Updated 2020 Sponsorship Program

The WateReuse Association is pleased to share with you updated information about sponsorship opportunities with our Association for 2020. As a loyal and long-standing sponsor of the WateReuse Association, we appreciate the additional investment in our programs and advocacy that your sponsorship represents and look forward to working with you to ensure your sponsorship continues to provide value to you and your customers. Below you will find updated information about current sponsorship opportunities with the WateReuse Association for the 35th Annual WateReuse Virtual Symposium.

Symposium Sponsorship Opportunities

35th Annual WateReuse Virtual Symposium inspired by Denver, Colorado

Opening September 14-16, 2020 – running through October 31, 2020

The Annual WateReuse Symposium is the nation's premier conference on water recycling. The 2019 Symposium attracted a record number of attendees and up to 2000 attendees can be accommodated for the 2020 Virtual WateReuse Symposium. With the Water Research Foundation as a co-collaborator, the Annual WateReuse Symposium includes technical sessions and discussions on the latest research in water recycling science, technology and other topics. This year's use of a virtual platform has the added benefit of allowing our sponsors to reach registered participants for over a forty-five day period with your message and content.

The opportunities outlined below are available exclusively to loyal and long-standing sponsors until June 30, 2020, after which they will be released to the broader public. So please sign up now and receive advance promotional mentions.

Contact: Pat Sinicropi, psinicropi@watereuse.org, (571) 445-5502
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Our 2020 Symposium theme, **Reaching New Heights in Water Reuse**, seeks to showcase the dramatic expansion of water recycling throughout the United States as it becomes a sought after solution for a range of water challenges. The Symposium will offer the best in knowledge sharing to the widest and most sophisticated audience within the water sector!

WateReuse is pleased to offer five levels of sponsorship. . The table below lists the general benefits in all five categories of sponsorship.

General Benefits	Champion	Visionary	Innovator	Advocate	Collaborator
Recognition	**$10,000**	**$7,500**	**$5,000**	**$2,500**	**$1,000**
Logo on Symposium Homepage & Program	X				
Content on Mobile App	X	X	X	X	
Name & Website Link on Sponsor Webpage	X	X	X	X	X
Name & Contact Info in environment and Mobile App	X	X	X	X	X
Name on Signs throughout the environment	X	X	X	X	X
Recognition during the Plenary Sessions	X	X	X	X	X
Networking					
Complimentary Registrations	5	4	3	2	1
Private library/booth	A	B	C		
Attendee Contact List	July 31, August 21, Sept. 4 Nov. 2	August 21, Sept. 4 Nov. 2	Sept. 4 Nov. 2		
Backend attendee data in the virtual environment*	Prime data weekly while event is open	Choice data bi-weekly while event is open	General data Nov. 2		

*Backend Attendee Data (Post-Conference)

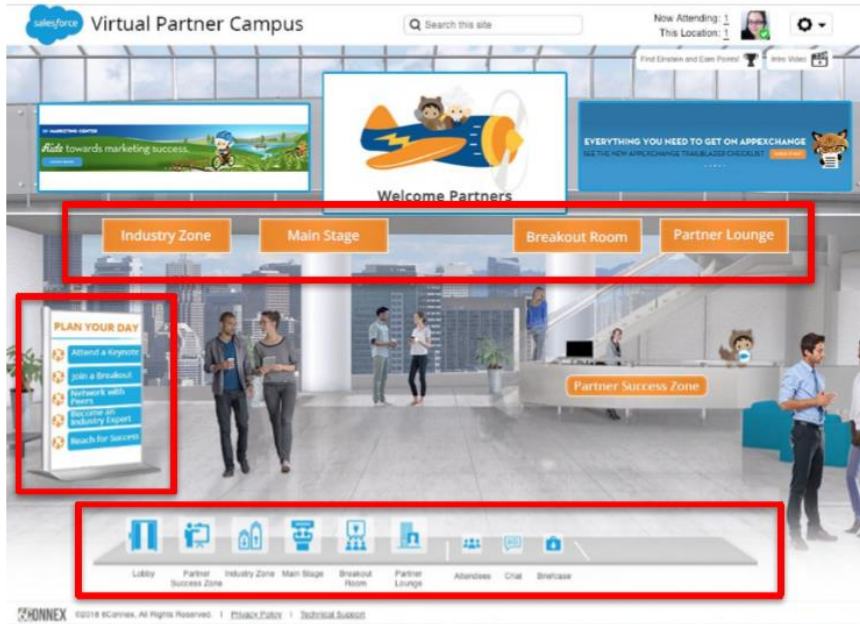| Prime Data (Champion level)	Choice Data (Visionary level)	General Data (Innovator level)
- Registration and Attendance - Location entries and duration - Click actions - Content views and sharing	- Registration and Attendance - Location entries and duration - Content views	- Registration and Attendance - Location entries and duration

On a first come, first serve basis, Sponsors at each of these levels may select one of the promotional opportunities below.

