



WATERREUSE[®] 2025 SYMPOSIUM

MARCH 16-19 | TAMPA, FLORIDA

IN COLLABORATION WITH THE WATER RESEARCH FOUNDATION



TURNING
the **TIDE**
TOWARD
WATER
REUSE

**SPONSOR & EXHIBITOR PROSPECTUS
& YEAR-ROUND MEDIA KIT**



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ABOUT WATEREUSE

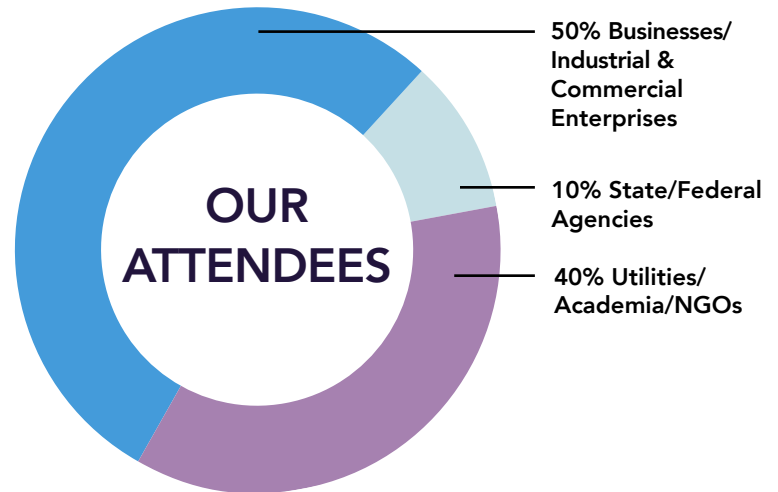
The WaterReuse Association is the nation's only trade association solely dedicated to advancing laws, policy, funding, and public acceptance of recycled water. WaterReuse represents a coalition of utilities that recycle water, businesses that support the development of recycled water projects, and businesses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

WATEREUSE[®] 2025 SYMPOSIUM

The Annual WaterReuse Symposium draws a cross-section of participants from water utilities, businesses, government agencies, and non-governmental organizations. A third of our attendees are upper management decision-makers!



Should You Be Targeting WaterReuse?

Here is what our attendees focus on:

Agricultural Reuse	Environmental Restoration and Conservation	Onsite and Decentralized Water Reuse
Aquifer Storage and Recharge	Federal and State Funding Opportunities	Pretreatment Considerations in Reuse Systems
Communications and Public Outreach	Implications of PFAS in Reuse	Policies Advancing Water Reuse
Constituents of Emerging Concern	Industrial and Commercial Reuse	Potable Reuse: Direct and Indirect
Corporate Environmental, Social, and Governance (ESG) Goals	Integrated and Regional Planning Frameworks	Reuse for Small Communities
Data Centers and Water Reuse	Monitoring Strategies and Technologies	Regulatory Compliance Strategies
Data Management, Artificial Intelligence, and Machine Learning	Municipal/Commercial Partnerships	The Science of Reuse
Energy Sector and Water Reuse		Systems Operations and Workforce Development
		Stormwater Capture and Reuse

40TH ANNUAL WATEREUSE SYMPOSIUM: TAMPA, FL

2025 marks the 40th anniversary of the 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 explores how business, industry, and communities implement water recycling programs to ensure environmental, economic, and public health resilience for diverse needs and diverse beneficial uses.

SPONSOR OR EXHIBIT AT THE 40TH 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: JW MARRIOTT TAMPA WATER STREET

The 2025 Symposium is at the JW Marriott Tampa Water Street. A special rate of \$305/night plus tax has been arranged for a limited number of rooms. The discounted room rate is available September 25, 2024 – February 21, 2025, or when the block of rooms fills up, whichever comes first. The discounted rooms are available on a first-come, first-served basis; after that the hotel will accept reservations on a space-available basis. Exhibitors are encouraged to stay at the Symposium hotel. For more information or to make a reservation, visit www.watereuse.org/symposium.

