

# Wwett<sup>TM</sup>20

Water & Wastewater Equipment, Treatment & Transport Show



## EXHIBITOR PROSPECTUS

CONFERENCE: FEBRUARY 17-20 | MARKETPLACE: FEBRUARY 18-20  
INDIANA CONVENTION CENTER



## DISPLAY WHERE THE INDUSTRY GATHERS!

WWETT Show 2020 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 2020 will give you unparalleled access to this group and put you face-to-face as they make their buying decisions.



13,451 registered professionals



3,844 non-exhibiting companies represented



610 exhibiting companies



362,000 sf of exhibit space

**WWETT SHOW 2020  
 SALES TEAM**

**KENNY LESTER**  
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# ATTENDEE PROFILE



## WHO ATTENDS THE WWETT SHOW?

The WWETT Show is attended by professionals in the wastewater and environmental science 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.

### ATTENDEES FROM

50 states, plus D.C., Puerto Rico, Guam, and the U.S. Virgin Islands

all 10 Canadian provinces

53 additional countries

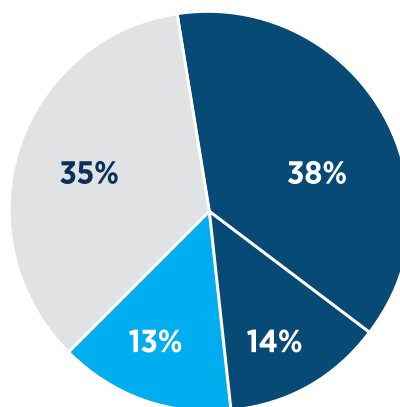
## WWETT SHOW ATTENDEES COME TO BUY!

6 in 10 placed orders at the show. And two-thirds plan to buy within the year from WWETT Show exhibitors.

## 65% OF ATTENDEES MAKE PURCHASE DECISIONS OR OPERATE THE EQUIPMENT

Key Decision Makers Attend the WWETT Show

- Owner/CEO/President **38%**
- Other (Sales/Mktg/Distributor/Other) **35%**
- Technician **14%**
- GM/Director/Foreman **13%**



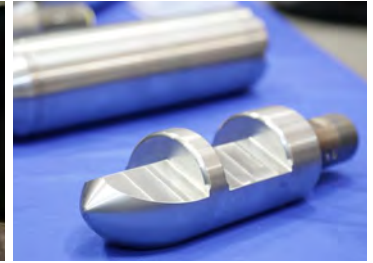
### Business Sectors Represented

- 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 '19 Attendee Survey fielded in February 2019. Demographic data from 2019 registered attendees.

# ABOUT THE SHOW

## PRODUCTS ATTENDEES WANT TO SEE

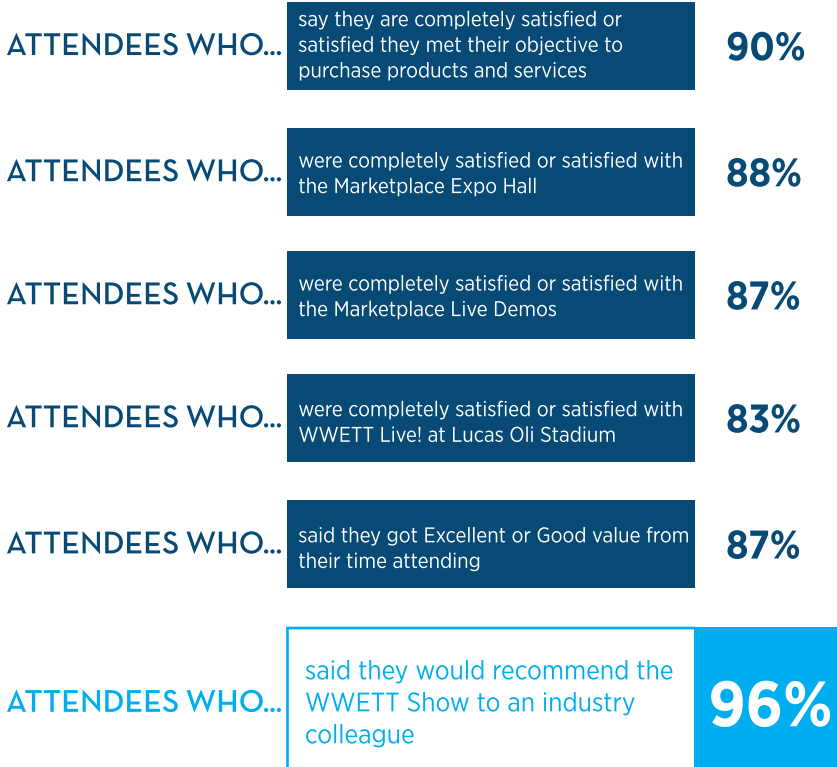


Trucks/Truck parts and accessories  
 Tools and accessories  
 TV inspection  
 Pumps, valves and motors  
 Wastewater treatment equipment/  
 services  
 Septic systems and components  
 Safety equipment

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

## ATTENDEES VALUE THE WWETT SHOW AND THE MARKETPLACE EXPO AND THEY COME TO BUY!



**“**

**VERBATIMS FROM WWETT SHOW ATTENDEES**

“Amazing show tons of great vendors and products”

“Well organized and put together show with lots of diverse vendors...”

“Many good vendors with new cutting-edge equipment and demos”

“Great vendors, the showroom was spacious, and the City was great”

“It’s a great show to network and see new technologies in our industry”

“It is very valuable convention for anyone in the service industry or even new construction.”

“Everyone who is anyone is at the show. There is no way to keep up with industry development without attending”

“Great way to see everything the industry has to offer”

**”**

Source: WWETT '19 Attendee Survey fielded in March, 2019. Demographic data from 2019 registered attendees.

# VALUABLE EXPOSURE

MAKE YOUR BRAND STAND OUT AT WWETT SHOW 2020



## NOTHING BEATS A LIVE-ACTION DEMO

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

Whether it is an Exhibitor Demo in the Marketplace Expo or showing off your equipment at WWETT Live! at Lucas Oil Stadium, there is no better 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.

- From parties and live demonstrations to logo items
- From program ads to signs and banners
- From the mobile app to the website

***Or, let's work together to create a custom solution for you!***



WWETT Show 2020 is promoted via millions of targeted industry impressions through digital ads, social media, direct mail, websites, e-blasts and magazine ads.

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



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