



SPONSOR & EXHIBITOR PROSPECTUS

REIMAGINING
WATER
TOGETHER



WATERREUSE[®] 2023 SYMPOSIUM

MARCH 5-8, 2023 • MARRIOTT MARQUIS ATLANTA
ATLANTA, GA

IN COLLABORATION WITH THE WATER RESEARCH FOUNDATION

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WATER REUSE[®]

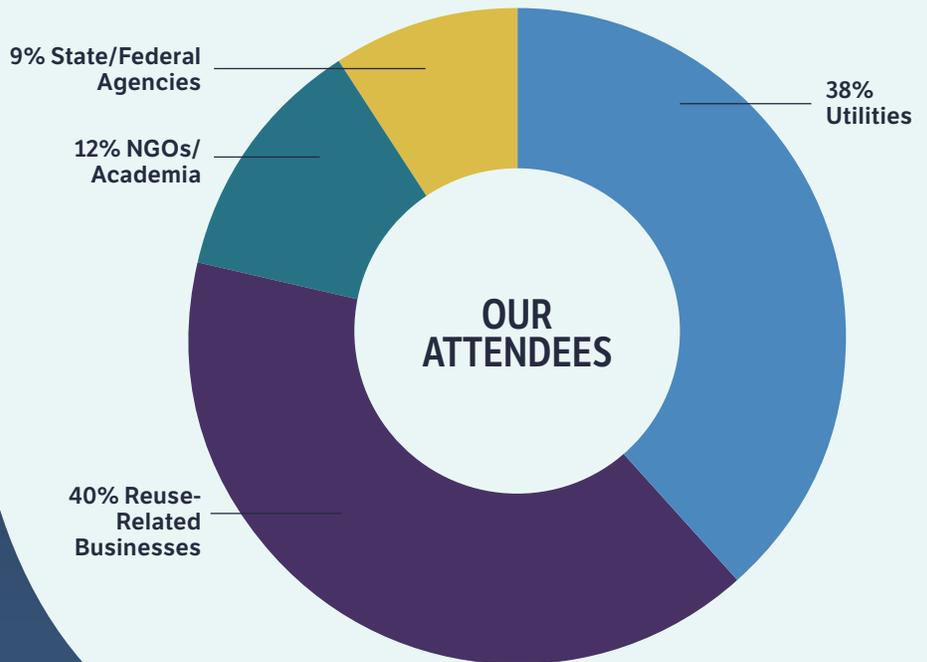
About WaterReuse

The WaterReuse Association is the nation's only trade association solely dedicated to advancing laws, policy, funding, and public acceptance of recycled water. WaterReuse represents a coalition of utilities that recycle water, businesses that support the development of recycled water projects, and consumers of recycled water.

Our Members

The WaterReuse Association is a not-for-profit trade association for water utilities, businesses, industrial and commercial enterprises, not-for-profit organizations and associations. Our members represent more than 200 communities and 60 million utility customers around the country.

The Annual WaterReuse Symposium draws a cross-section of participants from water utilities, businesses, government agencies, and non-governmental organizations.



Should You Be Targeting WaterReuse? Here is what our attendees are focusing on:

- Agricultural Reuse
- Aquifer Storage and Recharge
- Communications and Public Outreach
- Constituents of Emerging Concern
- Corporate Environmental, Social, and Governance (ESG) Goals
- Cross-Sector Partnerships
- Data Centers and Water Reuse

- Data Management, Artificial Intelligence, and Machine Learning
- Environmental Restoration and Conservation
- Energy Efficiency in Reuse Systems
- Federal and State Funding Opportunities
- Implications of PFAS in Reuse

- Industrial and Commercial Reuse
- Integrated and Regional Planning Frameworks
- Monitoring Strategies and Technologies
- Municipal/Commercial Partnerships
- Onsite and Decentralized Water Reuse
- Pretreatment Considerations in Reuse Systems

- Policies Advancing Water Reuse
- Potable Reuse: Direct and Indirect
- Reuse for Small Communities
- Regulatory Compliance Strategies
- The Science of Reuse
- Systems Operations and Workforce Development
- Stormwater Capture and Reuse

The 38th Annual WaterReuse Symposium

Across the country, communities and businesses are investing in water reuse to ensure residents have safe drinking water supplies, industries have water to expand and create jobs, farmers have water to grow food, and our environment and economy remains strong and secure.

