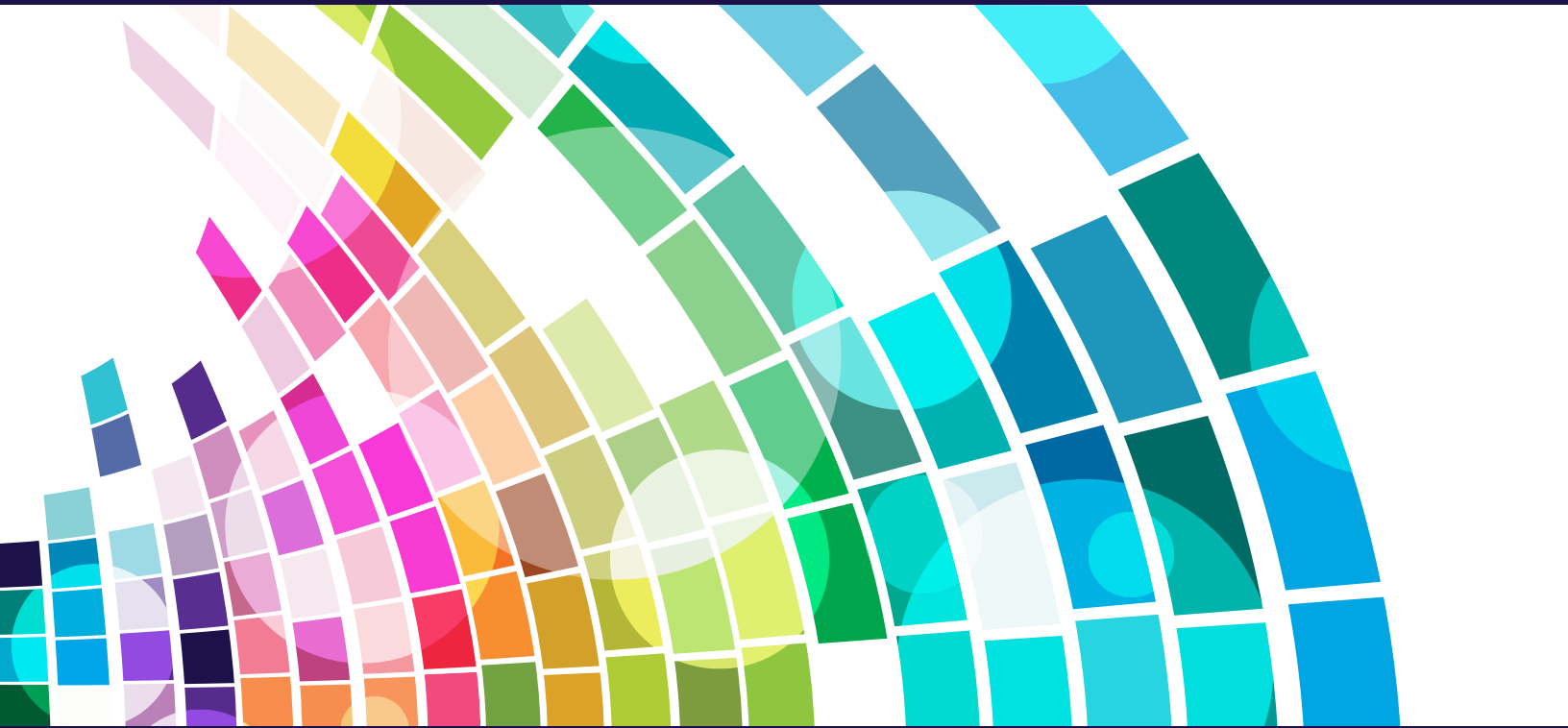


WATERREUSE[®] 2026 SYMPOSIUM

LA InterContinental Downtown | March 8-11

IN PARTNERSHIP WITH THE WATER RESEARCH FOUNDATION



SPONSOR & EXHIBITOR PROSPECTUS & YEAR-ROUND MEDIA KIT



CONTACT Kristen Totaro, Industry Relations | 856.437.4719 | ktotaro@watereuse.org

