



2018 SPONSORSHIPS & PROMOTIONS

CONFERENCE: FEBRUARY 21-23 | MARKETPLACE: FEBRUARY 22-24
INDIANA CONVENTION CENTER



PROMOTE YOUR PRESENCE AND DRIVE QUALIFIED TRAFFIC TO YOUR BOOTH.

www.wwettshow.com



The WWETT Show is the Industry Marketplace for thousands of wastewater and environmental services professionals.

Make sure these attendees make a stop at your booth. Take advantage of these targeted promotional tools to market your presence at the WWETT Show, and drive quality traffic to your display.

You will find opportunities here designed to meet every need, and geared to every budget. If you prefer, we can customize a program that fits your specific objective.

Just contact us for full details.



RICK COLCLASURE

Company names #'s, A-L
972-536-6377 | rick.colclasure@informa.com

DENISE LAFLAMME

Company names M-Z
972-536-6382 | denise.laflamme@informa.com

TAMI SVARFVAR

Promotions & Sponsorships
802-476-8584 | tami.svarfvar@informa.com

HIGH PROFILE OPTIONS

WWETT Show Conference and Track Sponsorship

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. In addition to this honor, the sponsoring firm receives:

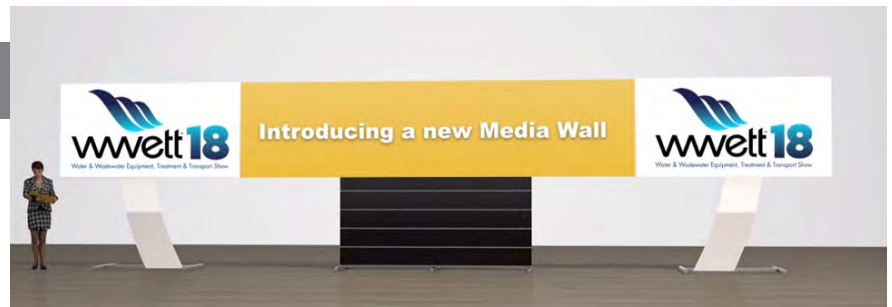
- Access to an exclusive VIP lounge for show-site entertaining
- Opportunity to present exhibitor-track education sessions.

Contact us for full package details.

\$13,500 (exclusive)

Video Wall Sponsorship

The WWETT Show Media Wall will be a major focal point of the event hosting daily schedules, special event promotions, social media posts and show images. It will be located in the highly trafficked registration lobby, directly across from the main entrance to the exhibit hall



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

\$2,000 (30 seconds)

\$3,000 (60 seconds)

Production services are included

Registration Ticket Giveaway

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.

- Leads! Each submitted ticket will have the participant's contact information.

\$4,000 (Limited availability)



**wwett18** SALES TEAM

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Lanyard Sponsor

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.*

\$3,500 (non-exclusive)

\$7,000 (exclusive)

SOLD



Show Bag Sponsor



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 Expo Hall. These bags—which you can customize—have a long shelf life post-show, giving your brand ongoing presence.

**Production is not included.*

\$4,000 (non-exclusive)

Show T-Shirt or Hat Sponsor

Provide the attendees with t-shirts or hats adorned with your company logo. These will be kept and worn by the prospects you are targeting. The giveaway will be promoted in pre-show marketing materials, and distributed free to attendees from highest-traffic locations throughout the exhibit hall, as well as from your booth. High volume distribution translates to high volume sponsor exposure.

**Production is not included.*

\$2,500



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Window Clings

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.

Call for Details.



Badge Sponsor

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.

\$2,500

SOLD

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EXHIBITOR DEMONSTRATIONS



WWETT LIVE! at LUCAS OIL STADIUM

WHAT IS BETTER THAN SHOWING YOUR PRODUCT – IN PERSON – TO INTERESTED BUYERS?

Showing that product in action.

Live demonstrations are one of the most effective tools for engaging with customers and making the sale. At the WWETT Show, live demonstrations are a featured component that are promoted heavily to attendees both pre-show and onsite.

Do you have heavy equipment and machinery to show off? Be a part of WWETT Live! at Lucas Oil Stadium. This exciting environment will be a hub of activity inside the domed stadium – no worries about weather issues! Or is your product better suited for an Exhibitor Demo, held in your booth in the Expo Hall? Either way, you will benefit by showcasing your products in action for active buyers.

Be a part of the LIVE action at WWETT Show 2018. Call or email Tami Svarfvar for complete details.