THE WATEREUSE
ANNUAL SYMPOSIUM
IS *THE* PLACE TO
NETWORK!



SPONSORSHIP OPPORTUNITIES

BRAND EXPOSURE – CREATE YOUR PRESENCE!

SPONSOR PACKAGES

included with your sponsorship level

	WINNERS CIRCLE \$16,500	CHAMPION \$11,000	VISIONARY \$8,500	INNOVATOR \$6,000	ADVOCATE \$3,000
Complimentary Registrations	Three (3)	Two (2)	Two (2)	One (1)	
Discounted Registration (\$600)	Three (3)	Three (3)	Two (2)	One (1)	Two (2)
One (1) Moderator Slot in a Technical Session	●				
One (1) Spotlight Profile in Annual Symposium e-Blast (Sent to all members of WaterReuse Association)	●	●			
Digital Advertising on watereuse.org	3 Months Banner Ad				
Complimentary Exhibit Space (\$3,800 value)	●				
Sponsorship Package: Choice of One (1) (See pages 5 & 6 for descriptions)	Welcome Reception, Industry Party, Symposium Plenary, Tote Bags, Headshot Studio, Branded Water Bottle	Lanyard, Wi-Fi, Charging Station, Keynote, Hotel Key Cards, Registration Station, Young Professionals Networking Event, Branded Notepad	Networking Break, Hand Sanitizer Station, Student Art and Video Contest, Poster Session, Guest Room Drop	Offsite Tour, Workshop Sponsor, Literature Distribution, Speaker Ready Room	
Complimentary Ad in Symposium Program	Full Page	½ Page	¼ Page	¼ Page	
Social Media Post Including Sponsor Logo and Organizational Description	Two (2)	One (1)	One (1)	One (1)	
Pre- and Post-Symposium Attendee List (opt-ins only)	●	●	Post Only	Post Only	Post Only
Sponsor Recognition Ribbons for Firm/Organization Attendees	●	●	●	●	●
Sponsor Recognition Package: Symposium Website, Onsite Signage, Program Guide, and Symposium Emails	●	●	●	●	●

Interested in going beyond the Winners Circle and joining as a Diamond Elite? We will work with you to create a custom package, placing you in the highest sponsorship category!

SPONSORSHIP OPPORTUNITIES *continued*

WELCOME RECEPTION

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

INDUSTRY PARTY

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 (6 AVAILABLE)

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

- Opening General Session
- WateReuse Awards for Excellence Luncheon
- Breakfast Plenary (2)
- Lunch Plenary (1)
- Technology Showcase

Sponsorship includes a 45-second pre-recorded video that will play in the beginning of the session along with prominent branding.

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.

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.

WATER BOTTLE

Help keep attendees hydrated by supplying a Reusable Water Bottle with your branding for use during the conference and beyond!

SYMPOSIUM LANYARDS

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

SYMPOSIUM WI-FI

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

CHARGING STATIONS

Be the sponsor that provides a resource 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 on the charging units to ensure maximum visibility.

KEYNOTE

See your organization's name in lights! As Keynote sponsor you'll receive signage near the General Session stage during the keynote presentation, as well as branding onsite, on the website, in the program book, and in Symposium-related emails.

BRANDED HOTEL KEY CARD

Start building brand visibility from the moment attendees arrive at the hotel! Sponsor the hotel room Key Cards for the conference attendees staying at the JW Marriott Tampa Bay Water Street.

SPONSORSHIP OPPORTUNITIES *continued*

REGISTRATION STATION

WateReuse is offering contactless registration stations to help facilitate quick and safe attendee experience upon arrival. Sponsor will receive exclusive branding.

YOUNG PROFESSIONALS NETWORKING EVENT

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

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.

NETWORKING BREAK

(5 AVAILABLE)

Be responsible for fueling conference attendees over the 4-day program. This opportunity is an excellent way to promote your organization. Sponsorship includes prominent signage at a designated networking break and in promotional material.