ABOUT WATEREUSE

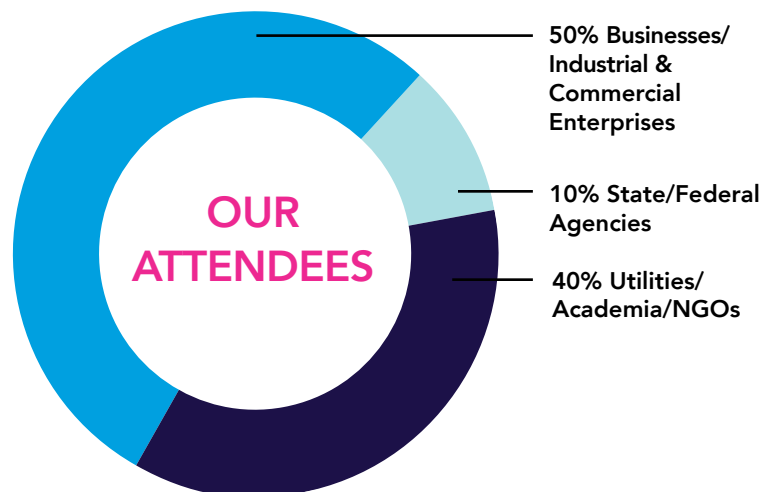
The WaterReuse Association is the nation's only trade association solely dedicated to advancing laws, policy, funding, and public acceptance of recycled water. WaterReuse represents a coalition of utilities that recycle water, businesses that support the development of recycled water projects, and businesses 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[®] 2026 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
Circular Water Economy	Implications of PFAS in Reuse	Policies Advancing Water Reuse
Communications and Public Outreach	Industrial and Commercial Reuse	Potable Reuse: Direct and Indirect
Constituents of Emerging Concern	Integrated and Regional Planning Frameworks	Reuse for Small Communities
Corporate Environmental, Social, and Governance (ESG) Goals	Monitoring Strategies and Technologies	Regulatory Compliance Strategies
Data Centers and Water Reuse	Municipal/Commercial Partnerships	The Science of Reuse
Data Management, Artificial Intelligence, and Machine Learning		Systems Operations and Workforce Development
Energy Sector and Water Reuse		Stormwater Capture and Reuse

41ST ANNUAL WATEREUSE SYMPOSIUM: LOS ANGELES

In 2026, the WaterReuse Symposium returns to California! Join us in the first state to pioneer water reuse regulations in 1918, and where trailblazing initiatives are still paving the way for a secure water future. Tour some of the largest and most impactful water reuse projects in the world. Experience a transformative keynote address by oceanographer Philippe Cousteau Jr.

The 41st Annual WaterReuse Symposium will unite water experts, community leaders, and businesses who 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.

SPONSOR OR EXHIBIT AT THE 41ST 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: INTERCONTINENTAL LOS ANGELES

The 2026 Symposium is at the InterContinental Los Angeles. A special rate of \$309/night plus tax has been arranged for a limited number of rooms. The discounted room rate is available October 6, 2025 – February 13, 2026, 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
SYMPOSIUM
IS **THE** PLACE
TO NETWORK!



SPONSORSHIP OPPORTUNITIES

BRAND EXPOSURE – CREATE YOUR PRESENCE!

Interested in going beyond Diamond and joining as a **Diamond Elite Sponsor**? We will work with you to create a custom package, placing you in the highest sponsorship category with premium branding! Your custom package can include any available sponsorship package from the Diamond category or other creative ideas.