\$5,500

“

Here at NozzTeq Inc., we couldn't have been happier with WWETT LIVE! 2017 at Lucas Oil Stadium. It was a great show overall, WWETT staff was amazingly supportive, and we were thrilled to live demo our nozzles in the stadium! It was a great way to show sewer cleaning professionals how efficient good nozzles can be, and led to a lot of immediate sales. Thanks to everyone who made this show so great—we are already excited about WWETT Show 2018!

”

- Scott Pacquet,
President/CEO, NozzTeq, Inc.

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ONSITE SPONSORSHIPS

Lobby Floor Logos

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

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

\$750



Exhibit Hall Floor Logos

Your brand's logo will stand out in the path of your prospects at WWETT Show 2018. These floor logos promote your company and double as directional to your booth. Choose between 4'x4' or 2'x4'. Production included.

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

\$450 (2'x4') / **\$600** (4'x4')



High Profile Lobby Hanging Banners

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. Three options are available:

- 10'x10' banners hanging in high-traffic premium locations (registration lobby and food courts)
- 5'x10' banners suspended from the ceiling in the registration lobby
- 10'x10' banners hanging in hallways leading to the exhibit and registration areas

Production included.

\$3,500 / \$2,500 / \$2,500



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Logo Wall Insert

Use this EXCLUSIVE opportunity to canvas the lobby with 60 inserts (1'x6') and create a continuous message for attendees to read as they roam between conference, registration and the exhibit hall.

Production included.

\$4,000

SOLD



Urinal Signs

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 restrooms).

Production included.

\$4,000

SOLD



Pen Sponsorship

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

**Production is not included.*

\$500

SOLD



Notepad Sponsorship

Provide us with 2,500 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.*

\$500



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Walkway Clings

Stand out from the crowd by showcasing your logo and message on these walkway clings. Reach your prospects as they move through the convention center, and direct them to your booth. Production included.

\$995



Column Panels (Lobby)

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. Note: package pricing is available for multiple panels.

\$995



Stair Decals (Registration or Westin)

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

\$3,000

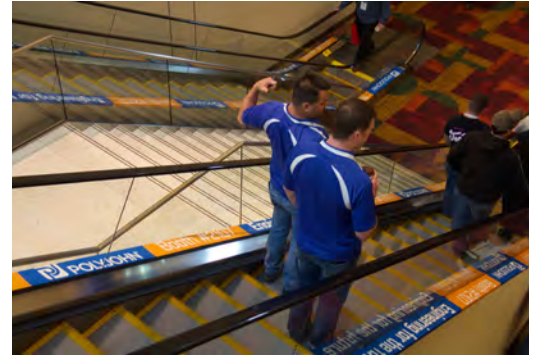
SOLD



Escalator Clings

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. Production included.

\$1,500



Official Show Coffee Break or Happy Hour

Treat your customers right with a well-timed break and offer them a chance to wet their whistle with this unique on-floor offering. The WWETT Show will promote your company's exhibit booth as an Official Show Coffee Break or Happy Hour. This will include onsite signage and print/online promotion.

\$1,500



Static Display

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

Includes signage directing attendees to your booth

\$1,500 Static Displays

\$3,000 Premium Location



PRINT ADVERTISING

Attendee Brochure Advertising

The Attendee Brochure is the single most important direct mail marketing piece for the WWETT Show. Prospective attendees refer to the Attendee Brochure for show schedules, conference information, exhibiting companies, and special events take place at the upcoming show.

A limited number of advertising spots will be available in Attendee Brochure. Do not miss the chance to highlight your company in this important attendee marketing piece!

CLOSED

Distribution Quantity: 50,000
 Reservation Deadline: September 15, 2017
 AD Materials Deadline: September 29, 2017

“Post-It” Note Sized Ad on Cover

\$3,250 (exclusive)

SOLD

Two Page Center Spread 4/C Advertisement

\$5,000 (exclusive)

SOLD

Full Page 4/C Advertisement – Inside Front Cover

\$4,000 (exclusive)



Full Page 4/C Advertisement – Inside Back Cover

\$3,500 (exclusive)

Full Page 4/C Advertisement

\$2,750

Half Page 4/C Advertisement

\$1,750

Attendee List Rental



List is good for one mailing, but you may rent the list as many times as you like. List is provided directly to bonded third party mail house. List includes physical address only.

