

# Wwett 19

Water & Wastewater Equipment, Treatment & Transport Show

## SPONSORSHIPS & PROMOTIONS

Promote your presence & drive qualified traffic to your booth.



CONFERENCE: FEBRUARY 20-22 | MARKETPLACE: FEBRUARY 21-23  
INDIANA CONVENTION CENTER

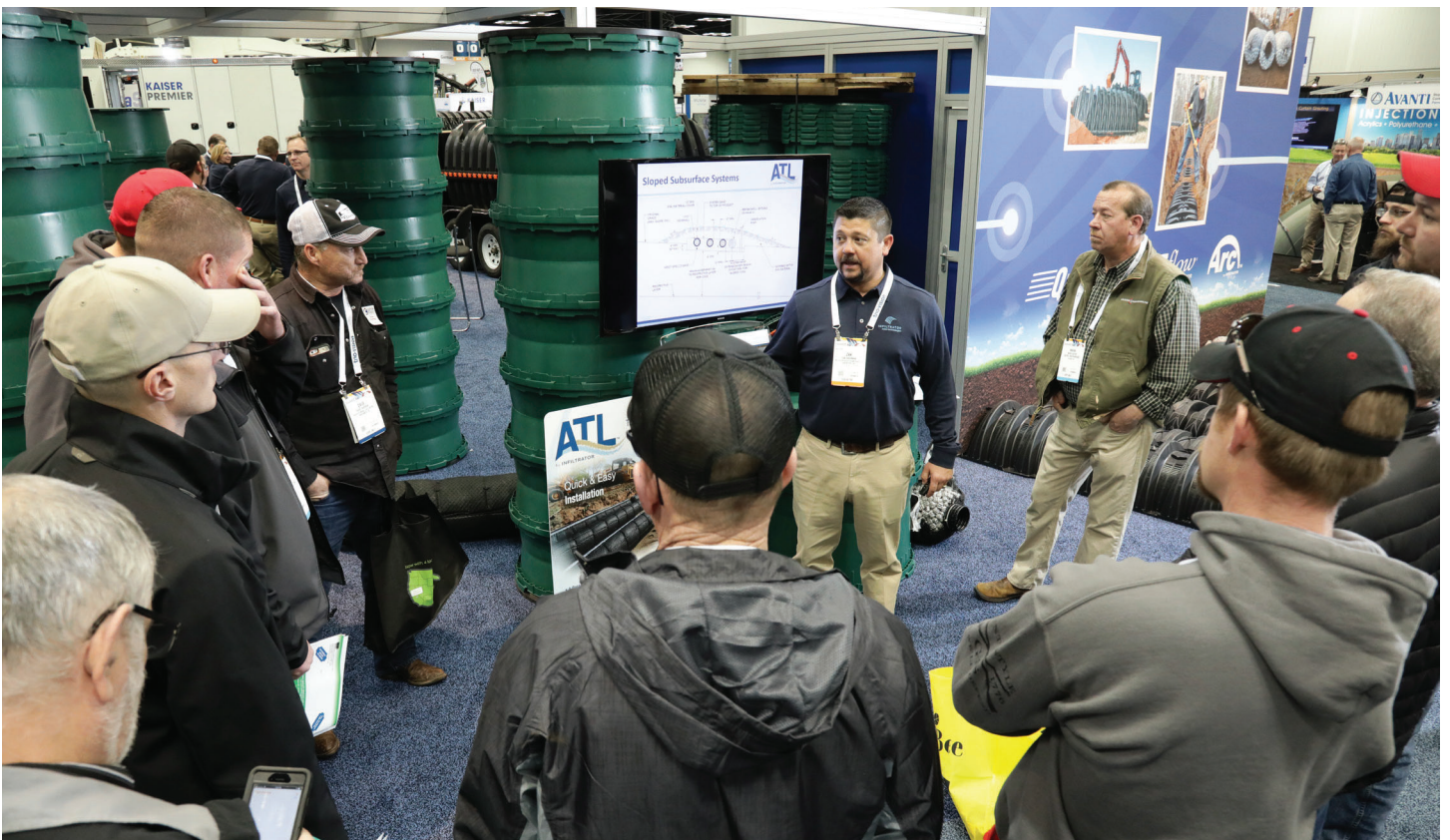
# THE WWETT SHOW IS THE INDUSTRY MARKETPLACE

## for thousands of wastewater and environmental service 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.



# 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, this honor the sponsoring firm receives:

- Access to an exclusive VIP lounge or site event
- Opportunity to present exclusive 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.

**\$4,250** (Limited availability)



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

## 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—in 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 to the expo in registration. They will also be available at entrances to the expo hall. These bags—which you can customize with your logo, phone number, website, and other information—will be a long life piece of your brand ongoing promotion.

*\*Production is not included.*

**\$4,000** (non-exclusive)

SOLD

## 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 displayed on the front of the badge
- Back of the badge is yours to customize with your product or service work.

**\$3,000**

SOLD



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# EXHIBITOR DEMONSTRATIONS



## 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 2019. Call or email Tami Svarfvar for complete details.

## \$5,500

“

Here at NozzTeq Inc., we couldn't have been happier with WWETT LIVE! 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!

- Scott Pacquet,

President/CEO, NozzTeq, Inc.

