

**20** **25** WateReuse CA  
CONFERENCE  
SAN DIEGO • CA



# SPONSORSHIP & EXHIBITOR PROSPECTUS

SEPTEMBER 21-23  
TOWN & COUNTRY RESORT



# Don't miss the opportunity to target the nearly 800 leaders from the water reuse industry expected to attend the 2025 WateReuse California Annual Conference September 21-23!



## ABOUT WATEREUSE CALIFORNIA

WateReuse California is recognized as a thought leader in California on alternative, sustainable water supply development. It is the go-to organization in the state for water recycling education and outreach, as well as the principal influencer of public opinion and policymakers in all forms of water recycling. WateReuse California is a state section of the national organization the WateReuse Association.

## THE EVENT

The WateReuse California Annual Conference will feature more than 40 technical presentations, receptions, an awards luncheon, the annual Tuesday morning Gordon Cologne session, and the ever-popular exhibition component.

## 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
- Planning for and Managing Potable and Non-Potable Recycled Water Systems with Declining Wastewater Flows
- Advanced Source Control for Potable Reuse Projects through Pretreatment Programs and Upstream Policy Efforts
- Water Quality Issues
- RO Concentrate Minimization/Disposal – Challenges and Strategies
- Expanding and Improving Non-Potable Reuse

## ATTENDEES

The conference is designed for individuals, organizations, and agencies 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

- Implementing Onsite Reuse (Recycled Wastewater, Greywater, Etc.)
- Commercial and Industrial Applications
- Environmental Enhancement with Reuse
- Climate Change Resilience (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 Success Stories
- Lessons Learned, Challenges, and Barriers to Successful Recycled Water Programs
- Data Collection, Information Management, and Decision Support Frameworks

# SPONSORSHIP OPPORTUNITIES

**NEW!**

## SPONSORSHIP OPPORTUNITY FOR 2025

**BLUE DIAMOND LEVEL** (*only one applicant will be selected*) | Cost \$20,000

Blue Diamond—One of the world's rarest and most valuable colored diamonds! Does your organization live up to the level of a Blue Diamond? If so, you are invited to submit an application to be WaterReuse California's only sponsorship level geared to raise the bar on exposure and recognition during the WRCA Conference.

### BLUE DIAMOND SPONSORSHIP INCLUDES:

- 90-minute plenary session with full conference attendance at the Tuesday Luncheon. This is your opportunity to share your vision for California's water future and the importance of recycled water in our communities.
- Opportunity to sponsor a Tier I conference event or promotional branding
- Exhibit table
- 8 complimentary registrations to the full conference
- Social media post
- Recognition on website, program, presentation slides, and signage
- Name badge ribbons
- Pre- and post-conference attendee list

**Tier I Sponsorship Opportunities:** Premium Signage, Conference Bags, Badge Holders, Hotel Key Cards, Conference Attendee Wi-Fi, Opening Session, Awards Luncheon, President's Reception, Town Hall Plenary

### Applications for the Blue Diamond Sponsorship should include:

- Brief description of presentation vision (not to exceed 500 words). Presentation/discussion should demonstrate how the topic relates to recycled water and the benefits to participating attendees. Presentations should be creative, inspiring, and provide attendees with information that will benefit them in their daily operations.
- List of Speaker(s)
- Audio/Visual Needs
- Format (such as talk show or normal presentation format with speakers at a head table)

### Suggested presentation format:

- Panel Discussion with up to 5 Speakers (plus a moderator)
- Keynote Format
- Visuals or Video Using PowerPoint

### Potential reasons for disqualifications include but are not limited to:

- Incomplete Submissions
- Presentations that seem to be solely advertisements for your organization
- Presentations that do not meet the quality standards associated with the WRCA Conference

Blue Diamond proposals are due by February 28, 2025. Applications will be reviewed and selected by the Managing Director and the Executive Committee of the WRCA Board of Trustees. If your application is not selected, you will have an opportunity to apply for another sponsorship level beginning March 10, 2025.

Submit applications to Brenley McKenna [bmckenna@watereuse.org](mailto:bmckenna@watereuse.org) and Paula Currie [paula@pcevents.net](mailto:paula@pcevents.net).

# 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 \$10,000*	PLATINUM \$7,000	GOLD \$5,000	SILVER \$4,000	BRONZE \$2,000	PURPLE \$750
<b>NETWORKING</b>						
90-Minute Panel Session**	●					
Exhibit Table (one additional complimentary registration may be exchanged for exhibit table)	●	●				
Complimentary Registrations (discount codes will be emailed to sponsors & exhibitors to register attendees)	4	3	2	1		
Attendee Contact List (Pre & Post)	●	●	●	●	●	●
<b>RECOGNITION</b>						
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 Website	●	●	●	●	●	●
Company Information on Onsite Program	●	●	●	●	●	●
Signage Recognition throughout Conference	●	●	●	●	●	●

\* Only Four Diamond-Level Sponsorships Available

\*\* Diamond Sponsors receive one 90-minute panel session during the conference

**Tier I Sponsorship Opportunities:** Premium Signage, Conference Bags, Badge Holders, Hotel Key Cards, Conference Attendee Wi-Fi, Opening Session, Awards Luncheon, President's Reception, Town Hall Plenary, Gordon Cologne Plenary

