fast. Companies will be placed in the order they sign up.



## ONLINE DISPLAY RETARGETING AD \$1,500



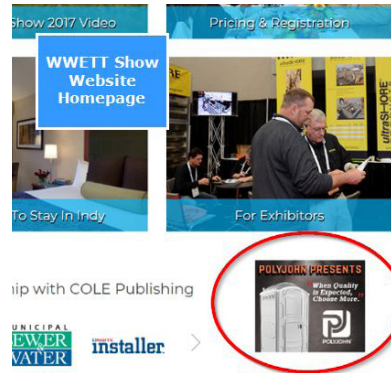
Remind prospective attendees about your company and products even when they aren't on the show website with retargeting ads. These ads will display on other sites our attendees visit like CNN, Wall Street Journal, etc. Duration of campaign is 50,000 ad impressions. Performance metrics are reported at conclusion of ad campaign.



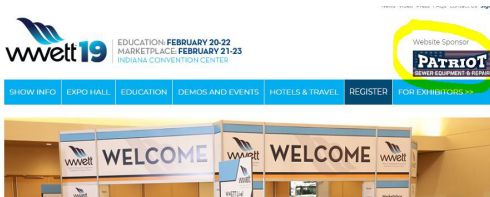
## PREMIUM WEB AD 180X150 \$1,250

Put your company's brand directly in front of every attendee and feature a web ad on the homepage of the show's website - the most prominent page! As the sponsor, you will receive:

- One (1) 180 x 150 banner web ad located on the homepage (other web pages are available for ad placement)
- URL link to redirect user back to your company website or online booth profile
- Performance metrics can be provided
- Non-exclusive, multiple sponsors will appear in rotation



## WEBSITE SPONSOR \$2,500



Receive prime logo recognition on every page of the show website prominently displayed in the header. Your logo will also be linked to a URL of your choosing and this opportunity is exclusive.

## PREMIER MOBILE APP SPONSORSHIP \$3,000

The WWETT Show's mobile app is the simplest and most efficient way for attendees to make their way around the event. The app tracks their conference session schedule and provides detailed directions to navigate the exhibit floor.

This outstanding branding opportunity includes:

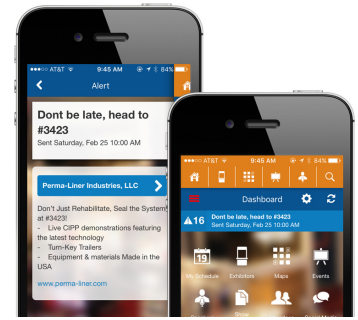
- Rotating banner ad on app dashboard
- Full-screen landing page ad
- Highlighted exhibitor search listing
- Enhanced exhibitor mobile profile
- Upgraded online booth profile on the WWETT Show website
- Performance metrics will be provided



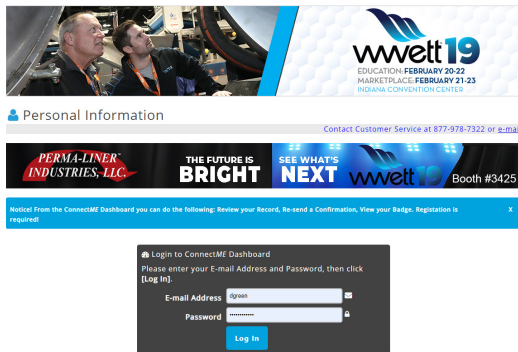
## MOBILE APP CUSTOM PUSH ALERT \$750

Instantly drive on-site foot traffic and let attendees know about product launches, promotions, giveaways or demonstrations in your booth! As a sponsor, you will receive:

- A custom push alert sent to all registered mobile and tablet users
- Your custom push alert will appear on the app dashboard page, with a subject line, description and URL link
- Performance metrics available



## ONLINE REGISTRATION AND TRAVEL SPONSOR \$3,500

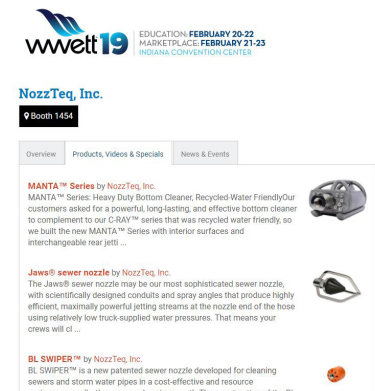


Maximize your brand's exposure—sponsor the WWETT Show registration and travel webpages and registration confirmation emails (which attendees print and carry to the show). As the exclusive sponsor, you will receive:

- A web banner on the Registration landing page on the convention website
- A logo on each page of the online registration portal
- A banner on the attendee registration confirmation email

## UPGRADED ONLINE PROFILE \$500

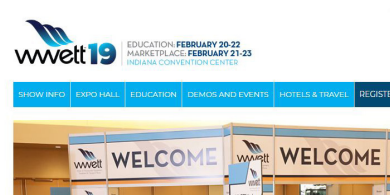
Upgraded profiles are **3x more likely** to be viewed than base profiles. Increase your exposure and feature your company's brand year round with an upgraded profile.





## ROTATING HEADER \$600

Showcase your brand by purchasing ad space on the WWETT Show's homepage! Contact your Sales Executive for further information on this NEW for 2021 opportunity!



## FOCUS GROUP CALL FOR PRICING



Working on a new product or business solution? Let us connect you with industry experts to gather insight and information in a focus group setting. For pricing and further details, contact your Sales Executive.

## GEO FENCING \$3000

The WWETT Show has the ability to deliver your message to show attendees while they are on the floor of the Indiana Convention Center. This message will be delivered via a mobile ad unit to attendees accessing a browser on their smart phones during the days of the show using Geo-Fencing technology.