”

# 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.)

**\$775**



## Exhibit Hall Floor Logos

Your brand's logo will stand out in the path of your prospects at WWETT Show 2019. 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)

**\$475** (2'x4') / **\$625** (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 that attendees will read as they roam between conference registration and the exhibit hall.

Production included.

**\$4,000**



## 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 opportunity for you in all the men's rest rooms.

Production included.

**\$4,000**



## Pen Sponsorship

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.*

**\$500**



## Notepad Sponsorship

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.*

**\$500**



## 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.

# \$1,000



## Stair Decals (Registration or Westin)

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

# \$3,500



## 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 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. Distributed via direct mail and digital download.

**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!**

Distribution Quantity: 50,000  
Reservation Deadline: September 14, 2018  
AD Materials Deadline: September 28, 2018



“Post-It” Note Sized Ad on Cover

**\$3,400** (exclusive)

Two Page Center Spread Advertisement

**\$5,250** (exclusive)

Full Page 4/C Advertisement – Inside Front Cover

**\$4,200** (exclusive)

Full Page 4/C Advertisement – Inside Back Cover

**\$3,000** (exclusive)

Half Page 4/C Advertisement

**\$3,000**

Half Page 4/C Advertisement

**\$1,850**



# 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 14, 2018

AD Materials Deadline: January 11, 2019

## PREMIUM ADS:

“Post-It” Note Sized Ad on Cover

**\$3,600** (exclusive)

Full Page 4/C Advertisement – Inside Front Cover

**\$4,100** (exclusive)

Full Page 4/C Advertisement – Back Cover

**\$4,100** (exclusive)

Full Page 4/C Advertisement – Inside Back Cover

**\$3,600** (exclusive)

## PRODUCT CATEGORY SPONSOR:

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

**\$550** (exclusive)

4/C Product Category Logo

**\$160**

## STANDARD ADS:

Two-Page Spread 4/C Advertisement

**\$5,200**

Full Page 4/C Advertisement

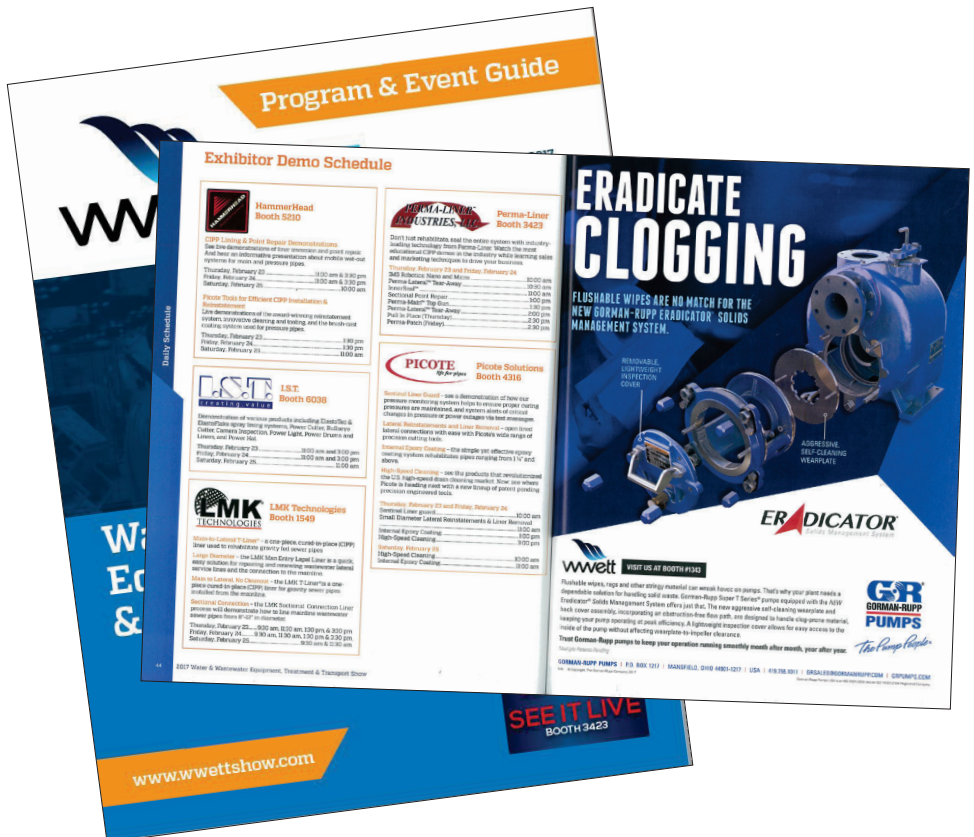
**\$2,600**

Half-Page 4/C Advertisement

**\$1,850**

Quarter-Page 4/C Advertisement

**\$1,000**



# 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)



The latest technology. The newest equipment. The best ideas. It's all waiting for you at WWETT Show 2018. Here is a preview of some of the hottest products that will be featured at the WWETT Show. Click the links to learn more about them, and be sure to visit these booths in the Expo Hall.



Booth #1461

### Zoeller Company

Zoeller Pump Company offers a broad range of submersible pumps from fractional to 7-1/2 HP for residential and commercial sump, effluent, dewatering and grinding applications. Clarus Environmental specializes in onsite pumps, pressure sewers, biological and mechanical treatment processes, disinfection and discharge of safe water.