HAND SANITIZER

Sponsor the Hand Sanitizer Stations that will be placed throughout the meeting space. Sponsorship includes branding at each station.

POSTER SESSION

Become the sponsor of the poster that attendees visit throughout the conference. Sponsorship includes branding near all the poster boards

STUDENT ART & VIDEO CONTEST

The contest will challenge elementary through high school students to learn about water recycling and create art and videos highlighting the benefits. Sponsor branding to be included in the winners' announcement and onsite at the Symposium.

GUEST ROOM DROP

(3 AVAILABLE)

Supply a piece of literature that will go in each of the attendee's guestrooms.

OFFSITE TOUR

(3 AVAILABLE)

WateReuse is proud to offer interactive experiences for attendees to take part in. Sponsorship includes two (2) complimentary tour registrations, prominent signage and recognition, and a literature seat drop on the tour bus.

WORKSHOP

(2 AVAILABLE)

WateReuse is proud to present the following workshops during our Symposium: Water Reuse 101 and Recycled Water Communications. Sponsorship includes branding during your choice of workshop, two-minute welcome remarks, and a literature seat drop in the workshop.

LITERATURE DISTRIBUTION

(2 AVAILABLE)

An excellent opportunity to make attendees aware of your company's products, capabilities, or research. Your provided literature will be available for distribution to attendees at an easily visible location.

SPEAKER READY ROOM

Your sponsorship support will help our speakers feel welcome and help defray the costs associated with this private room. Logo on signage in the Speaker Ready Room and the opportunity to place amenities and/or literature describing your company's capabilities or products in Speaker Ready Room.

CUSTOM SPONSORSHIP • \$TBD

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

EXHIBIT

The 40th 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	EARLY-BIRD RATE (Must book by December 16, 2024)	STANDARD RATE (Pricing starting December 17, 2024)
6' x 30" Table	\$3,800	\$4,200

Each exhibit space qualifies the exhibitor for two (2) full conference registrations. All attendees must be registered in advance with WaterReuse.

Exhibit Benefits:

- One 6' x 30" Draped Table
- Two (2) Side Chairs
- Two (2) Full Conference Registrations
- Recognition on the Annual Symposium Website
- Post-Symposium Attendee List (opt-ins only)

**EXHIBIT SPACE IS LIMITED
AND AVAILABLE
ON A FIRST-COME,
FIRST-SERVED BASIS.**

INDUSTRY BREAKOUT SESSIONS

\$3,800

(6 AVAILABLE)

Are you a thought leader? Submit an Industry Breakout Session in 2025! These educational opportunities are 25-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)
- One (1) discounted conference registration (\$600) included

YEAR-ROUND MARKETING & EDUCATIONAL OPPORTUNITIES

Your WaterReuse marketing and outreach opportunities do not end when the Symposium ends. Take advantage of one of our year-round marketing or advertising opportunities to continue your outreach all year long.

WATEREUSE REVIEW FEATURED CONTENT \$1,000

Be seen as an Industry thought leader! Submit featured content for inclusion in our eNewsletter, the *WaterReuse 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.

DEDICATED EMAIL \$2,000

Looking to send a targeted message to WaterReuse professionals? Choose a custom eblast to provide an informative message about a new technology, product or service to the WaterReuse community. You craft the email, up to 500 words, subject to WRA approval, and any graphic elements. Provide the HTML code or simply the text and images—we'll do the rest! *Dedicated emails are limited to 2 per month, available on a first-come, first-served basis. All content subject to WRA approval.*

VENDOR-LED WEBCAST \$3,800/EACH

Use the WaterReuse platform to host a 45-minute educational session highlighting an industry trend, technology, or other topic of your choice, subject to WaterReuse approval. Free for WaterReuse members to attend, the Association handles all the marketing and registration details. This opportunity is a great way to interact with and educate WaterReuse members at the same time!