\$300 per 1,000 names (7,500 max)



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Program & Event Guide Advertising

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: 10,000

Reservation Deadline: December 15, 2017

AD Materials Deadline: January 12, 2018

PREMIUM ADS:

“Post-It” Note Sized Ad on Cover

\$3,500 (exclusive)

Full Page 4/C Advertisement – Inside Front Cover

\$4,000 (exclusive)

Full Page 4/C Advertisement – Back Cover

\$4,000 (exclusive)

Full Page 4/C Advertisement – Inside Back Cover

\$3,500 (exclusive)

STANDARD ADS:

Full Page 4/C Advertisement

\$2,500

Half-Page 4/C Advertisement

\$1,750

Quarter-Page 4/C Advertisement

\$995

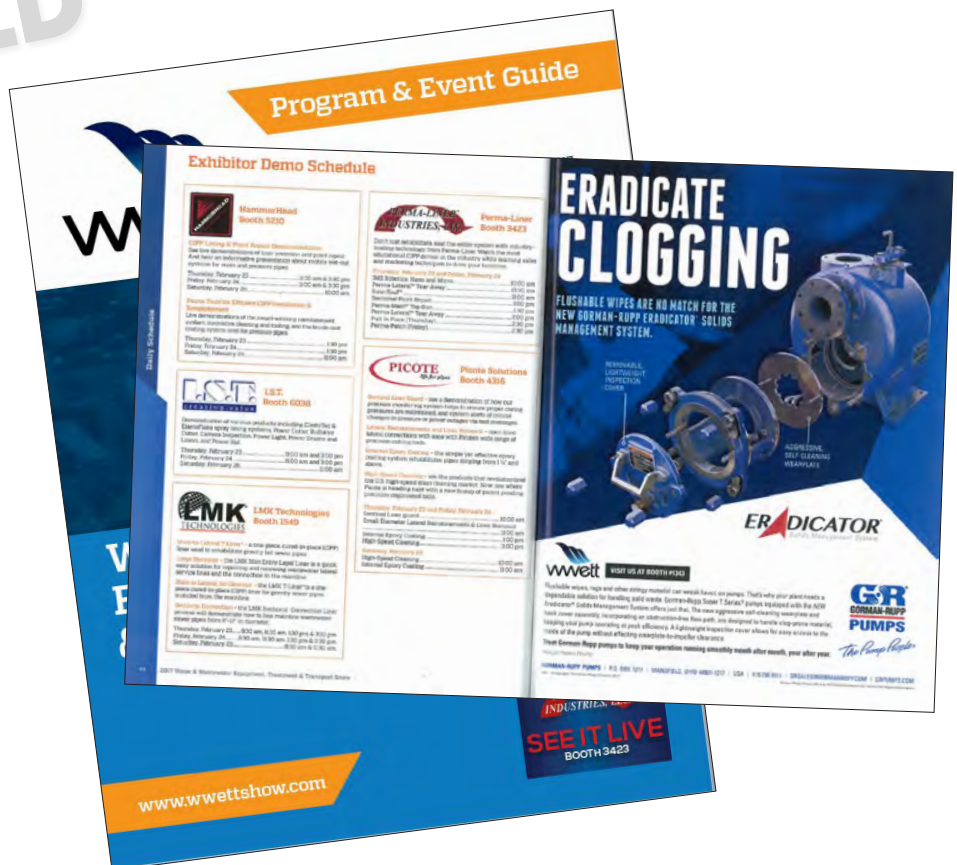
PRODUCT CATEGORY SPONSOR:

Sponsor a product category and receive top billing and a 2”x 2” ad.

\$500 (exclusive)

4/C Product Category Logo

\$150



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DIGITAL ADVERTISING

Targeted E-Blast

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.

\$2,500



Shared E-Blast

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.

\$850 / \$1,100 (Top Three Listings)

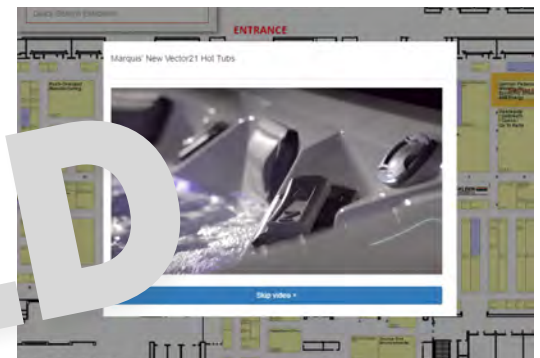


Floor Plan Sponsorship

Stand out on one of the heavily-trafficked pages of the WWETT Show website! As the exclusive sponsor, your 30-second company or product video will play in the forefront of the WWETT Show's floor plan and your company logo will appear on the upper right-hand side of the floor plan.