[Learn More](#)



Booth #2521

### Rausch USA

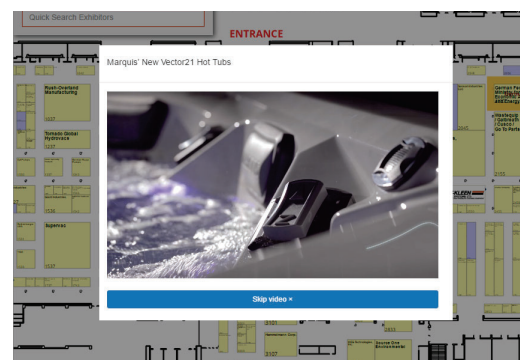
The brand-new L-ATRAS lateral tracking system is a modular upgrade to the Rausch M-Series product line for the automatic measuring and graphic documentation of the entire pipe laterals. The system captures the direction of



## 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 be prominently featured on 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)



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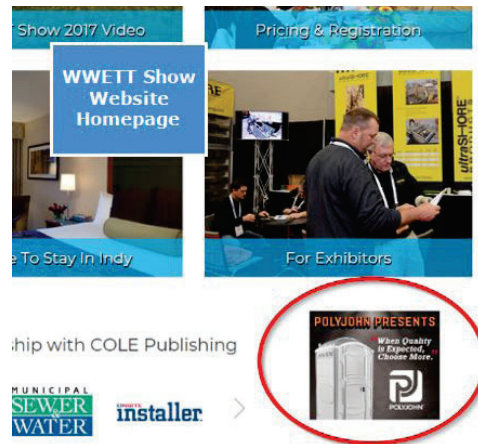
802-476-8584 | tami.svarfvar@informa.com

## 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

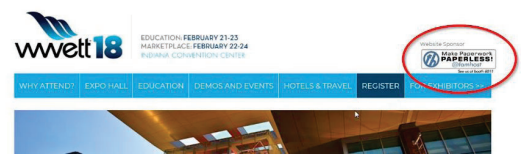


## Website Sponsor

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

# \$2,500

**SOLD**



## 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.

- Distributed pre-show to registered attendees and attendee prospects by email and via the convention website.

# \$350



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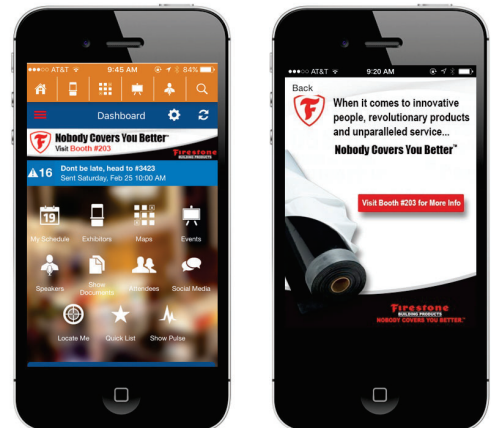
## Premier Mobile App Sponsorship

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

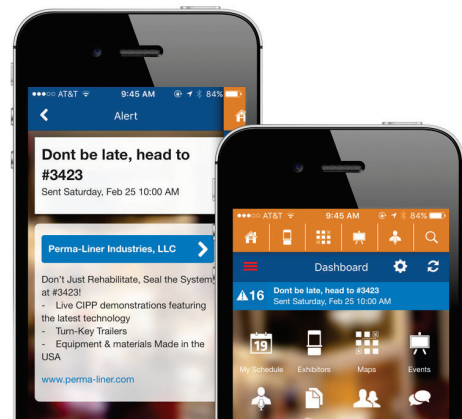


## Mobile App Custom Push Alert

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

# \$750



## Online Registration Sponsor

Maximize your brand's exposure, sponsor the WWETT Show registration and travel website, registration confirmation emails (which attendees will all 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

# \$3,500



## 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)

# \$500



### NozzTeq, Inc.

Booth 1454

Overview Products, Videos & Specials News & Events

**MANTA™ Series** by NozzTeq, Inc.  
MANTA™ Series: Heavy Duty Bottom Cleaner, Recycled-Water FriendlyOur customers asked for a powerful, long-lasting, and effective bottom cleaner to complement to our C-RAY™ series that was recycled water friendly, so we built the new MANTA™ Series with interior surfaces and interchangeable rear jetti ...

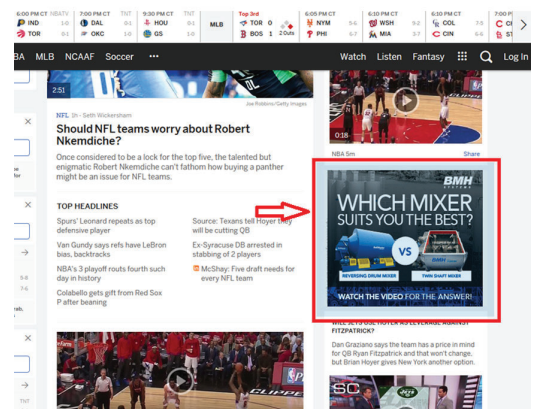
**Jaws® sewer nozzle** by NozzTeq, Inc.  
The Jaws® sewer nozzle may be our most sophisticated sewer nozzle, with scientifically designed conduits and spray angles that produce highly efficient, maximally powerful jetting streams at the nozzle end of the hose using relatively low truck-supplied water pressures. That means your crews will cl ...