Sponsors receive:

- Marketing provided by WaterReuse via email and social media
- Webcast recordings remain available for on-demand viewing on the WaterReuse website
- Registrant list will be shared with sponsor for follow-up (Opt-ins only)

DIGITAL ADVERTISING

The WaterReuse website is the information hub for all things Association-related and allows members to gain instant access to important information from WaterReuse. This is a targeted audience with a keen interest in learning about products, programs, services, and educational opportunities. The WaterReuse website gets nearly 400,000 views each year. With up-to-the-minute information and easy-to-navigate web-pages, your company's marketing can be in front of our audience 24/7!

Website advertising is limited to 4 companies at a time, available on a first-come, first-served basis.

AD POSITION	SIZE CREATIVE	FORMAT ACCEPTED	3 MONTH	6 MONTH	12 MONTH
Banner	728x90 Pixels	JPG, PNG, GIF	\$2,000	\$3,000	\$5,000

THE WATEREUSE WEBSITE RECEIVES
AN AVERAGE OF OVER 13,000
UNIQUE VISITORS PER MONTH.

Company Name (As It Should Appear in Print) _____

Billing Address _____

City _____ State _____ Zip _____ Country _____

Company Phone _____

Primary Contact _____ Title _____

Contact Email _____ Contact Phone _____

Website _____

I am an authorized representative of the company named above with the full power and authority to sign and deliver this application. The company listed on this application agrees to comply with all the policies, rules, terms, conditions, regulations, code of conduct contained in the exhibitor prospectus and online.

Signature _____

EXHIBIT ONLY

- Early-Bird Exhibit Space (booked by 12/16/24) \$3,800
- Standard Exhibit Space (booked after 12/16/24) \$4,200

WINNERS CIRCLE SPONSOR

- Welcome Reception \$16,500
- Industry Party \$16,500
- Symposium Plenary \$16,500
- Tote Bag \$16,500
- Branded Water Bottle \$16,500
- Headshot Studio \$16,500

CHAMPION SPONSOR

- Lanyard \$11,000
- Wi-Fi \$11,000
- Mobile Charging Station \$11,000
- Keynote \$11,000
- Hotel Key Cards \$11,000
- Registration Station \$11,000
- Young Professional Networking Event \$11,000
- Branded Notepad \$11,000

VISIONARY SPONSOR

- Networking Break \$8,500
- Hand Sanitizer Station \$8,500
- Student Art and Video Contest \$8,500
- Poster Session \$8,500
- Room Drop \$8,500

INNOVATOR SPONSOR

- Offsite Tour \$6,000
- Workshop \$6,000
- Literature Distribution \$6,000
- Speaker Ready Room \$6,000

ADVOCATE SPONSOR \$3,000

EVENT EDUCATION

- Industry Breakout Session \$3,800

YEAR-ROUND MARKETING & EDUCATION

- WaterReuse Review Featured Content \$1,000
- Vendor-Led Webcast \$3,800
- Dedicated Email \$2,000
- Website Advertising - 3 Months \$2,000
- Website Advertising - 6 Months \$3,000
- Website Advertising - 12 Months \$5,000

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 MasterCard American Express

There is a credit card processing fee in the amount of 3%. If you choose this option, you are agreeing to pay the processing fee in full.

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 contract between our organization and the Association.

PAYMENT TERMS

1. The undersigned agrees to pay 100% of all fees per the terms of this application made payable to WaterReuse.
2. If applicable, the undersigned agrees to pay the credit card processing fee in full for submitting a credit card for payment of their support.
3. 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.
4. 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.
5. The cancellation processing fee for exhibit or sponsorship packages is 50% of the total fee.
6. Any company who cancels their exhibit booth or sponsorship for the Symposium after January 3, 2025, will be responsible for the total cost. Absolutely NO refunds for cancellations after January 3, 2025.
7. 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.
8. Advertising payments must be made in full prior to a start of a campaign.