SPONSOR PACKAGES

included with your sponsorship level

	DIAMOND \$30,000	WINNER'S CIRCLE \$20,000	CHAMPION \$13,000	VISIONARY \$9,000	ADVOCATE \$5,000
Reserve Private Meeting Room	•				
Mobile App Push Notification	•				
Mobile App Ad	•	•			
Moderator Slot in Technical Session	•	•			
Complimentary Exhibit Space (\$4000 Value)	•	•			
Digital Advertising on watereuse.org	60 days	45 days			
Spotlight Profile e-Blast	One (1) standalone dedicated email	Spotlight profile in a Symposium e-blast	Spotlight profile in a Symposium e-blast		
Sponsorship Package	Choice of One from Diamond Tier (see next page)	Choice of One from Winner's Circle Tier (see next page)	Choice of One from Champion Tier (see next page)	Choice of One from Visionary Tier (see next page)	
Complimentary Registrations	Six (6)	Three (3)	Two (2)	Two (2)	
Discounted Registration (\$600)	Five (5)	Three (3)	Three (3)	Two (2)	Two (2)
Symposium Attendee List (opt-ins only)	Pre and Post	Pre and Post	Post Only	Post Only	Post Only
Sponsor Recognition Ribbons	•	•	•	•	•
Recognition Package: Website, Social Media Posts, Signage, Guide, Emails	•	•	•	•	•

SPONSORSHIP TIER PACKAGES

DIAMOND ELITE | CALL FOR DETAILS

Set yourself apart at the highest sponsorship level with a top-tier custom package and premium branding. Incorporate one of the sponsorship packages below or let's create something unique!

DIAMOND | \$30,000

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!

OPENING GENERAL SESSION/KEYNOTE

See your organization's name in lights! As Opening General Session 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.

RECYCLED WATER PARTY

The Recycled Water Party is the Symposium's offsite social event on Tuesday evening, where attendees can network, unwind, and celebrate with food, entertainment, and drinks! Sponsor receives 10 complimentary guest tickets for Symposium registrants, as well as branding at the event and in promotions.

AWARDS FOR EXCELLENCE LUNCHEON

See your organization's name in lights! Sponsorship includes a 45-second pre-recorded video that will play at the beginning of the Awards for Excellence Luncheon along with prominent branding.

SYMPOSIUM TOTE BAG

Put your message in the hands of attendees and guarantee that it's seen everywhere. Conference attendees will receive an eco-friendly bag featuring your organization's branding.

WINNER'S CIRCLE | \$20,000

SYMPOSIUM PLENARY (3 AVAILABLE)

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

- Breakfast Plenary (2)
- Closing Plenary (1)

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

SYMPOSIUM LANYARDS

Ensure that every conference attendee sees your name through this exclusive sponsorship opportunity. Lanyards are made with recycled materials and will feature prominent sponsor branding.

SYMPOSIUM WI-FI

Partner with WaterReuse 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.

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!

BRANDED HOTEL KEY CARD

Start building brand visibility from the moment attendees arrive at the hotel! Sponsor the hotel room Key Cards for conference attendees staying at the InterContinental Downtown Los Angeles.

SPONSORSHIP TIER PACKAGES

CHAMPION | \$13,000

TECHNOLOGY SHOWCASE

The Third Annual Technology Showcase will spotlight new and disruptive technologies that could significantly transform water recycling. Organized with the National Alliance for Water for Innovation, attendees will engage directly with researchers about their inventions. Sponsorship includes branding during the session, on the website, and in marketing.

CHARGING STATIONS

Provide a resource that attendees don't know they need until it's too late—a charge for their devices. Your branding will appear on the charging units to ensure maximum visibility.

REGISTRATION STATION

Greet attendees as they arrive! Sponsor will receive exclusive branding at the registration station.

EMERGING 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 during and after the conference! Each attendee receives a customized, eco-friendly notepad with sponsor branding.

GUEST ROOM DROP (3 AVAILABLE)

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

BRANDED STEP & REPEAT SELFIE WALL

Boost your visibility with a custom banner in a high-traffic event area. Sponsors gain prime logo placement for attendee photos, press coverage, and social media exposure.

VISIONARY | \$9,000

NETWORKING BREAK (5 AVAILABLE)

Be responsible for fueling conference attendees. Sponsorship includes prominent signage at a networking break and in promotional material.

OFFSITE TOUR (4 AVAILABLE)

Sponsorship includes two (2) complimentary tour registrations, prominent signage and recognition, and a literature seat drop on the tour bus.