**BL SWIPER™** by NozzTeq, Inc.  
BL SWIPER™ is a new patented sewer nozzle developed for cleaning sewers and storm water pipes in a cost-effective and resource saving manner (both money and environment). The construction of the BL

## 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**  
(\$625 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**  
(\$985 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**  
(\$2,235 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: \_\_\_\_\_

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

Contact Name: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 Country: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_

## 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.

## SPONSORSHIPS & PROMOTIONAL OPPORTUNITIES Pricing for current exhibitors.

### High Profile Options

<input type="checkbox"/> WWETT Show Conference and Track Sponsorship.....	\$13,500	\$	<b>SOLD</b>
<input type="checkbox"/> Registration Ticket Giveaway.....	\$4,250	\$	
<input type="checkbox"/> Lanyard Sponsor (exclusive).....	\$7,000	\$	<b>SOLD</b>
<input type="checkbox"/> Lanyard Sponsor (non-exclusive).....	\$3,500	\$	
<input type="checkbox"/> Show Bag Sponsor.....	\$4,000	\$	<b>SOLD</b>
<input type="checkbox"/> Window Clings.....	Call	\$	
<input type="checkbox"/> Badge Sponsor.....	\$3,000	\$	<b>SOLD</b>
<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.....	\$775	\$	
<input type="checkbox"/> Exhibit Hall Floor Logos - 4'x4'.....	\$625	\$	
<input type="checkbox"/> Exhibit Hall Floor Logos - 2'x4'.....	\$475	\$	
<input type="checkbox"/> Lobby Hanging Banners.....	Start at \$2,500	\$	
<input type="checkbox"/> Logo Wall Insert.....	\$4,000	\$	<b>SOLD</b>
<input type="checkbox"/> Urinal Signs.....	\$4,000	\$	<b>SOLD</b>
<input type="checkbox"/> Pen Sponsorship.....	\$500	\$	
<input type="checkbox"/> Notepad Sponsorship.....	\$500	\$	
<input type="checkbox"/> Lobby Column Panels.....	\$1,000	\$	
<input type="checkbox"/> Stair Decals.....	\$3,500	\$	
<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.....	\$3,400	\$	<b>CLOSED</b>
<input type="checkbox"/> 2-page Center Spread.....	\$5,250	\$	<b>CLOSED</b>
<input type="checkbox"/> Full-page inside front cover.....	\$4,200	\$	<b>CLOSED</b>
<input type="checkbox"/> Full-page inside back cover.....	\$3,600	\$	<b>CLOSED</b>
<input type="checkbox"/> Full Page 4/C.....	\$3,000	\$	<b>CLOSED</b>
<input type="checkbox"/> Half Page 4/C.....	\$1,850	\$	<b>CLOSED</b>

### Print Advertising: cont.

#### Program & Event Guide

<input type="checkbox"/> Post-it Note Size on cover.....	\$3,600	\$	<b>SOLD</b>
<input type="checkbox"/> 2-page spread.....	\$5,200	\$	
<input type="checkbox"/> Full-page inside front cover.....	\$4,100	\$	<b>SOLD</b>
<input type="checkbox"/> Full-page back cover.....	\$4,100	\$	
<input type="checkbox"/> Full-page inside back cover.....	\$3,600	\$	
<input type="checkbox"/> Full-page ad.....	\$2,600	\$	
<input type="checkbox"/> Half-page ad.....	\$1,850	\$	
<input type="checkbox"/> Quarter-page ad.....	\$1,000	\$	
<input type="checkbox"/> Product category sponsor.....	\$550	\$	
<input type="checkbox"/> Product category logo.....	\$160	\$	

### 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	\$	<b>SOLD</b>
<input type="checkbox"/> Premium Web Ad.....	\$1,250	\$	
<input type="checkbox"/> Website Sponsor.....	\$2,500	\$	<b>SOLD</b>
<input type="checkbox"/> Mobile App Custom Push Alert.....	\$750	\$	
<input type="checkbox"/> Mobile App Premier Sponsorship.....	\$3,000	\$	
<input type="checkbox"/> Online Registration Sponsor.....	\$3,500	\$	<b>SOLD</b>
<input type="checkbox"/> Upgraded Online Profile.....	\$500	\$	
<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, 2018.

*\*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 2019

## EXHIBITOR CONTRACT TERMS AND CONDITIONS

### 1. Defined Terms

The term "Event" means WWETT 2019, currently scheduled to be held on February 21-23 (the "Event Dates") at the Indiana Convention Center in Indianapolis, IN, USA (the "Exhibit Facility"). The Event is owned, produced and managed by Informa Exhibitions U.S. Construction & Real Estate, Inc. As used hereinafter, the term "IE" means, collectively, Informa Exhibitions U.S. Construction & Real Estate, Inc. and each of its officers, directors, shareholders, agents, subsidiaries, affiliates, representatives, employees and assigns, unless the context requires otherwise. The term "Exhibitor" means, collectively, the entity or person that executes this Contract as the "Exhibitor" and each of its officers, directors, shareholders, employees, contractors, agents, representatives, assigns and/or invitees, as applicable. The term "Contract" means this agreement, all amendments and modifications thereto, and all other materials, documents, rules and regulations expressly incorporated herein by reference.

### 2. Contract Acceptance

This Contract shall become binding and effective only when it has been signed by Exhibitor, and accepted as valid by a duly authorized representative of IE. The final exhibit space specifics and/or location may be different from the Exhibitor's original requests. IE reserves the right to deny access to any company.