**Tier II Sponsorship Opportunities:** Registration Folders, Notepads, Water Bottles, Welcome Reception, Technical Session, Other Conference Gifts

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

**BECOME A SPONSOR:**  
Paula Currie | 916.616.0286 | paula@pcevents.net

# EXHIBIT OPPORTUNITIES

A table-top exhibit placed strategically at the 2025 WaterReuse California Annual Conference will put your organization at the center of all the action. WaterReuse recognizes that exhibits are an integral component to the success of the 2025 WaterReuse California Annual Conference. The Exhibit Hall is designed to maximize face-to-face communication between exhibitors and attendees.

## EXHIBIT FEES

	ON OR BEFORE JUNE 1, 2025	AFTER JUNE 1, 2025
MEMBER	\$1,750	\$2,000
NON-MEMBER	\$2,500	\$2,800

### YOUR EXHIBIT 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)
- Company Information Listed on Conference Website and Onsite Program

### PACKAGE ADD-ON:

- One-on-One Breakfast with Attendees – \$350  
(Limited Availability)

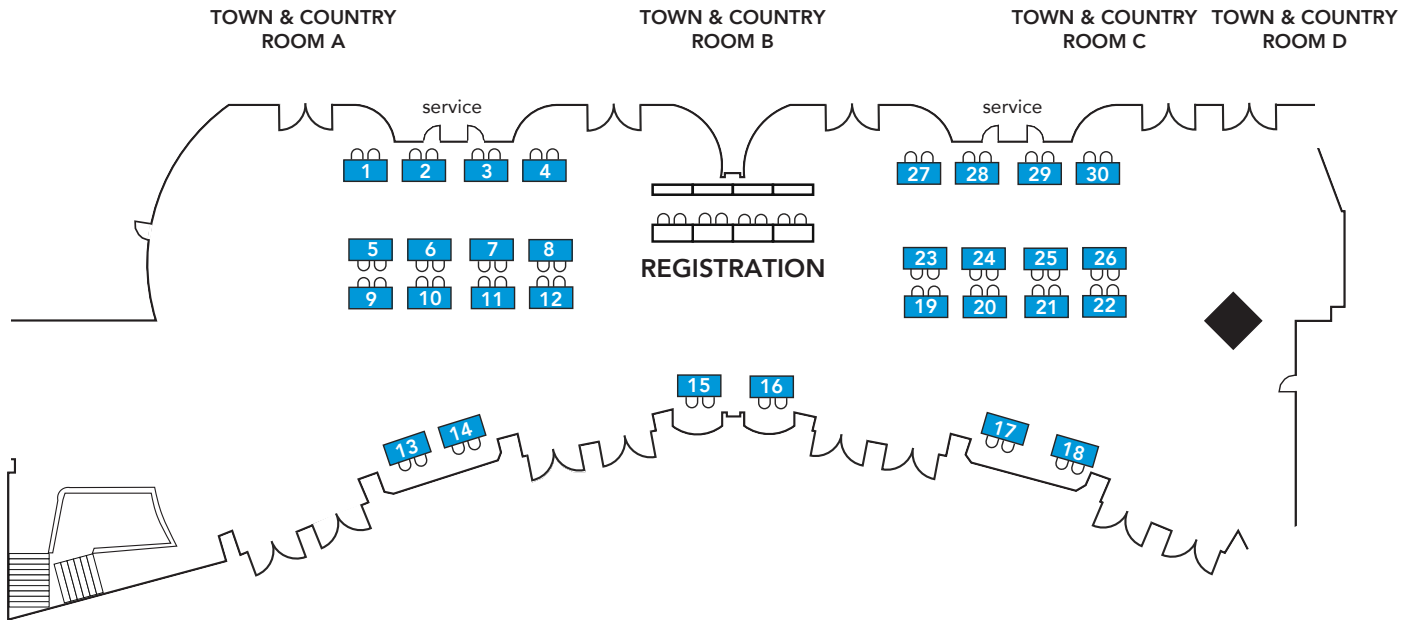
Attract attendees to your exhibit by sponsoring a continental breakfast selection at Tuesday's breakfast. You can choose one option from our breakfast menu that will be stationed next to your exhibit. Available items are listed on application. For more information, please contact Paula Currie at [paula@pcevents.net](mailto:paula@pcevents.net).



RESERVE YOUR EXHIBIT SPACE:  
Paula Currie | 916.616.0286 | [paula@pcevents.net](mailto:paula@pcevents.net)

# CONFERENCE EXHIBITION

## TOWN AND COUNTRY FOYER



### EXHIBIT HOURS

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

**Sunday, September 21** | 1:00 pm - 6:30 pm

**Monday, September 22** | 7:30 am - 3:30 pm

**Tuesday, September 23** | 7:30 am - 12:00 pm

### SETUP AND BREAKDOWN HOURS

**Setup:** Sunday, September 21 | 8:00 am - 12:00 pm

**Breakdown:** Tuesday, September 23 | 2:30 pm - 4:30 pm

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

# HOTEL INFORMATION

The 2025 WateReuse California Annual Conference will be held at the Town and Country Resort, San Diego. Refer to the WateReuse California Annual Conference when making reservations to obtain the conference rate. We have a limited block of rooms at the hotel. All rooms are on a first-come, first-served basis. Reservations must be made by August 31, 2025, to secure the conference room rate.