From multi-agency programs to building-level treatment systems, the Symposium will explore how businesses, industries, and communities can work together to implement water recycling programs to ensure environmental, economic, and public health resilience for diverse communities and diverse beneficial uses.

Sponsor or Exhibit at the 38th Annual Symposium

- The Annual WaterReuse Symposium is the premier conference on water recycling
- Share your latest products and services in an energized and focused setting
- Meet with the key decision-makers in the recycled water community.
- Enjoy multimedia exposure through promotional materials

Accommodations

The symposium will be held at the Marriott Marquis Hotel. A special rate of \$259/night plus tax (single/double occupancy) has been arranged. Room reservations can be made through the reservation link found **HERE** on the website or by calling (404) 521-0000 and referencing WaterReuse Symposium to receive the discounted rate. The reservation cutoff date is Friday, February 10, 2023 at 5:00pm ET; thereafter the hotel will accept reservations on a space available basis. Exhibitors are encouraged to stay at the conference hotel.

**The WaterReuse
Annual Symposium
is THE place to
Network!**



Marriott Marquis Hotel

**WaterReuse
Symposium
Sponsors
Get All the
Rewards!**

Sponsorship OPPORTUNITIES

BRAND EXPOSURE – CREATE YOUR PRESENCE!

| SPONSOR PACKAGES Included with your sponsorship Level | WINNERS CIRCLE \$15,000 | CHAMPION \$10,000 | VISIONARY \$7,500 | INNOVATOR \$5,000 | ADVOCATE \$2,500 |
|---|---|--|--|--|-------------------------------|
| Complimentary FULL Registrations | Four (4) | Three (3) | Two (2) | One (1) | |
| Plenary Session Advertising- 45 second pre-recorded video & logo during one (1) plenary session (choice of 6) | X | | | | |
| Complimentary Exhibit Space (\$3,800 value) | X | X | | | |
| Dedicated Email (Sponsor to provide HTML) | X | X | | | |
| Sponsorship Package: choice of one (1) (See pages 5&6 for descriptions) | Welcome Reception, Industry Party, Lanyard, Symposium Plenary Sponsor | Headshot Studio, WI-FI, Charging Station, Offsite Tour Sponsor | Networking Break, Young Professionals Networking Event | Branded Water Bottle*, Branded Tote Bag*, Branded Notepads*, Sunday Workshop Sponsor | Student Art and Video Contest |
| Complimentary Ad in Symposium Program | FULL PAGE | FULL PAGE | FULL PAGE | | |
| One (1) Social Media Post including sponsor logo and organizational description | X | X | X | X | |
| Pre and Post Symposium Attendee List (opt-ins only) | X | X | X | Post only | Post only |
| Sponsor Recognition Ribbons for Firm/Organization Attendees | X | X | X | X | X |
| Sponsor Recognition Package: Symposium Website, Onsite Signage, Program Guide, and Symposium emails | X | X | X | X | X |

*Item fulfilled by sponsor. A proof must be sent to Industry Relations Manager for review.

Sponsorship OPPORTUNITIES

CONTINUED

WELCOME RECEPTION SPONSOR

Don't miss this opportunity to catch attendees' eyes on opening night! Sponsor logo will be placed on the drink tickets and your organization's branding will be at each of the bars, along with a custom named drink!

INDUSTRY PARTY SPONSOR

The Industry Party is the Symposium's offsite social event on Tuesday evening, where attendees can network and unwind. Sponsors receive prominent branding at the event and in promotions.

SYMPOSIUM PLENARY SPONSOR

(6 available)

See your organization's name in lights! Align your brand with one of the following engaging Plenary Sessions:

- Keynote
- WateReuse Awards for Excellence Luncheon
- Breakfast Plenary (2)
- Lunch Plenary
- Closing Plenary

Sponsor to receive prominent branding during the session and preapproved seat drop.

SYMPOSIUM LANYARDS

Ensure that every conference attendee sees your name through this exclusive sponsorship opportunity. Lanyards will feature prominent sponsor branding.

HEADSHOT STUDIO

Whether you're a seasoned pro or just starting out, everyone can benefit from a professional headshot. Photographers will be onsite in our Headshot Studio to take complimentary headshots for attendees. Brand this space and receive all the credit for providing this necessary element to attendees' professional portfolios.