\$3,000 (exclusive)

SOLD



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Premium Web Ad 180x150

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

\$1,250

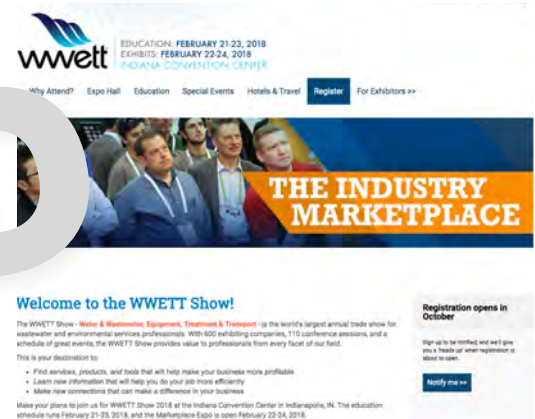


Website Sponsor

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

\$1,500

SALE



Digital Product Preview

Showcase your product in this important attendee communication. Will you be showing new products? Will you be featuring show specials? Make sure you include them here, and direct customers to visit your booth. This digital brochure was downloaded **2,450 times** before WWETT Show 2017!

- Distributed pre-show to registered attendees and attendee prospects by email and via the convention website.
- Product photo and copy are due no later than December 15, 2017.

\$350



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Premier Mobile App Sponsorship

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

\$3,000



Mobile App Custom Push Alert

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

\$500



Online Registration Sponsor

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 conference website
- A logo on each page of the online registration portal
- A banner on the attendee registration confirmation email

\$3,500



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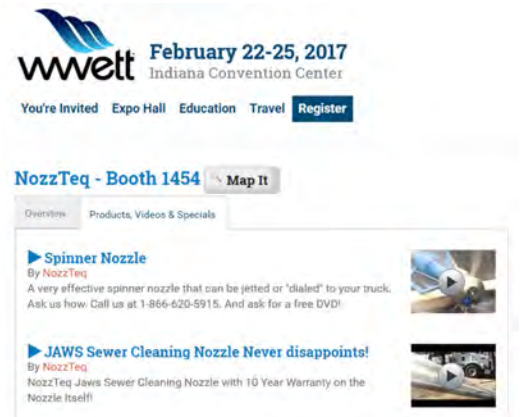
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Upgraded Online Profile

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. As the sponsor, you can upload the following to your profile:

- Company logo on the:
 - Online floor plan and online listing
 - Program & Event Guide floor plan
 - 'You are Here' onsite signage
- Five press releases, five product reviews
- Profile video (up to 3 min. in length/maximum of three)

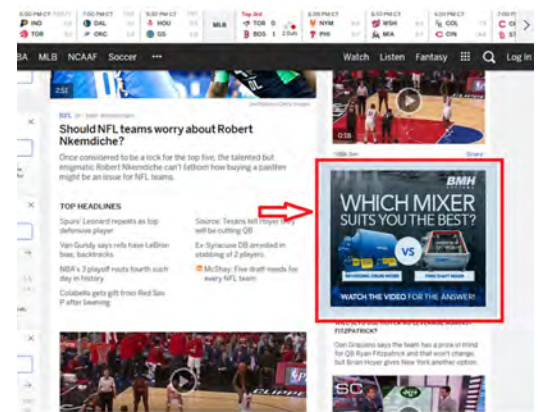
\$450



Online Display Retargeting Ad

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.

\$1,500



Professional Product Video

Showcase your product in a fully produced and edited one- to two-minute professional video, delivered to you electronically. You will have full rights to use and promote the video on your web site, in presentations, social media, etc. Complete benefits include:

- Video will be filmed at your booth during a pre-determined time
- Product interview or script approval
- Incorporation of logos and/or graphics provided by the sponsor

Call for Details.