### 3. Qualifications of Exhibitor

IE, in its sole discretion, determines whether a prospective exhibitor is eligible to participate in the Event. Eligibility is generally limited to persons or firms who manufacture, remanufacture, or supply products, tools, equipment, supplies or services used for the treatment and transport of water and waste water, and the environmental services industry. Applicants who have not previously exhibited at the Event may be required to submit a description of the nature of their business and the items to be exhibited. IE reserves the right to restrict or remove any exhibit which IE, in its sole discretion, believes is objectionable or inappropriate.

### 4. Assignment of Space

Initial space assignments will be made during the space draw. Contracts and deposits must be received on or before May 1, 2018 to qualify for the space draw. All contracts and deposits received after May 1, 2018 will be assigned on a first-come, first-served basis. Any such assignment does not imply that similar space will be assigned for future Events. IE may change the date of the space draw without notice. IE reserves the right to change the floor plan or the location of an Exhibitor's booth if IE in its sole discretion determines that to do so is in the best interest of the Event. IE will consider requests to keep certain companies from being next to each other; however there is no guarantee that by making this request you will not be located next to one of these companies. IE assumes no responsibility in such instances.

### 5. Use of Space

The space contracted for is to be used solely by and for the Exhibitor whose name appears on the Contract, and it is agreed the Exhibitor will not sublet nor assign any portion of same without the prior written consent of IE.

### 6. Cancellation by Exhibitor

If Exhibitor desires to cancel this Contract, Exhibitor may only do so by giving notice thereof in writing sent to IE with evidence of receipt. If such written notice is received at least 180 days prior to the opening date of the Event (February 21, 2019), then Exhibitor will remain liable for 50% of the total exhibit fee. Otherwise, Exhibitor will remain liable for 100% of the total exhibit fee, regardless of when this Contract is executed by Exhibitor. In addition, Exhibitor will remain liable for 100% of all fees paid or payable in respect of sponsorships and promotional products, regardless of when this Contract is executed or cancelled by Exhibitor. These amounts are considered to be liquidated and agreed upon damages, for the injuries IE will suffer as a result of Exhibitor's cancellation. This provision for liquidated and agreed upon damages is a bona fide provision and not a penalty. The parties understand that the withdrawal of the space reserved from availability and, if applicable, the cancellation of sponsorships and/or promotional materials, in each case at a time when other parties would be interested in such space and/or products, will cause IE to sustain substantial damages that will not be capable of determination with mathematical precision. Therefore, the provisions for liquidated and agreed upon damages have been incorporated into this Contract as a valid pre-estimate of these damages. The date of cancellation shall be the date IE receives the notice. IE reserves the right to treat Exhibitor's downsizing of booth space as cancellation of the original space and purchase of new booth space, and Exhibitor may be required to move to a new location if it requests a downsizing of space.

### 7. Cancellation by Informa Exhibitions / Payments

If Exhibitor fails to timely make any payment required by this Contract or otherwise breaches any of its obligations under this Contract, IE may immediately terminate this Contract (and Exhibitor's participation in the Event) by providing written notice (or, if appropriate under the circumstances, oral notice with written notice to follow) to Exhibitor of such termination. IE shall have no obligation to refund monies previously paid. IE reserves the right to refuse Exhibitor permission to move in and set up an exhibit if Exhibitor is in arrears of any payment due to IE. IE is expressly authorized (but has no obligation) to occupy, cause to be occupied or dispose of any space vacated or made available by reason of action taken under this paragraph in such manner as it may deem best, and without releasing Exhibitor from any liability hereunder. IE reserves the right to terminate this contract at any time.

IE is a PCI DSS compliant company and as such we are prohibited from receiving card holder data via email or any other unsecured method where card holder data can be stored. At a minimum, cardholder data consists of the full PAN. Cardholder data may also appear in the form of the full PAN plus any of the following: cardholder name, expiration date and/or service code. Please use alternate channels for payment.

\*WIRE/ACH: IE is not responsible for any losses suffered due to third party fraud or misdeemeanor, including, without limitation, false change of bank account communications, identity theft and other scams. Payments into IE's designated bank account only shall satisfy Exhibitor's payment obligations under this Contract. If you receive any communication notifying of a change in IE's designated bank account, you should verify the authenticity of the change with IE. If IE does not receive payment by the established due dates IE may immediately terminate this Contract.

### 8. Cancellation of the Event

If IE cancels the Event due to circumstances beyond the reasonable control of IE (such as acts of God, acts of war, governmental emergency, labor strike or unavailability of the Exhibit Facility), IE shall refund to each Exhibitor its exhibit space rental payment previously paid, minus a share of costs and expenses incurred by IE, in full satisfaction of all liabilities of IE to Exhibitor. IE reserves the right to cancel, re-name or re-locate the Event or change the dates on which it is held. If IE changes the name of the Event, re-locates the Event to another event facility within the same city, or changes the dates for the Event to dates that are not more than 30 days earlier or 30 days later than the dates on which the Event originally was scheduled to be held, no refund will be due to Exhibitor, but IE shall assign to Exhibitor, in lieu of the original space, such other space as IE deems appropriate and Exhibitor agrees to use such space under the terms of this Contract. If IE elects to cancel the Event other than for a reason previously described in this paragraph, IE shall refund to each Exhibitor its entire exhibit space rental payment previously paid, in full satisfaction of all liabilities of IE to Exhibitor. Exhibitor agrees that, except as expressly provided in this paragraph, it shall and hereby does waive any and all claims for damages or compensation resulting from or relating to the cancellation, renaming, relocation or rescheduling of the Event.

