LINK UP TO WATER SECTOR BUYING POWER AS A WEFTEC 2020 EXHIBITOR

Exhibiting at WEFTEC 2020 puts you right where you want to be—face-to-face with a diverse group of water professionals representing a broad range of disciplines in water. Each year the conference attracts over 20,000 total registrants. With 41% identifying at or above the management level, exhibiting at WEFTEC is a must for getting in front of qualified decision-makers in the water sector!

As the largest, annual water conference in North America, attendees come to WEFTEC to stay at the top of their game through access to quality programming across a wide range of focus areas including:
- Wastewater
- Industrial Water
- Stormwater
- Drinking Water

WEFTEC’s unmatched programmatic quality is well-known in the field. Over 1,000 speaker abstract submissions are received annually. To ensure the attendee’s core competency needs are achieved, only the top 50% are selected — making WEFTEC the conference of choice for many water professionals seeking continuing education credits. With as many as ¼ of past registrants indicating WEFTEC is the only annual show they attend, this is an event you don’t want to miss!

YOUR TOP CLIENTS AND PROSPECTS WILL BE THERE: BOOK YOUR BOOTH TODAY!

For three days, under one roof, your target audience will converge in New Orleans to walk the bustling exhibition floor of WEFTEC 2020. Be there to meet them and promote your innovative product solutions as they explore the NEW — Intelligent Water and 100 Mile Pavilions* and enhance their professional development at a mobile session that could be presented at your company’s booth. Join us at WEFTEC 2020 to make connections, generate new leads, and increase sales!

* See Specialty Exhibitor Pavilions section for details.

“Through the last 25 years, CCI Piping Systems has considered WEFTEC to be our most significant trade show. Out of all the shows where we exhibit, WEFTEC is the one which draws in all of our sales representatives, allowing us to connect with them in person annually. The effort that WEF puts forth to make sure that growth continues for the show and those who exhibit there is noticeable and pays off year after year through new leads and business relationships.”

— Claire Morley, Sales & Marketing Manager, CCI Piping Systems

Why Exhibit at WEFTEC 2020
- Gain Access to Industry Purchasing Power
- Build Brand Awareness and Showcase Your Water Solutions
- Connect with Clients and Increase ROI
YOUR SPACE
- Inline spaces: 8’ high back drape, 36” side dividers
- Shared islands: 8’ high back drape

The exhibitor is responsible for providing all booth furnishings, including carpet, tables, chairs, etc. Electricity and other utility connections are not provided with the space but can be ordered.

BADGES
- Booth personnel admittance badges, four per 100 square feet contracted. All exhibitor badges allow access to technical sessions at no additional cost.

EXHIBIT RATES

<table>
<thead>
<tr>
<th></th>
<th>WEF Exhibitor Members</th>
<th>Non-Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ per square foot</td>
<td>$41</td>
<td>$48.50</td>
</tr>
<tr>
<td>$ additional corner</td>
<td>$250</td>
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</tr>
</tbody>
</table>

A 25% deposit is due with the Exhibit Space Reservation and Contract. The balance is due no later than May 31, 2020. If the reservation is submitted after May 1, 100% of the booth fees must be paid in full at the time of contract submission. Please use the reservation form included in this packet of information.

ACCESS TO DATA
- Free access to registrant data via download once space is fully paid.
  - Non-exhibiting companies may not purchase the use of this data.
- Free online access to the proceedings.

PROMOTIONS
- Company Profile listed in all Exhibitor Directories (print deadlines apply) including:
  - WEFTEC Mobile App
  - Conference Announcement
  - Online Planner – www.weftec.org/weftecmobile
  - Conference Preview issue of Water Environment & Technology
  - Conference issue of Water Environment & Technology
  - Official Conference Program and Exhibitor Directory
- Free Customer Invitation Program including e-mail signature, web banners, social media-ready templates, and e-mail templates
- Exhibitor press coverage opportunities
- Pre-show webinars to help you prepare and be successful at WEFTEC

In order to have your company listing appear in the publications, space reservation must be received prior to the scheduled print dates and space fees must be current.

AT SHOW
Receive complimentary access to:
- WEFTEC technical sessions
- Meeting space in the Huddle Room (First-come, first-served. Reservation required.)
- Exhibitor Only Lounge with seating, coffee, tea, and soft drinks
- Networking events including Sunday’s Mix with Members, Monday and Tuesday’s Hospitality Hours
ATTENDEES INVEST THEIR MONEY...