## TOWN AND COUNTRY RESORT

500 Hotel Cir N, San Diego, CA 92108 | 619.772.8527

## ROOM RATE

\$255.00

Rate is subject to tax (currently 10.5%), CA Tourism Assessment Fee of 0.3%, San Diego Tourism District Assessment Fee of 2%, and discounted Resort Fee of \$15.



# KEY DATES

## APPLICATION DEADLINE

Applications for exhibit space at the 2025 WateReuse California Annual Conference must be received no later than August 18, 2025. All exhibits are assigned on a first-come, first-served basis.

## CANCELLATIONS

Cancellation of exhibit space must be made in writing to the WateReuse office. Refunds will be issued according to the following schedule and will be based on the postmark or email date of the letter. Cancellations received by July 18, 2025, will receive a 50% refund, and cancellations received after July 18, 2025, will not receive a refund.

### IMPORTANT DATES

June 1, 2025	Deadline to Receive Discounted Exhibit Rates
July 18, 2025	Cancellation Deadline for Exhibitors
August 18, 2025	Application Deadline for Exhibitors & Sponsors
August 31, 2025	Hotel Reservation Deadline
September 21, 2025	Exhibitor Set Up
September 23, 2025	Exhibitor Break Down

Company Name \_\_\_\_\_  
 Billing Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_  
 Company Phone \_\_\_\_\_  
 Primary Contact \_\_\_\_\_ Title \_\_\_\_\_  
 Contact Email \_\_\_\_\_ Contact Phone \_\_\_\_\_  
 Website \_\_\_\_\_

**EXHIBIT ONLY**

**On or Before June 1, 2025**

- Member ..... \$1,750
- Non-Member ..... \$2,500

**After June 1, 2025**

- Member ..... \$2,000
- Non-Member ..... \$2,800

**BLUE DIAMOND SPONSOR** (select one) ..... \$20,000

- Conference Bag
- Awards Luncheon
- Badge Holder
- President's Reception
- Hotel Key Card
- Town Hall Plenary
- Conference Attendee Wi-Fi
- Gordon Cologne Plenary
- Opening Session

**DIAMOND SPONSOR** (select one) ..... \$10,000

- Conference Bag
- Awards Luncheon
- Badge Holder
- President's Reception
- Hotel Key Card
- Town Hall Plenary
- Conference Attendee Wi-Fi
- Gordon Cologne Plenary
- Opening Session

**PLATINUM SPONSOR** (select one) ..... \$7,000

- Conference Bag
- Awards Luncheon
- Badge Holder
- President's Reception
- Hotel Key Card
- Town Hall Plenary
- Conference Attendee Wi-Fi
- Gordon Cologne Plenary
- Opening Session

**GOLD SPONSOR** (select one) ..... \$5,000

- Registration Folder
- Notepad
- Water Bottle
- Welcome Reception
- Technical Session

**SILVER SPONSOR** (select one) ..... \$4,000

- Technical Tour
- Sunday Refreshment Break
- Monday Continental Breakfast
- Monday Refreshment Breaks
- Tuesday Refreshment Breaks
- Tuesday Breakfast with the Exhibitors

**BRONZE SPONSOR** ..... \$2,000

**PURPLE SPONSOR** ..... \$750

**EXHIBITOR ADD-ON OPTIONS**

**BREAKFAST WITH EXHIBITORS** ..... \$350 each

- Cinnamon Buns – 3 dozen
- Assorted Pastries – 3 dozen
- Coffee Cafe – 3 dozen
- Bagles w/Cream Cheese – 3 dozen
- Assorted Individual Yogurts – 3 dozen
- Whole Fruit – 3 dozen
- Egg Bites w/Cheddar & Bacon - 3 dozen

**PAYMENT**

Please return completed application to:  
 Paula Currie at [paula@pcevents.net](mailto:paula@pcevents.net)  
 An invoice will be sent by WateReuse Association for the total amount. Payment can be made by credit card, check, or ACH/wire transfer.

Signature \_\_\_\_\_  
 By signing this form, sponsor/exhibitor agrees to adhere to terms listed below.

**PAYMENT TERMS**

1. The undersigned agrees to pay 100% of all fees per the terms of this application made payable to WateReuse.
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 WateReuse 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 June 1, 2025, will be responsible for the total cost. Absolutely NO refunds for cancellations after June 1, 2025.
6. Sponsors & Advertisers are responsible for ensuring the accuracy of all content. WateReuse is not responsible for grammatical, spelling, or other errors appearing in the provided content.
7. Exhibitors will adhere to set up and tear down times as listed in Prospectus.
8. WRCA will do its best to confirm your selected items.
9. All items are subject to change and more than one sponsor will be recognized on all items with the exception of the Blue Diamond Level.