### 9. Exhibit Space Occupancy

Hours and dates for installing, occupying and dismantling exhibits shall be those specified by IE. If Exhibitor fails to install its display in its assigned space by 5:00 pm February 20, 2019 or leaves its space unattended during the Exhibit hours, IE shall have the right to take possession of the space, without releasing Exhibitor from any liability or obligation hereunder, and no refund will be due to Exhibitor. All exhibits must be open and manned for business during the Event hours. Exhibitor may not dismantle the display until the Event is officially closed by IE.

### 10. Listings and Promotional Materials

By exhibiting at the Event, Exhibitor grants to IE a fully-paid, perpetual non-exclusive license to use, display and reproduce the name, trade names and product names of Exhibitor in any directory (print, electronic or other media) listing the exhibiting companies at the Event and to use such names in IE promotional materials. IE shall not be liable for any errors in any listing or descriptions or for omitting any Exhibitor from the directory or other lists or materials. IE may also take photographs of Exhibitor's

booth space, exhibit and personnel during, before or after the open hours of the Event and use such photographs for any IE promotional purpose. Exhibitor warrants that it owns, or has right to use pursuant to a valid license, all intellectual property (copyright, trade mark, etc.) to be used by Exhibitor for promotion or exhibition at the Event.

### 11. Care of Exhibit Facility

Exhibitor shall promptly pay for any and all damages to the Exhibit Facility or associated facilities, both equipment or the property of others caused by Exhibitor. Exhibitors are responsible for removing all displays, product, flooring and trash. IE will charge the Exhibitor the cost to remove any items left post show.

### 12. Taxes and Licenses

Exhibitor shall be solely responsible for obtaining any licenses, permits or approvals under federal, state or local law applicable to its activities at the Event. Exhibitor shall be solely responsible for obtaining any necessary tax identification numbers and permits and for paying all taxes, license fees, use fees, or other fees, charges, levies or penalties that become due to any governmental authority in connection with its activities at the Event. Exhibitor will not permit the delivery of merchandise at the Event Facility without the express permission of IE.

### 13. Copyrighted Materials

Exhibitor shall not play or permit the playing or performance of, or distribution of any copyrighted material at the Event unless it has obtained all necessary rights and paid all required royalties, fees or other payments.

### 14. Observance of Laws

Exhibitor shall abide by and observe all federal, state and local laws, codes, ordinances, rules and regulations, and all rules and regulations of the Exhibit Facility (including any union labor work rules). Without limiting the foregoing, Exhibitor shall comply with all applicable requirements of the Americans with Disabilities Act, including with respect to the construction of its exhibits.

### 15. Exhibitor Information & Updates

IE will provide Exhibitor information and updates to the designated representative of the Exhibitor, including an Exhibitor Service Manual. The Exhibitor Service Manual will include information integral to participation at the Event, including but not limited to: additional exhibitor rules and regulations, official contractor order forms, registration, shipping and drayage, utilities and building services, exhibitor display rules, and move-in, move-out schedules. The designated representative of the Exhibitor will also receive updates about the Event via fax, mail, e-mail and/or SMS.

### 16. Authorization to Contact

Exhibitor acknowledges that IE shall be permitted to share Exhibitor's name and contact information with, and Exhibitor consents to being contacted directly by, vendors, sponsors and partners authorized by IE.

### 17. Incorporation of Rules and Regulations

Any and all matters pertaining to the Event and not specifically covered by the terms and conditions of this Contract shall be subject to determination by IE in its sole discretion. IE may adopt rules or regulations from time to time governing such matters and may amend or revoke them at any time, upon reasonable notice to Exhibitor. Any such rules and regulations (whether or not included in an Exhibitor Service Manual or similar document) are an integral part of this Contract and are incorporated herein by reference. Exhibitor shall observe and abide by additional regulations made by IE as soon as they are communicated to Exhibitor. This Contract (including the Exhibitor Service Manual and any additional rules or regulations adopted by IE from time to time) states the entire agreement of the parties with respect to the subject matter hereof.

### 18. Installation and Dismantling

Exhibitors must comply with the move-in and move-out times indicated in the Exhibitor Service Manual. If an Exhibitor fails to remove an exhibit in the allowed time, IE shall be permitted (at Exhibitor's sole expense) to remove and place same in a warehouse subject to the Exhibitor's disposition, and/or to ship to Exhibitor via common carrier with all charges to follow at no liability to IE. All exhibits must remain intact until the Exhibition is officially closed.

### 19. Contractor Services

In the interest of making available the best qualified craftsmen in numbers sufficient to handle all of the services necessary for the operation of the Event, IE has contracted on an exclusive basis official contractors to provide certain services. Service companies other than the official contractors will not be allowed to perform any of these exclusive services. Non-exclusive services may be performed by exhibitor-appointed contractors (EAC) within certain guidelines. A complete listing of exclusive services and EAC guidelines will be provided in Exhibitor Service Manual.