SYMPOSIUM WI-FI

Partner with WateReuse and become our official Annual Symposium Wi-Fi sponsor! Conference Wi-Fi is crucial productivity tool for all conference attendees. Wi-Fi sponsor receives recognition in the program guide and on-site signage.

CHARGING STATIONS

Be the sponsor that provides a service that attendees don't know they need until it's too late — a charge for their mobile devices. As a sponsor, your branding will appear by the charging units to ensure maximum visibility.

Sponsorship is integral to supporting the many important initiatives of WateReuse!

Sponsorship OPPORTUNITIES

CONTINUED

OFFSITE TOUR SPONSOR

(3 available)

WaterReuse is proud to offer 3 interactive experiences for attendees to take part in. Choose between:

- Georgia Tech's Kendeda Living Building and the WaterHub at Piedmont Hospital
- The Water Tower at Gwinnett County
- Clayton County Water Authority's Natural Treatment Systems

Sponsorship includes your branding affiliated with your tour of choice.

NETWORKING BREAK SPONSOR

Be responsible for fueling conference attendees over the 3-day program. This opportunity is an excellent way to promote your organization. Sponsorship includes prominent signage at a designated networking break and in promotions.

YOUNG PROFESSIONALS NETWORKING EVENT SPONSOR

Support early career industry professionals at this exclusive networking event. Sponsorship includes 2-minute welcome remarks and prominent branding during the event.

SYMPOSIUM TOTE BAG

Put your message in the hands of attendees and guarantee that it's seen everywhere. All conference attendees will receive a bag featuring your organization's branding. The official conference bags not only display your support for WaterReuse but are also a favorite keepsake of attendees that provides a lasting impression. (This item is fulfilled by the sponsor, and a proof must be sent to the Industry Relations Manager for review.)

WATER BOTTLE SPONSOR

Help keep attendees hydrated by supplying a Reusable Water Bottle with your branding for use during the conference and beyond! (This item is fulfilled by the sponsor, and a proof must be sent to the Industry Relations Manager for review.)

BRANDED NOTEPADS

A convenient tool for use not only during the conference, but after as well! Each attendee will receive a customized notepad with sponsor branding. (This item is fulfilled by the sponsor, and a proof must be sent to the Industry Relations Manager for review.)

WORKSHOP SPONSOR

(2 available)

WaterReuse is proud to present the following workshops during our Symposium: Water Reuse 101 or Recycled Water Communications. Sponsorship includes branding during your choice of workshops.

STUDENT ART & VIDEO CONTEST

Support WaterReuse by sponsoring our 2023 Student Contest. In honor of World Water Day and our Annual Symposium, the contest will challenge elementary through high school students to learn about water recycling and create art and videos highlighting the benefits. Student education is essential to building public trust and passion for water recycling. We will announce the winners in February and highlight them at our Symposium in March. Sponsor branding to be included in the winners announcement and onsite at the Symposium.

CUSTOM SPONSORSHIP • \$TBD

Let's create something unique! Contact us to discuss custom sponsorship opportunities.

Exhibit space is limited and available on a first-come, first-served basis.

Exhibit

The 38th Annual WaterReuse Symposium is designed to maximize opportunities to network and share information. Located in the high traffic Foyer outside of the General Session space, the Exhibit area will host all breaks, meal functions, and receptions - providing an engaging space to interact with attendees.

| EXHIBIT SPACE | STANDARD RATE |
|----------------|---------------|
| 6' x 30" table | \$3,800 |

Each exhibit space qualifies the exhibitor two (2) Full conference registrations. Up to three (3) additional registrations can be purchased separately at a discounted rate of \$500/ea. All attendees must be registered in advance with WaterReuse.

Exhibit Benefits:

- One 6' x 30" draped table
- Two side chairs
- One waste basket
- Two (2) full conference registrations
- Recognition on The Annual Symposium website
- Post-Symposium attendee list (opt-ins only)

Industry Breakout Sessions \$3,800 or \$2,500 for exhibitors/sponsors

(6 AVAILABLE)

Are you a thought leader? Submit an Industry Breakout Session in 2023!
These educational opportunities are 30-minutes in length and appear on the main program in a designated time slot.