Champion $10,000	Visionary $7,500	Innovator $5,000	Advocate $2,500
• Monday Plenary Session • Monday Keynote • Annual Business Meeting • President's Awards Presentation • Tuesday Plenary • Wednesday Plenary • Symposium Mobile App **Each Event Opportunity Includes:** • Opportunity to display a video (1 minute) to all attendees • Company Name and Logo in Promotional Email about the Event Prior to the Symposium • Recognition from the Podium during plenary events **Symposium Mobile App Includes:** • Company Name and Logo on the WateReuse Symposium Mobile App • Company Name and Logo in Promotional Email about Symposium Mobile App Prior to Symposium • Recognition from the Podium during plenary event	Cycling promotional ads on navigation bar - throughout site (up to 10 slots available). Includes promotional content displayed with Symposium registration materials	Wednesday Sessions (three opportunities available) **Wednesday Sessions include:** • Opportunity to display a video (1 minute) • Company Name and link to website in Promotional Email about Wednesday Sessions Prior to the Symposium • Recognition from the Podium	Provide prizes for leaderboard/gamification. Includes promotional content displayed with Symposium registration materials

Example Sponsorship Opportunities

Every event template is unique. But these examples illustrate some of the sponsor opportunities available for the WateReuse Virtual Symposium
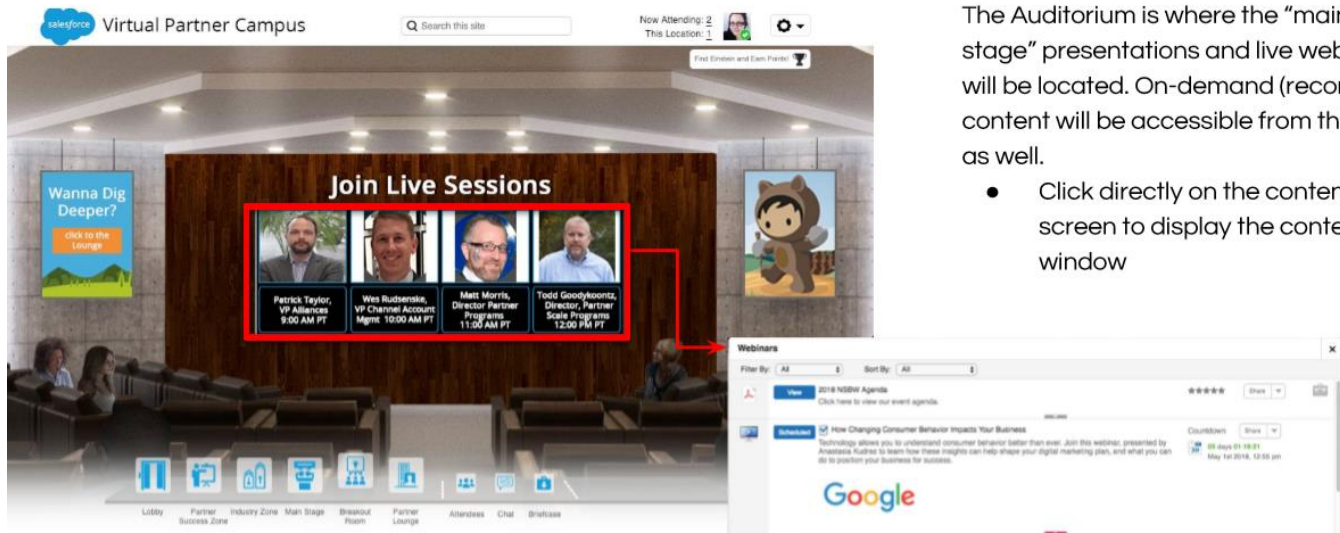
Lobby

Upon logging into the virtual environment, you will be placed in the event lobby.

Use the navigation bar, doorway signs, and navigation tiles to move from room to room with the virtual environment.

The top row of boxes illustrate two sponsor panels on the left and right, with a welcome message at the center. The agenda on the left can also list session sponsors.
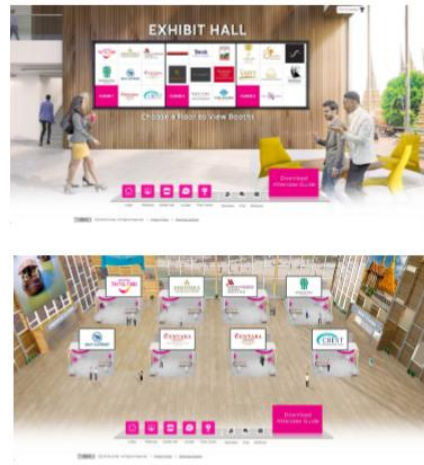
Auditorium

The Auditorium is where the "main stage" presentations and live webinars will be located. On-demand (recorded) content will be accessible from this area as well.