### 20. Exhibit Guidelines

Distribution of samples and printed matter of any kind, and any promotional material, is restricted to the exhibit booth. Exhibitor agrees to exhibit only products which it manufactures, represents or distributes. All exhibits shall display products or services in a tasteful manner. The aisles, passageways and overhead spaces remain strictly under control of IE and no signs, decorations, banners, advertising material or special exhibits will be permitted in the aisles except by written permission of IE. Uniformed attendants, models and other employees must remain within the booths occupied by their employers. Any and all advertising distribution must be made from Exhibitor's booth space. Balloons and stickers (including handouts with gummed backing that adhere or cause adhesion) are prohibited in the exhibit area. Equipment must be arranged so that show visitors do not stand in the aisle while examining equipment or watching demonstrations. Strolling entertainment or moving advertisements outside of an Exhibitor's exhibit space is prohibited. The use of Segway's or Segway-type units is prohibited on the show floor.

Complex booth structures are defined as multi-story or those with a ceiling or canopy covering. Complex structures must submit a Certificate of Insurance with the coverages outlined in clause 25. Insurance and provide structural engineer approved plans.

Photography or videography is permitted only with prior approval of the exhibiting company. Failure to obtain prior consent may result in removal from the exhibit hall.

### 21. General Terms and Conditions

IE has sole control over WWETT 2019 policies. Except as expressly provided in this contract, all monies paid by Exhibitor shall be deemed fully earned and non-refundable at the time of payment. Exhibitor shall conduct itself at all times in accordance with normal standards of decorum and good taste. In addition to its right to close an exhibit and withdraw acceptance of the contract, IE in its sole judgment may refuse to consider for participation in future events an Exhibitor who violates or fails to abide by this contract and any of the accompanying rules and regulations. Any amendment to this Contract must be in writing and signed by an authorized representative of IE.

### 22. Assumption of Risks; Releases

Exhibitor expressly assumes all risks associated with, resulting from or arising in connection with Exhibitor's participation or presence at the Event, including, without limitation, all risks of theft, loss, harm, damage or injury to the person (including death), property, business or profits of Exhibitor, whether caused by negligence, intentional act, accident, act of God or otherwise. Exhibitor has sole responsibility for its property or any theft, damage or other loss to such property (whether or not stored in any courtesy storage area), including any subrogation claims by its insurer. Neither IE nor the Exhibit Facility accepts responsibility, nor is a bailment created, for property delivered by or to Exhibitor. Neither IE nor the Exhibit Facility shall be liable for, and Exhibitor hereby releases all of them from, and covenants not to sue any of them with respect to, any and all risks, losses, damages and liabilities described in this paragraph.

### 23. Indemnification

Exhibitor shall on a current basis indemnify, defend (with legal counsel satisfactory to IE), and hold IE and the Exhibit Facility harmless from any and all claims, demands, suits, liabilities, damages, losses, costs, reasonable attorneys' fees and expenses which result from or arise out of or in connection with: (a) Exhibitor's participation or presence at the Event, (b) any breach by Exhibitor of any agreements, covenants, promises or other obligations under this contract; (c) any matter for which Exhibitor is otherwise responsible under the terms of this contract; (d) any violation or infringement (or claim of violation or infringement) of any law or ordinance or the rights of any party under any patent, copyright, trademark, trade secret or other proprietary right; (e) any

libel, slander, defamation or similar claims resulting from the actions of Exhibitor; (f) harm or injury (including death) to Exhibitor; (g) loss of or damage to property or the business or profits of Exhibitor, whether caused by negligence, intentional act, accident, act of God, theft, mysterious disappearance or otherwise and (h) any injury to any person (including an attendee) or property while in the Exhibitor's space or relating to Exhibitor's use of any exhibition space or services.

### 24. Limitation of Liability

Under no circumstances shall IE or the Exhibit Facility be liable for any lost profits or any incidental, special, indirect, punitive or consequential damages whatsoever for any of their acts or omissions, whether or not apprised of the possibility of any such lost profits or damages. In no event shall IE's maximum liability under any circumstance exceed the amount actually paid to IE by Exhibitor for exhibit space rental pursuant to this contract. IE makes no representations or warranties, express or implied, regarding the number and nature of Exhibitors and/or attendees who will attend the Event or regarding any other matters.

### 25. Insurance

(A) Exhibitor shall, at its own expense, secure and maintain insurance for the entire duration of the Event (move-in through move-out), the insurance listed below. All such insurance shall be primary of any other valid and collectible insurance of Exhibitor and shall be written on an occurrence basis. Claims made policies are not acceptable and do not constitute compliance with Exhibitor's obligations under this paragraph.

• Workers' compensation and employer's liability insurance complying with the laws of Indiana

• Comprehensive General Liability insurance with limits not less than \$1,000,000 each occurrence, \$2,000,000 aggregate, combined single limit for bodily injury and property damage, including coverage for personal injury, contractual, and operation of mobile equipment, products and liquor liability (if applicable); and

• Automobile Liability insurance (required if bringing automobiles into the show venue) with limits not less than \$500,000 each occurrence combined single limit for bodily injury and property damage, including coverage for owned, non-owned and hired vehicles, including loading and unloading operators.

