



2021

WaterReuse California ANNUAL CONFERENCE

BUILDING A RESILIENT FUTURE TOGETHER

SPONSORSHIP & EXHIBITOR PROSPECTUS



LIVE!

SEPTEMBER 19-21, 2021 • JW MARRIOTT LOS ANGELES



2021

WaterReuse California ANNUAL CONFERENCE

BUILDING A RESILIENT FUTURE TOGETHER

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Don't miss the opportunity to target the more than 500 leaders from the water reuse industry expected to attend the 2021 WaterReuse California Annual Conference on September 19-21, 2021.

ABOUT WATEREUSE

WaterReuse is internationally recognized as a thought leader on alternative water supply development. It is the go-to organization for applied research, policy guidance, and educational tools on water reuse as well as the principle influencer of public opinion, lawmakers, and policymakers on water reuse policy and projects.

THE EVENT

The WaterReuse California Annual Conference will feature more than 40 technical presentations, poster presentations, technical tours, receptions, an awards luncheon, the annual Gordon Cologne Breakfast, and the ever popular exhibition component.

ATTENDEES

The conference is designed for individuals, organizations, and agencies that are associated with or interested in the design, management, operation, and use of water recycling facilities and projects in California, including:

- Academic Institutions
- Advocacy Groups
- Consulting Engineering Firms
- Environmental Organizations
- Government Officials
- Manufacturers
- Regulators
- Suppliers
- Water & Wastewater Agencies
- Water Reuse Industry

CORE TOPICS

- Potable Reuse Success Stories
- Direct Potable Reuse
- Agency Collaboration on Reuse Projects
- Advancements in Treatment Technologies
- Operations: Challenges, Strategies, Training, and Lessons Learned
- Water Quality Issues
- Managing Recycled Water and IPR Systems with Declining Wastewater Flows
- Source Control for Potable Reuse Projects
- RO Concentrate Minimization/Disposal—Challenges and Strategies
- Expanding and Improving Non-Potable Reuse
- Implementing Onsite Reuse (Recycled Wastewater, Greywater, Etc.)
- Commercial and Industrial Applications
- Environmental Enhancement with Reuse
- Climate Change Resiliency (e.g., Drought, Sea Level Rise, Energy Efficiency)
- Sustainable Groundwater Basin Management
- Elected Officials and Agency Perspective
- Regulatory, Policy, and Compliance Issues
- Economics, Financing, and Funding
- Public Outreach, Education, and Communications
- Lessons Learned, Challenges, and Barriers to Successful Recycled Water Programs
- Data Collection, Information Management, and Decision Support Frameworks



GET STARTED TODAY!

<https://watereuse.org/2021-watereuse-california-conference-sponsorship/>

SPONSORSHIP OPPORTUNITIES

WaterReuse California Conference Sponsorships are designed to maximize your marketing efforts and help your organization gain important visibility among professionals whose focus is on the development of water reuse and desalination projects, putting your organization's name in front of influential senior managers and decisionmakers.

SPONSORSHIP INCLUDES:	DIAMOND \$7,500*	PLATINUM \$5,500	GOLD \$3,500	SILVER \$2,500	BRONZE \$1,500	PURPLE \$500
NETWORKING						
Registrations for Virtual Event	10					
Exhibit Table	●	●				
Upload Materials on Mobile App for Attendee Download	●	●				
Complimentary Registrations	3	3	2	1		
Attendee Contact List (Pre & Post)	●	●	●	●	●	
RECOGNITION						
Opportunity to Sponsor a Tier I Conference Event/Branding	●	●				
Opportunity to Sponsor a Tier II Conference Event/Branding			●			
Opportunity to Sponsor a Tier III Conference Event/Branding				●		
Logo Displayed on Slides Prior to All Sessions	●	●				
Company Information on Mobile App	●	●				
Company Information on Website	●	●	●	●	●	●
Company Information in Onsite Program	●	●	●	●	●	●
Signage Recognition throughout Conference	●	●	●	●	●	●

* Only Two Diamond-Level Sponsorships Available

Tier I Sponsorship Opportunities: Conference Mobile App, Conference Bags, Badge Holders, Hotel Key Cards, Conference Wi-Fi for Attendees, Opening Session, Awards Luncheon, President's Reception, Gordon Cologne Breakfast, Town Hall Plenary

Tier II Sponsorship Opportunities: Registration Folders, Notepads, Welcome Reception, Technical Session

Tier III Sponsorship Opportunities: Technical Tour, Sunday Refreshment Break, Monday Continental Breakfast, Monday Refreshment Breaks, Tuesday Refreshment Breaks



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EXHIBIT OPPORTUNITIES

A booth placed strategically at the 2021 WateReuse California Annual Conference will put your organization at the center of all the action. WateReuse recognizes that exhibits are an integral component to the success of the 2021 WateReuse California Annual Conference. The Exhibit Hall is designed to maximize face-to-face communication between exhibitors and attendees.

EXHIBIT BOOTH FEES

	ON OR BEFORE JULY 16, 2021	AFTER JULY 16, 2021
MEMBER	\$1,300	\$1,600
NON-MEMBER	\$1,800	\$2,100

YOUR EXHIBIT BOOTH PACKAGE INCLUDES:

- Table-Top Display Area with Six-Foot Table and Two Chairs
- Two Complimentary Full-Conference Registrations
- Attendee Mailing Address List (Pre and Post)
- One Wireless Internet Connection
- Company Information Listed on Conference Website, Mobile App, and Onsite Program
- Ability to Upload Handouts or Fliers on the Conference Mobile App for Attendees to Download



RESERVE YOUR BOOTH!