POSTER SESSION

Attendees will visit the poster session to learn about the latest information, research, and ideas in water reuse! Sponsorship includes prominent branding near the poster boards.

LITERATURE STATION

Highlight your company's products, capabilities, or research. Your provided literature will be available at an easily visible location.

HAND SANITIZER

Help attendees stay healthy. Your logo is included on personalized hand sanitizer provided to attendees.

SPEAKER READY ROOM

Help speakers feel welcome and prepare for their presentations. Sponsorship includes your logo on signage and the opportunity to place literature and/or swag in the room.

WORKSHOP (4 AVAILABLE)

Workshops provide interactive learning experiences that promote a deeper understanding of critical topics. Sponsorship includes branding during choice of workshop, two-minute welcome remarks, and a literature display.

STUDENT WORKSHOP & PRESENTATIONS

Local high school students will develop reuse presentations during an offsite workshop, with winners presenting at the Symposium. Sponsor branding to be included in the winners' announcement and onsite at the Symposium.

EXHIBIT

The 41st Annual WateReuse Symposium is designed to maximize opportunities to network and exchange information. The exhibits are located in a high traffic area connecting the plenary room and the registration area. The exhibit area will host breaks, meals, and the Welcome Reception—providing an engaging space to interact with attendees.

EXHIBIT SPACE	EARLY-BIRD RATE <small>(Must book by December 19, 2025)</small>	STANDARD RATE <small>(Pricing after December 19, 2025)</small>
6' x 30" Table	\$4,000	\$4,500

Each exhibit space qualifies the exhibitor for two (2) full conference registrations. All complimentary booth personnel must register for the Symposium by February 18, 2026.

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

\$4,500
(3 AVAILABLE)

Are you a thought leader? Submit an Industry Breakout Session in 2026! 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 \$1,500

Be seen as an Industry thought leader! Submit featured content for inclusion in our eNewsletter, the *WaterReuse Review*. The *Review* goes out weekly to over 8,500 subscribers. Featured content can include white papers, latest research/innovations, case studies, or advertorials. All content is subject to approval.

DEDICATED EMAIL \$4,000

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 \$4,000/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	\$4,000	\$7,500	\$12,500

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



WATERREUSE[®]

2026 SYMPOSIUM

Exhibitor & Sponsor Application

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 12/19/25) \$4,000
 Standard Exhibit Space (booked after 12/19/25) \$4,500

DIAMOND SPONSOR

Welcome Reception \$30,000
 Opening General Session/Keynote \$30,000
 Awards for Excellence \$30,000
 Recycled Water Party \$30,000
 Tote Bags \$30,000

WINNER'S CIRCLE SPONSOR

Breakfast Plenary \$20,000
 Closing Plenary \$20,000
 Lanyards \$20,000
 Wi-Fi \$20,000
 Headshot Studio \$20,000
 Hotel Key Card \$20,000
 Water Bottles \$20,000

CHAMPION SPONSOR

Technology Showcase \$13,000
 Charging Station \$13,000
 Registration Station \$13,000
 Emerging Professionals Networking Event \$13,000
 Branded Notepads \$13,000
 Guest Room Drop \$13,000
 Branded Step & Repeat Selfie Wall \$13,000

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, 2026, will be responsible for the total cost. Absolutely NO refunds for cancellations after January 3, 2026.
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.

VISIONARY SPONSOR

Networking Break \$9,000
 Student Workshop & Presentations \$9,000
 Poster Session \$9,000
 Literature Station \$9,000
 Off-site Tour \$9,000
 Workshop \$9,000
 Hand Sanitizer \$9,000
 Speaker Ready Room \$9,000

ADVOCATE SPONSOR \$5,000

INDUSTRY BREAKOUT SESSION \$4,500

YEAR-ROUND MARKETING & EDUCATION

WaterReuse Review Featured Content \$1,500
 Vendor-Led Webcast \$4,000
 Dedicated Email \$4,000
 Website Advertising - 3 Months \$4,000
 Website Advertising - 6 Months \$7,500
 Website Advertising - 12 Months \$12,500

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: ktotaro@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.