39% of attendees are planning to buy one or more product/services viewed at WEFTEC within the next 12 months.

76% of professional registrants are purchasing decision makers/influence purchasing decisions.

PURCHASING BUDGETS OF WEFTEC 2018 REGISTRANTS

<table>
<thead>
<tr>
<th></th>
<th>Capital Equipment</th>
<th>Operating &amp; Maintenance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wastewater Treatment</td>
<td>$14,100,000</td>
<td>$15,096,900</td>
</tr>
<tr>
<td>Drinking Water</td>
<td>$12,985,100</td>
<td>$7,680,700</td>
</tr>
<tr>
<td>Treatment and Distribution</td>
<td>$13,875,700</td>
<td>$9,011,500</td>
</tr>
</tbody>
</table>

Statistics from WEFTEC 2018 New Orleans Audience Survey conducted by Freeman Measurement.

ATTENDEE NET PROMOTER SCORE

+59
increased 6 points from 2017
(Net Promoter Score®, or NPS®, measures how likely an attendee is to recommend WEFTEC to a colleague. NPS is recognized globally by top organizations.)

...AND THEIR TIME

Attendees spent an average of 3.8 hours on the expo floor in 2018.*

The average booth dwell time was 6.2 minutes per booth visit.*

1/4 of attendees participate in WEFTEC exclusively and do not attend any other show.*

Most exhibitors report 10 months to realize positive ROI on exhibiting at WEFTEC, and they anticipate an average of $495,000 in sales as a result of the show.

* WEFTEC uses beacon technology on the back of attendees’ badges to track their activity. Using this behavioral data, WEFTEC can understand participants’ interests and continue to improve products and services for exhibitors and attendees.
REGISTRANT PROFILES

WEFTEC REGISTRANTS

REGISTRANT ORGANIZATION TYPE

- Attendees: 11,292
- Exhibitors: 8,820
- Other (Guests, Press, etc.): 628
- TOTAL: 20,740

REGISTRANT JOB TYPE

- Management: Upper or Senior: 29%
- Management: Engineering, Laboratory, Operations, Inspection, Maintenance: 17%
- Purchasing/Marketing/Sales: 16%
- Operations/Inspection & Maintenance: 12%
- Engineering & Design Staff: 8%
- Scientific & Research Staff: 5%
- Elected or Appointed Public Official: 1%
- Student: 3%
- Educator: 2%
- No Response: 6%

REGISTRANT KEY FOCUS AREAS

- Wastewater: 7,898 (18%)
- Industrial Water/Wastewater/Process Water: 4,768 (11%)
- Drinking Water: 4,380 (10%)
- Stormwater Management/Floodplain Management/Wet Weather: 2,495 (6%)
- Groundwater: 2,076 (5%)
- Utility Management & Environmental: 2,187 (5%)
- Water/Wastewater Analysis & Health/Safety Water Systems: 2,383 (5%)
- Water Reuse and/or Recycle: 3,189 (8%)
- Collection Systems: 3,585 (8%)
- Residuals/Sludge/Biosolids/Solid Waste: 2,670 (6%)
- Odor/Air Emissions: 1,468 (3%)
- Land & Soil Systems: 631 (1%)
- Legislation (Policy, Legislation, Regulation): 1,017 (2%)
- Public Education/Information: 881 (2%)
- Toxic & Hazardous Materials: 665 (2%)
- Watershed/Surface Water Systems: 1,762 (4%)
- Other: 811 (2%)
- No Response: 730 (2%)

ADDITIONAL FOCUS AREAS

- Odor/Air Emissions: 1,468 (3%)
- Land & Soil Systems: 631 (1%)
- Legislation (Policy, Legislation, Regulation): 1,017 (2%)
- Public Education/Information: 881 (2%)
- Toxic & Hazardous Materials: 665 (2%)
- Watershed/Surface Water Systems: 1,762 (4%)
- Other: 811 (2%)
- No Response: 730 (2%)
INTERNATIONAL REACH

WEFTEC is the conference of choice for thousands of international water professionals looking for solutions to global water challenges. In 2018, the last time this event was in New Orleans, WEFTEC welcomed 13% of its registrants from outside the United States from 74 countries.