<https://watereuse.org/2021-watereuse-california-conference-sponsorship/>

CONFERENCE EXHIBITION

JW MARRIOTT LOS ANGELES

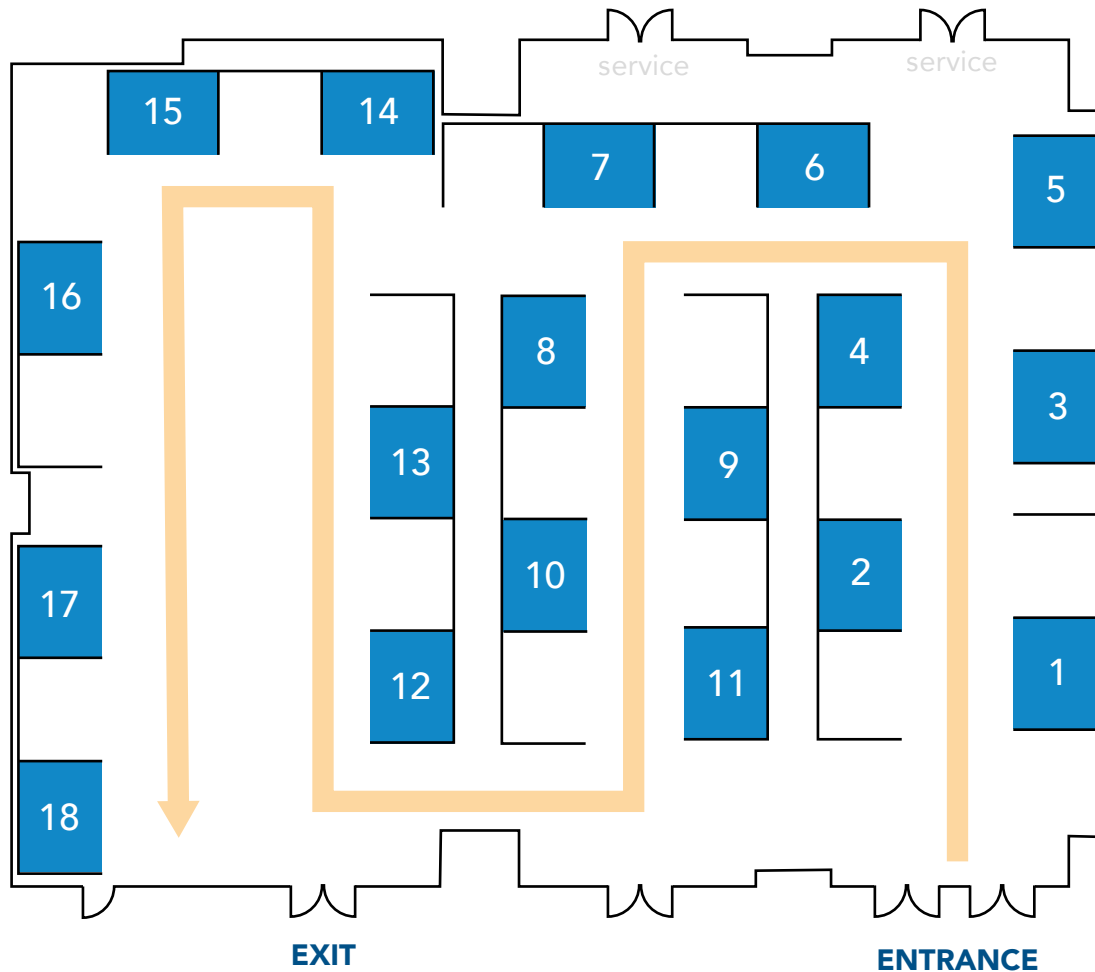


EXHIBIT HOURS

The Exhibit Hall is tentatively scheduled to be open during the following hours:

Sunday, September 19 | 3:00 pm - 6:30 pm

Monday, September 20 | 7:30 am - 3:30 pm

Tuesday, September 21 | 9:30 am - 12:00 pm

SET-UP AND BREAK-DOWN HOURS

Set-Up: Sunday, September 19 | 9:00 am - 2:00 pm

Break-Down: Tuesday, September 21 | 2:30 pm - 4:30 pm

SPACE IS LIMITED.
**RESERVE YOUR
BOOTH TODAY!**

HOTEL INFORMATION

The 2021 WaterReuse California Annual Conference will be held at the JW Marriott Los Angeles in Los Angeles, CA. Please refer to the WaterReuse California Annual Conference when making reservations to obtain the conference rate.

We have a limited block of rooms at the hotel; therefore, all rooms are on a first-come, first-served basis. All reservations must be made by August 27, 2021 to ensure the special conference room rate.

JW MARRIOTT LOS ANGELES

900 West Olympic Boulevard
Los Angeles, California 90015

ROOM RATES

\$269 per night plus tax

RESERVATIONS

To make your reservation, please visit
<https://book.passkey.com/event/50044996/owner/1450096/home>



KEY DATES

APPLICATION DEADLINE

Applications for exhibit space at the 2021 WaterReuse California Annual Conference must be received no later than August 18, 2021. All booths are assigned on a first-come, first-served basis.

CANCELLATIONS

Cancellation of exhibit space must be made in writing to the WaterReuse office. Refunds will be issued according to the following schedule and will be based upon either the postmark date of the letter, or the date your written cancellation is received by fax at the WaterReuse office. Cancellations received by August 18, 2021 will receive 50% refund, cancellations received after August 18, 2021 will receive no refund.

DATES TO REMEMBER

July 16, 2021	Last Date to Receive Discounted Exhibit Rates
August 18, 2021	Application Deadline for Exhibitors & Sponsors
August 18, 2021	Cancellation Deadline for Exhibitors & Sponsors
August 27, 2021	Hotel Reservation Deadline
September 19, 2021	Exhibitor Set Up
September 21, 2021	Exhibitor Break Down