



Conference: February 20-23
Expo Hall: February 21-23
Indiana Convention Center

EXHIBITOR PROSPECTUS





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DISPLAY WHERE THE INDUSTRY GATHERS!

WWETT Show 2023 will be held in February at the Indiana Convention Center. This is the **Industry Event of the Year**, where thousands of professionals in the wastewater and environmental services industries will gather to learn about - and shop for - your products and services. Exhibiting at WWETT Show 2023 will give you unparalleled access to this group and put you face-to-face as they make their buying decisions.



10,500 registered professionals



10,000 seats in education classes



450 industry leading suppliers



270,000 sf of exhibit space

WWETT SHOW 2023 SALES TEAM

KENNY LESTER

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BILL MITCHELL

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JULIANA SHERWOOD

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ATTENDEE PROFILE



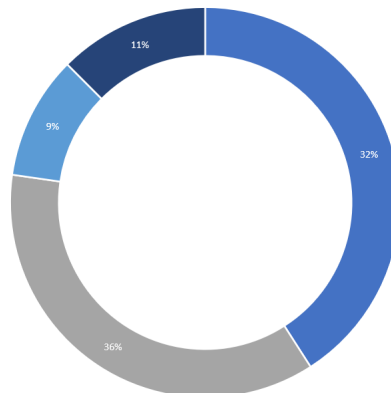
WHO ATTENDS THE WWETT SHOW?

The WWETT Show is attended by professionals in the **wastewater** and **environmental services** industry. Their jobs are septic installers and maintenance; vacuum truck services; sewer and pipe installation, cleaning, and rehab; municipalities; treatment plant operations; and portable sanitation - to name a few. Many of the private businesses are owner-operated and very localized companies.

92% OF ATTENDEES PLAY A ROLE IN PURCHASE DECISIONS

Key Decision Makers Attend the WWETT Show

- Owner/CEO/President **36%**
- GM/Foreman/Manager **32%**
- VP/Director **9%**
- Other **11%**

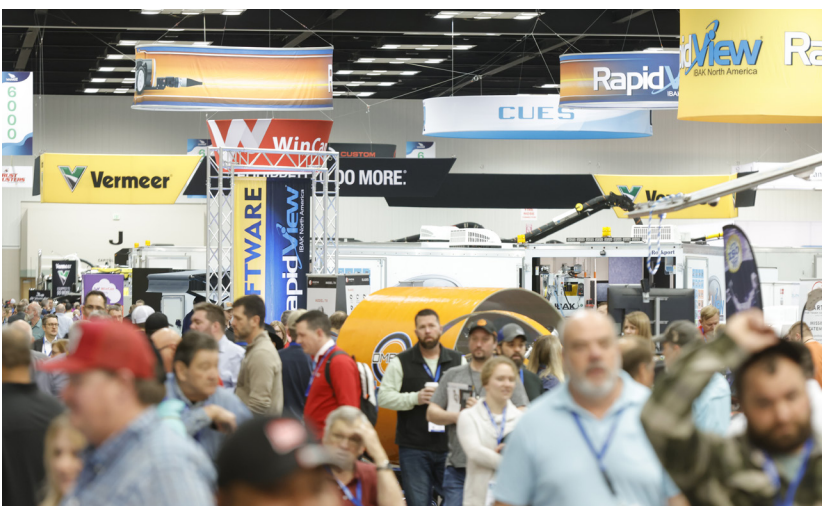


WWETT SHOW ATTENDEES COME TO BUY!

Over 61% placed orders at the show.

91% plan to buy within the year from WWETT Show exhibitors.

BUSINESS SECTORS REPRESENTED



- Septic System Install & Maintenance/Vacuum Truck Services
- Sewer System Installation/Repair/Rehabilitation
- Sewer/Drain Cleaning Cleaning--Industrial/Waterblasting
- Municipalities
- Plumbing/Heating/Cooling
- Portable Restrooms/Trailers/Rental Equipment
- Wastewater Treatment--Commercial/Industrial/Municipal
- Dewatering/Separation/Excavation/Grading
- Gas/Mining/Oilfield Services
- Grease Pumping/Disposal
- Hydroexcavation
- Location/Leak Detection/TV/Video Inspection

Source: WWETT '22 Attendee Survey fielded in March 2022.
Demographic data from 2022 registered attendees.

ABOUT THE SHOW



PRODUCTS ATTENDEES WANT TO SEE

Trucks/Truck parts and accessories
Tools and accessories
TV inspection
Pumps, valves and motors
Wastewater treatment equipment/
services
Septic systems and components
Safety equipment

Pipes and collection systems
Portable restrooms and supplies
Waterblasting equipment
Root control
Computer software
Portable restroom trailers and service
trucks
Odor control products

Fleet management
Alarms and controls
Storage tanks
Instrumentation, controls and
automation
Chemicals and chemical handling
Consulting/Engineering
Financial planning

GET TO KNOW THE ATTENDEES YOU WILL SEE AT THE WWETT SHOW

ATTENDEES WHO...

attended the WWETT show were actively promoting the event to members of the industry before, during, or after the show

64%

ATTENDEES WHO...

participated in the WWETT show solely to browse the latest products and services

79%

ATTENDEES WHO...

attended the show for the first said they would return for the following year

81%

ATTENDEES WHO...

said their value for the money received from attending the show was excellent

86%

ATTENDEES WHO...

said they were more than satisfied with their experience at the WWETT Show

91%

ATTENDEES WHO...

said the WWETT Show was a must-attend event and important for them to participate in

98%

“ VERBATIMS FROM WWETT SHOW ATTENDEES

“Great set up and a perfect way to meet new suppliers and ask them questions about there products.”

“I LOVE the WWETT Show I go every year and this is the event I wait for each year.”

“Very informative we love the classes that are put on. Plus it is nice to see the new technologies in equipment.”

“I saw a lot of products and more importantly information that was usable to my everyday business that would help not only me but others”

“It is a great way to network. Also for someone who is relatively new to the industry, it is a great way to learn the various products and services available.

“It’s the best place to go to learn about new products in the industry.”

“I learned a ton and the product demonstrations and booths were great.”

Source: WWETT '22 Attendee Survey fielded in March, 2022. Demographic data from 2022 registered attendees.

VALUABLE EXPOSURE



NOTHING BEATS A LIVE-ACTION DEMO

What is better than showing your product – in person – to interested buyers? Showing that product in action!

With an **Exhibitor Demo** in the Expo Hall, you are set up with the best way to engage with customers and make an impression...and a sale!

TAKE ADVANTAGE OF TARGETED PROMOTIONAL TOOLS

Market your presence at the WWETT Show, and drive quality traffic to your display. A full range of sponsorship opportunities is available.

- Sponsor parties, live demos, and networking events
- Print ads, location banners, and branded items
- **Year-round options:** Targeted ads and e-blasts

Interested in something else? We'd love to work together to create custom solutions for you!



WWETT Show 2023 is promoted via millions of targeted industry impressions through **digital ads, social media, direct mail, websites, e-blasts and magazine ads.**

COLE Publishing, the official publication of the WWETT Show, reaches over 250,000 readers with editorial and ad support via their portfolio of official show publications.



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