- Click directly on the content screen to display the content window

Note how this template has two promotional options to the left and right of the main screen.
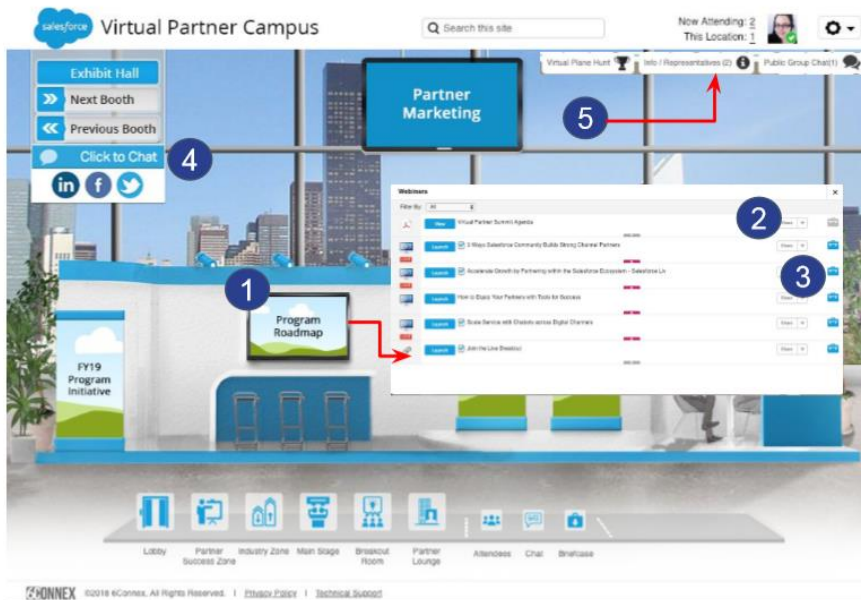
Exhibit Hall / Directory

The Exhibit Hall (Directory) displays the Booths available by show sponsors or vendors.

TO ACCESS A BOOTH: click on the Exhibit Hall icon from the navigation bar, this will display all the available booths, then click directly on the booth you want to enter.

This template shows several examples of exhibit hall options. WateReuse will select an exhibit hall template to maximize sponsor exposure.
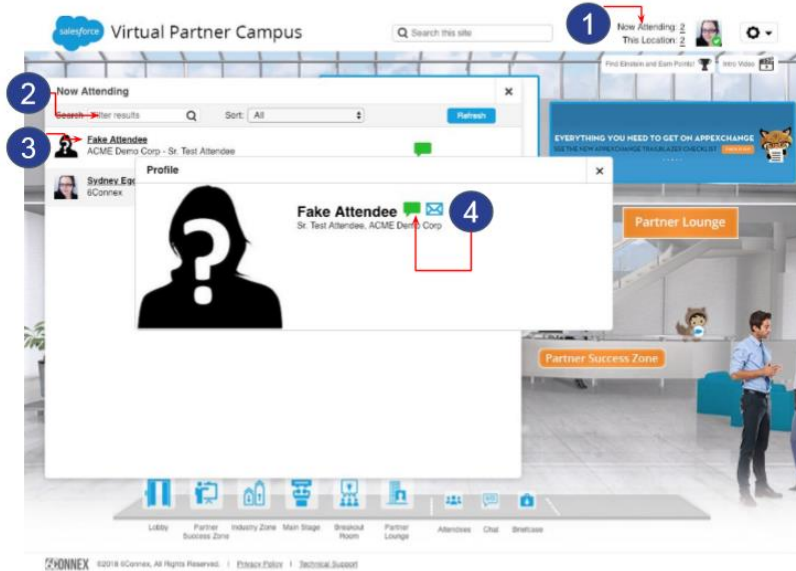
Booths

Each booth provides access to resources and representatives specific to a show sponsor.

1. Click on the content screens within the Booth to access PDFs, videos and links and other assets.
2. Share content via social media
3. Add to your "Briefcase" for later viewing
4. Join/View the Public Chat
5. Chat with the Booth Rep

This sample booth template illustrates the many ways a virtual booth can be similar to an actual booth.

Interacting with Others

Within the environment there are a number of ways to interact with others:

1. You can view who is attending by clicking on "Now Attending" or "This Location" in the upper right corner of your screen.
2. You can use the "Search" function to search for attendees.
3. Click on the user's name to display options
4. Click the green chat bubble to initiate a private, one to one chat or the envelope icon to email the user directly

Backend Attendee Data (Post-Conference)

Reports Include:

Prime Data	Choice Data	General Data
- Registration and Attendance - Location entries and duration - Click actions - Content views and sharing	- Registration and Attendance - Location entries and duration - Content views	- Registration and Attendance - Location entries and duration

We look forward to working with you to ensure a successful WateReuse Virtual Symposium this year!