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PROMOTION BUNDLES

BUNDLE #1

- Upgraded Booth Profile
 - Shared E-Blast
 - Lobby Floor Logo
- Digital Product Preview (pre-show)

\$1,850
(\$600 Savings)

BUNDLE #2

- Upgraded Booth Profile
 - Shared E-Blast
 - Lobby Floor Logo
- Pre-Show Digital Product Preview
- ½ Page 4C ad in Program & Event Guide
- 4-Color Logo Event Guide

\$3,500
(\$850 Savings)

BUNDLE #3

- Upgraded Booth Profile
 - Shared E-Blast
 - Lobby Floor Logo
- Pre-Show Digital Product Preview
- 4-Color Logo Event Guide
- Full Pg 4C Ad in Program & Event Guide
- 10'x10' Lobby Banner

\$6,500
(\$2,100 Savings)

PRIMARY COMPANY INFORMATION

Legal Company Name: _____
 Exhibiting As: _____
 Information below is the same as the information listed on Booth Space Contract.
 Mailing Address: _____
 Country: _____ Phone: _____ Fax: _____
 Email: _____

METHODS OF PAYMENT

Please check one:
 Check made payable to:
WWETT
 Wire / ACH*
 Credit Card
 Complete the online contract or contact us for a credit card form
 *Refer to Clause 7 on reverse

QUESTIONS?

Please contact Show Management at 972-536-6382 or e-mail info@wwettshow.com.

All payments should be in U.S. funds. Exhibitors are responsible for all bank collection fees and/or discounts associated with their payments. PCI compliance requires credit card information must only be received via our secure fax line 972-550-5390 or through our online contract portal.

INVOICE/ACCOUNTING CONTACT INFORMATION (If different than primary contact)

Contact Name: _____
 Mailing Address: _____
 Country: _____ Phone: _____ Fax: _____
 E-mail: _____

SPONSORSHIPS & PROMOTIONAL OPPORTUNITIES Pricing for current exhibitors.

High Profile Options

<input type="checkbox"/> WWETT Show Conference and Track Sponsorship.....	\$13,500	\$ _____
<input type="checkbox"/> Registration Ticket Giveaway.....	\$4,000	\$ _____
<input type="checkbox"/> Lanyard Sponsor (exclusive).....	\$7,000	\$ SOLD
<input type="checkbox"/> Lanyard Sponsor (non-exclusive).....	\$3,500	\$ _____
<input type="checkbox"/> Show Bag Sponsor.....	\$4,000	\$ _____
<input type="checkbox"/> Show T-Shirt Sponsor.....	\$2,500	\$ _____
<input type="checkbox"/> Window Clings.....	Call	\$ _____
<input type="checkbox"/> Badge Sponsor.....	\$2,500	\$ SOLD
<input type="checkbox"/> Media Wall 30-second.....	\$2,000	\$ _____
<input type="checkbox"/> Media Wall 60-second.....	\$3,000	\$ _____

Demonstration Marketing Program

<input type="checkbox"/> WWETT Live! Or Exhibitor Demonstrations.....	\$5,500	\$ _____
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For WWETT Live! or Exhibitor Demonstrations, all costs related to move-in/out, labor, electrical or any other miscellaneous fees are to be covered by the exhibitor.

Onsite Promotions

<input type="checkbox"/> Lobby Floor Logos.....	\$750	\$ _____
<input type="checkbox"/> Exhibit Hall Floor Logos - 4'x4'.....	\$600	\$ _____
<input type="checkbox"/> Exhibit Hall Floor Logos - 2'x4'.....	\$450	\$ _____
<input type="checkbox"/> Lobby Hanging Banners.....	Start at \$2,500	\$ _____
<input type="checkbox"/> Logo Wall Insert.....	\$4,000	\$ SOLD
<input type="checkbox"/> Urinal Signs.....	\$4,000	\$ SOLD
<input type="checkbox"/> Pen Sponsorship.....	\$500	\$ SOLD
<input type="checkbox"/> Notepad Sponsorship.....	\$500	\$ _____
<input type="checkbox"/> Walkway Clings.....	\$995	\$ _____
<input type="checkbox"/> Lobby Column Panels.....	\$995	\$ _____
<input type="checkbox"/> Stair Decals.....	\$3,000	\$ SOLD
<input type="checkbox"/> Escalator Clings.....	\$1,500	\$ _____
<input type="checkbox"/> Official Show Coffee Break or Happy Hour.....	\$1,500	\$ _____
<input type="checkbox"/> Static Display.....	\$1,500	\$ _____
<input type="checkbox"/> Static Display Premium.....	\$3,000	\$ _____

Print Advertising:

Attendee Brochure		
<input type="checkbox"/> Post-it Note Size on cover.....	\$3,250	\$ SOLD
<input type="checkbox"/> 2-page Center Spread.....	\$5,000	\$ SOLD
<input type="checkbox"/> Full-page inside front cover.....	\$4,000	\$ CLOSED
<input type="checkbox"/> Full-page inside back cover.....	\$3,500	\$ CLOSED
<input type="checkbox"/> Full Page 4/C.....	\$2,750	\$ CLOSED
<input type="checkbox"/> Half Page 4/C.....	\$1,750	\$ CLOSED

Print Advertising: cont.