The Exhibitor's Comprehensive General Liability and Automobile Liability insurance policies shall name as additional insureds (i) Informa Exhibitions U.S. Construction & Real Estate, Inc. and each of its direct and indirect subsidiaries and other affiliates and (ii) the Event Facility. If requested, copies of additional insured endorsements, primary coverage endorsements and complete copies of policies, satisfactory to IE, shall be promptly furnished to IE. Certified copies of the Certificates of Insurance or policies shall provide that they may not be cancelled without 30 days' advance written notice to IE. The Exhibitor shall obtain a waiver of subrogation from the carrier of each policy described above and the carrier of each other policy that provides fire, explosion or any other risk coverage insuring the Exhibitor's property, in each case releasing in full such carrier's subrogation rights.

(B) Certificate of Insurance forms must be submitted to IE by all international exhibitors, exhibitors with complex booth structures (defined as multi-story or having a canopy/ceiling) and exhibitors hosting attendee interactive demonstrations.

(C) Since many international policies aren't valid in the United States, all international exhibitors are required to obtain insurance through ExhibitorInsurance.com, our designated insurance provider. The cost of the policy will be added to all international exhibitor contracts. Coverage is subject to underwriting review; review the Ineligible Risks to insure coverage. Exhibitors can opt out of this coverage by providing a valid Certificate of Insurance satisfactory to IE with the necessary coverages.

### 26. Outside Exhibits/Hospitality Suites

Exhibitor is prohibited, without express written approval from IE, from displaying products/services and/or other advertising material in areas outside its booth space such as, but not limited to, parking lots, hotel lobbies, lounges, corridors, sleeping rooms, etc., as well as unauthorized facility tours. Exhibitor also agrees not to operate hospitality suites or host any hospitality functions during official Event hours or when any IE-sponsored activities are being held. Hospitality functions are permitted only upon payment by the Exhibitor of all fees due hereunder. All requests for a hospitality suite or public function space must be made through IE. If Exhibitor cancels or fails to occupy the exhibit space during official Event hours, IE reserves the right to notify the hotel to cancel any hospitality space and/or hotel guest rooms under Exhibitor's name. Exhibitor shall remain liable for the payments made to the hotel.

### 27. Sound, Lighting and/or Laser Devices

The use of devices for mechanical reproduction of sound or music; as well as lasers which are part of Exhibitor's display, are permitted, but must be controlled and maintained at a conversational level. Sound, lighting and/or laser beams must not be projected outside the exhibit booth. IE may immediately discontinue the use of any sound system, lighting or laser device that does not comply with this paragraph. Exhibitors are specifically prohibited from employing any carnival-type attraction, animal or human, or from operating such noise-creating devices as bells, horns or megaphones.

### 28. Fire and Safety Laws

The Exhibitor shall comply with all state, city and local laws and ordinances relating to fire, safety and health. A description of these regulations will be found in the Exhibitor Service Manual; however IE will not be responsible for any errors or omissions contained therein.

### 29. Sponsorship

Sponsorship offerings are available to current-year Exhibitors. Should an Exhibitor, who is also a sponsor, cancel their exhibit space, their sponsorship will likewise be cancelled. See Item 6 Cancellation by Exhibitor.

### 30. Violation of Rules and Regulations

Violation of this Contract or any rules and regulations governing the Event, including those published in the Exhibitor Service Manual, may result in one or more of the following actions taken against the Exhibitor: 1) the Exhibitor may be prohibited from exhibiting at the current year's Event and will forfeit all booth payments; 2) the Exhibitor's "points" for the following year's space draw may be taken away; and 3) the Exhibitor may be prohibited from exhibiting at the future events. This list of actions is not exhaustive and does not in any way limit available remedies provided in other provisions of this Contract or by law or equity. No delay by IE in exercising any right, power or privilege hereunder shall operate as a waiver thereof, nor shall any single or partial exercise by IE of any other right, power or privilege hereunder preclude any or further exercise of any other right, power or privilege hereunder.

### 31. Lead Retrieval

Exhibitor acknowledges that the official service provider for lead retrieval services is CompSystems. Exhibitor may use the official service provider to collect contact information from persons who visit such Exhibitor's space ("Attendee Data") or they may use a third party, who is not contracted by IE, for the same service. In both cases, Exhibitor acknowledges that any Attendee Data so collected shall be used solely by Exhibitor for its legitimate internal business purposes. Without limiting the foregoing, Exhibitor understands and agrees that (i) it will not sell, transfer or otherwise distribute to any third party all or any part of any Attendee Data, (ii) it will not make or attempt to make any compilation of the attendees and/or other participants of the Event or any other derivative work of any Attendee Data, (iii) it will not otherwise use any Attendee Data in connection with any illegal, distasteful, immoral, dishonest or fraudulent activity and (iv) the compilation of the attendees and/or other participants of the Event is the sole property of IE.

### 32. Governing Law

This contract is governed by the laws of the State of Delaware as applied to contracts entered into and entirely performed within such state. Exhibitor agrees that the courts located in the State of Delaware shall constitute the exclusive forum for the resolution of any and all disputes arising out of, connected with or related to this contract or the breach of any provision of this contract. Exhibitor waives any right to assert lack of personal or subject matter jurisdiction and agrees that venue properly lies in Wilmington, DE.



# 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\*: \_\_\_\_\_

*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 Show team at 866-360-5661 or 972-536-6490. 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.**

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

Visa       MasterCard       American Express



Card #: \_\_\_\_\_ CVV Code: \_\_\_\_\_

Expiration Date: \_\_\_\_\_