PART OF THE U.S. DEPARTMENT OF COMMERCE TRADE EVENT PARTNERSHIP PROGRAM

The Trade Event Partnership Program (TEPP) provides global reach and engages U.S. Department of Commerce personnel in U.S. Embassies and Consulates worldwide to promote WEFTEC to local water professionals and facilitate matchmaking and appointments onsite at the show. Organized delegations comprised of vetted buyers from 20+ countries will come to WEFTEC to learn about the latest and most innovative water technologies.

To learn more about this program, contact Laila Sukkariyyah at lsukkariyyah@wef.org.

COUNTRY PAVILIONS AT WEFTEC

WEFTEC 2020 already has Country Pavilions from Canada, China, Denmark, Korea, The Netherlands, Spain, and Taiwan.

Contact Nic Christy at nchristy@wef.org to learn more about this program.

ACT NOW!

Over 90% of the WEFTEC 2020 booth space has already been reserved!

Sign-up now and join the elite roster of WEFTEC exhibitors who are redefining possibilities for water with leading technology and ground-breaking innovation.

ADVERTISING & SPONSORSHIP

Exhibitor-exclusive advertising opportunities are available on the WEFTEC website and in pre-conference e-mails sent to registrants.

Increase your visibility and align your company’s strategic objectives before, during, and after WEFTEC. Learn more at www.weftec.org/sponsor-advertise/

Contact: Nic Christy | nchristy@wef.org | +44 (0) 789 992 7926

EXPO SUITES

Exclusively available to exhibitors, secure a private, 10’x20’ meeting space in the exhibit hall. Use this space to host customer meetings, internal sales meetings, hospitality, or staff lounge use.

● WEF Exhibitor Members: $8,000
● Non-Members: $9,500

Expo suites are available for use during exhibit hall hours for a 3-day rental. Single day rental is not available. Furnishings for suites are available to rent at additional cost.

Contact: Kate Hawley | khawley@wef.org | +1.703.684.2423
CONTACT INFORMATION

SALES

<table>
<thead>
<tr>
<th>WEFTCE Exhibition Sales</th>
<th>contact</th>
<th>Kate Hawley, Senior Manager, Exhibition Sales</th>
<th>Nic Christy, Director, International Business Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>phone</td>
<td>1-866-4-WEFTEC toll free (1-866-493-3832)</td>
<td>+44 (0) 789 992 7926</td>
<td></td>
</tr>
<tr>
<td>e-mail</td>
<td><a href="mailto:khawley@wef.org">khawley@wef.org</a></td>
<td><a href="mailto:nchristy@wef.org">nchristy@wef.org</a></td>
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Advertising & Sponsorship Sales

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<td>e-mail</td>
<td><a href="mailto:nchristy@wef.org">nchristy@wef.org</a></td>
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GENERAL INFORMATION

<table>
<thead>
<tr>
<th>WEFTCE Exhibitor Services</th>
<th>contact</th>
<th>Stefanie Walter, Director, Exhibition Operations</th>
<th>Mutsa Meda, Coordinator, Exhibition Operations</th>
</tr>
</thead>
<tbody>
<tr>
<td>phone</td>
<td>+1-703-684-2414</td>
<td>+1-703-684-2447</td>
<td></td>
</tr>
<tr>
<td>e-mail</td>
<td><a href="mailto:swalter@wef.org">swalter@wef.org</a></td>
<td><a href="mailto:mmeda@wef.org">mmeda@wef.org</a></td>
<td></td>
</tr>
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</table>

WEFTCE Exhibit Space Reservations

| fax | +1-703-684-2482 |
| e-mail | khawley@wef.org |

Conference Information

| phone | 1-800-666-0206 toll free (menu option 2) or +1-703-684-2452 globally |
| fax   | +1-703-684-2471 |
| e-mail | csc@wef.org |

Online Information

| Official WEFTCE website | www.weftec.org |
| WEF website             | www.wef.org |

I’M READY TO RESERVE MY EXHIBIT SPACE
Submit your exhibit contract by completing the paper copy included in this packet. Or, complete the agreement online: www.wefnet.org/weftec/ExhibitSpaceReservation/

HOW WILL SPACE BE ASSIGNED?
Reservations will be assigned in date receipt order. If the requested space is not available, the most comparable space will be assigned. Space assignments will be mailed within two weeks of receipt.