Program & Event Guide

<input type="checkbox"/> Post-it Note Size on cover.....	\$3,500	\$ SOLD
<input type="checkbox"/> Full-page inside front cover.....	\$4,000	\$ SOLD
<input type="checkbox"/> Full-page back cover.....	\$4,000	\$ SOLD
<input type="checkbox"/> Full-page inside back cover.....	\$3,500	\$ SOLD
<input type="checkbox"/> Full-page ad.....	\$2,500	\$ _____
<input type="checkbox"/> Half-page ad.....	\$1,750	\$ _____
<input type="checkbox"/> Quarter-page ad.....	\$995	\$ _____
<input type="checkbox"/> Product category sponsor.....	\$500	\$ _____
<input type="checkbox"/> Product category logo.....	\$150	\$ _____
<input type="checkbox"/> Attendee List Rental (per 1,000 names).....	\$300	\$ _____

Digital Advertising

<input type="checkbox"/> Product Preview Brochure.....	\$350	\$ _____
<input type="checkbox"/> Targeted eBlast.....	\$2,500	\$ _____
<input type="checkbox"/> Shared eBlast.....	\$850	\$ _____
<input type="checkbox"/> Shared eBlast - Top Placement.....	\$1,100	\$ _____
<input type="checkbox"/> Floor Plan Sponsorship.....	\$3,000	\$ SOLD
<input type="checkbox"/> Premium Web Ad.....	\$1,250	\$ _____
<input type="checkbox"/> Website Sponsor.....	\$1,500	\$ SOLD
<input type="checkbox"/> Mobile App Custom Push Alert.....	\$500	\$ _____
<input type="checkbox"/> Mobile App Premier Sponsorship.....	\$5,000	\$ _____
<input type="checkbox"/> Online Registration & Travel Sponsor.....	\$3,500	\$ SOLD
<input type="checkbox"/> Upgraded Online Profile.....	\$450	\$ _____
<input type="checkbox"/> Online Display Retargeting Ad.....	\$1,500	\$ _____
<input type="checkbox"/> Professional Product Video.....	Call	\$ _____

Promotion Bundles

<input type="checkbox"/> Bundle #1.....	\$1,850	\$ _____
<input type="checkbox"/> Bundle #2.....	\$3,500	\$ _____
<input type="checkbox"/> Bundle #3.....	\$6,500	\$ _____

<input type="checkbox"/> Custom Package.....	\$ _____
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TOTAL CONTRACT \$

Payment due in full with all contracts received on or after August 1, 2017.

*We understand this application becomes a binding contract when accepted by Informa Exhibitions U.S. Construction & Real Estate, Inc. We agree to abide by the General Information, Exhibitor Contract Terms and Conditions, rules listed in the Exhibitor Service Manual and regulations adopted by Informa Exhibitions U.S. Construction & Real Estate, Inc. in accordance with the terms herein. We understand that all deposits/final payments are non-refundable.

REQUIRED

Signature: _____

Printed Name: _____

By providing your contact information and signature, you are authorizing by Informa Exhibitions U.S. Construction & Real Estate, Inc. to send you promotional materials via mail, fax, SMS or e-mail.



WWETT Show Credit Card Authorization Form

Please complete the following information to make a payment to WWETT Show via credit card.

Company information

Company Name: _____

Exhibiting As (if applicable): _____

Billing Information

Cardholder name: _____

Billing address: _____

City: _____ State: _____ Zip code: _____

Invoice #: _____ Booth #: _____

Amount to charge: _____ Date: _____

Cardholder Signature*: _____ Email Receipt: _____

We understand that all deposits/final payments are non-refundable. Credit card payments are subject to all terms and conditions on the booth space contract including cancellations (as stated in Paragraph 6.) In signing this form it is confirmed that you have read and agreed to the terms and conditions.

***For security reasons digital signatures are not accepted.**

If you need any additional information, please contact the WWETT team at 972-536-6382. If you have questions for the accounting department, please call 972.536.6300.

PCI compliance requires that any credit card information must only be received via our secure fax line 972-550-5390 or through our online portal.



This section will be shredded once the card has been approved.

Visa MasterCard American Express



Card #: _____ CVV Code: _____

Expiration Date: _____