- Demos, educational and/or innovative topics are highly encouraged
- Sessions are available on a first-come, first served basis
- Post-Symposium attendee list (opt-ins only)

Marketing & Educational OPPORTUNITIES

Retargeting (Online Advertising)

Reach WateReuse members with this innovative programmatic site retargeting program! If you're not familiar with retargeting, here is a general overview:

How Retargeting Works



15-day campaign • \$1,800
30-day campaign • \$3,000

*Ad content in the following sizes required: 160x600, 300x250, 300x600, 728x90, 1200x627, 600x600, and 970x250. GIF, PNG or JPG formats are all accepted. Campaign Report will be provided at the conclusion of the campaign.

WATEREUSE REVIEW FEATURED CONTENT • \$1,000

Be seen as an Industry thought leader! Submit Featured Content for inclusion in our eNewsletter, the WateReuse Review. The Review goes out weekly on Monday, to over 6,000 subscribers. Featured content can include White Papers, latest Research/Innovations, Case Studies, or Advertorials. All content is subject to approval.

VENDOR-LED WEBCAST • \$1,500/each

Use the WateReuse platform to host a 45-minute educational webinar or demo about your product, service or technology. Free for WateReuse members to attend, the Association handles all the marketing and registration details. This opportunity is a great way to interact with and educate WateReuse members at the same time!

Sponsors receive:

- E-Marketing provided by WateReuse via email and social media
- Webcast hosting will be accessible on the WateReuse website for up to a year for on-demand viewing
- Registrant list will be shared with sponsor for follow-up
- All-content is subject to WateReuse approval

Company Name _____
 Billing Address _____
 City _____ State _____ ZIP _____ Country _____
 Company Phone _____
 Primary Contact _____ Title _____
 Contact Email _____ Contact Phone _____
 Website _____

STANDARD RATE EXHIBIT ONLY

Exhibit Space\$3,800 PER Qty. _____

WINNER CIRCLE SPONSOR

Welcome Reception\$15,000
 Industry Party\$15,000
 Symposium Plenary\$15,000
 Lanyard\$15,000

CHAMPION SPONSOR

Headshot Studio\$10,000
 Wi-Fi\$10,000
 Mobile Charging Station\$10,000
 Offsite Tour\$10,000

PAYMENT INFORMATION

Please return completed application, along with full payment to:
 MAIL: WaterReuse Association • Attn: Nichole Davis
 610 Madison Street, Suite 101 Box 621, Alexandria, VA 22314
 Fax: (703) 548-5081 • Email: abray@watereuse.org

Check payable to WRA ACH/Wire Transfer

Please Charge My:

Visa Master Card American Express

Name on Card _____

Account Number _____

Exp. Date _____ CVV _____

Billing Address _____

Signature _____

The signatory above agrees to the Payment Terms. We understand that upon approval by WaterReuse, this serves as a binding agreement between our organization and the Association.

VISIONARY SPONSOR

Networking Break \$7,500
 Young Professional Networking Event..... \$7,500

INNOVATOR SPONSOR

Branded Water Bottle (item fulfilled by sponsor) \$5,000
 Branded Tote Bag (item fulfilled by sponsor) \$5,000
 Branded Notepad (item fulfilled by sponsor) \$5,000
 Sunday Workshop \$5,000

ADVOCATE SPONSOR

Student Art and Video Contest..... \$2,500

EVENT EDUCATION

Industry Breakout Session..... \$3,800
 Industry Breakout Session (exhibitor/sponsor) \$2,500

YEAR-ROUND MARKETING & EDUCATION

WaterReuse Review Featured Content \$1,000
 15- Day Retargeting Ad..... \$1,800
 30- Day Retargeting Ad \$3,000
 Vendor-Led Webcast \$1,500

PAYMENT TERMS

1. The undersigned agrees to pay 100% of all fees per the terms of this application made payable to WaterReuse.
2. Any company requesting to pay later than net 30 days after the receipt of invoice, agrees to pay a deposit in the amount equivalent to the cancellation processing fee.
3. All cancellations must be submitted to WaterReuse in writing. The date of receipt of supporter's written notice of cancellation will be considered the official cancellation date.
4. The cancellation processing fee for exhibit or sponsorship packages is 50% of the total fee.
5. Any company who cancels after January 5th, 2023 will be responsible for the total cost. Absolutely NO refunds for cancellations after January 5th, 2023.
6. Sponsors & Advertisers are responsible for ensuring the accuracy of all content. WaterReuse is not responsible for grammatical, spelling, or other errors appearing in the provided content.
7. Advertising payments must be made in full prior to a start of a campaign.