DATES TO REMEMBER

| January 31 | All booth requests must include a 25% deposit. |
| February 1  | Booth sales open to new exhibitors. 10% cancellation/reduction fee in effect. |
| April 15    | Exhibitor Service Manual is available. |
| May 31      | Final booth payment due. |
| June 1      | 100% cancellation/reduction fee in effect. |

WHAT IF WE HAVE TO CANCEL?
Cancellations or reductions in space received February 1 through May 31 will be liable for 10% of the booth fee for the cancelled space; those received after May 31 will be liable for 100% of the booth fee for the cancelled space.

Exhibitors who need to make adjustments or cancel their space reservations are requested to e-mail WEF at weftce@wef.org. Cancellation is not effective until a written cancellation notice has been received from the exhibitor. Cancellations sent via e-mail (weftce@wef.org) will be accepted.

Learn about Specialty Exhibitor Pavilions and Programming Submission Opportunities on back cover!
CONTRIBUTE TO THE WEFTEC PROGRAM!

SPEAKING OPPORTUNITIES
Contribute your expertise to the WEFTEC program at no additional cost! View all speaking opportunities, deadlines, and how to submit at www.weftec.org/abstracts.

HIGHLIGHTED CALLS FOR ABSTRACTS

<table>
<thead>
<tr>
<th>Program</th>
<th>Open Date</th>
<th>Close Date</th>
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</thead>
<tbody>
<tr>
<td>Interactive Knowledge Exchange (IKE)</td>
<td>Open now</td>
<td>January 21, 2020 8:00 am ET</td>
</tr>
<tr>
<td>Share your 30 second to 5-minute video</td>
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<tr>
<td>that educates and entertains on industry topics.</td>
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<tr>
<td>Mobile Sessions</td>
<td>February 24, 2020</td>
<td>April 15, 2020 11:59 pm ET</td>
</tr>
<tr>
<td>Share your 30 second to 5-minute video</td>
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</tr>
<tr>
<td>that educates and entertains on industry topics.</td>
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STORMWATER PAVILION
Companies exhibiting in this pavilion must have at least 50% of their display dedicated to stormwater and wet weather management products. Stormwater programing will take place in the theater.
Find the Stormwater Pavilion on the floor plan in Hall C for available space.

INNOVATION SHOWCASE
The Innovation Pavilion will showcase winners of the WEF Innovative Technology Award, BlueTech Forum Innovation Award, and Imagine H2O’s Consumer Innovations Prize. The Innovation theater will feature presentations by the award winners.

THE DISCOVERY ZONE
The Discovery Zone is open to startups who are first time exhibitors and have won innovation awards or companies who are exhibiting for the first time on their own outside of the Innovation Pavilion. These spaces are 8x8 and come with a basic counter, carpet and chairs.
Innovation Row is the booths surrounding the pavilion and Discovery Zone. These booths are for alumni of the pavilion or other companies who have won recent innovative product awards.
If your company is interested in applying for exhibit space in the Innovation Showcase or Discovery Zone, please contact Kate Hawley at khawley@wef.org. Proof of award must be submitted to show management to qualify.
Find the Innovation Showcase on the floor plan in Hall E for available space.

NEW! 100 MILE PAVILION*
For exhibitors who are located within 100 miles of the New Orleans. Highlights local companies and emphasizes sustainability.
Find the 100 Mile Pavilion on the floor plan in Hall I1 for available space.

NEW! INTELLIGENT WATER PAVILION*
For exhibitors featuring product(s) which use technology to optimize system operations, promote the application of process instrumentation, control equipment and automation, and the management of information in the water environment. At least 75% of their display must be dedicated to Intelligent Water solutions.
Exhibitors must submit product literature to show management for approval but may book in the pavilion if they are pre-qualified.
Find the Intelligent Water Pavilion on the floor plan in Hall H for available space.

NEW! WORKFORCE PAVILION
Debuted in 2019, this pavilion focuses on resources and tools to strengthen our workforce. Recruiters, placement and training services, education providers, skill building, and non-profits are some of the types of companies found here.
Find the Workforce Pavilion on the floor plan in Hall B1 for available space.

SPECIALTY EXHIBITOR PAVILIONS
Reserve your space in the general exhibition, or choose a specialty pavilion that aligns with your products and services:

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Follow Us