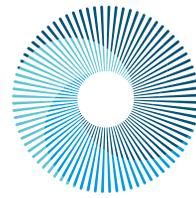


20 WateReuse CA
26 CONFERENCE
SAN FRANCISCO



FUTURE
ready

SPONSORSHIP & EXHIBITOR PROSPECTUS

AUGUST 24-26

HYATT REGENCY SAN FRANCISCO



IN PARTNERSHIP WITH THE WATER RESEARCH FOUNDATION

Don't miss the opportunity to connect with more than 800 water reuse professionals expected to attend the 2026 WateReuse California Conference, August 24–26 at the Hyatt Regency San Francisco.



ABOUT WATEREUSE CALIFORNIA

WateReuse California is the largest state section of the national WateReuse Association and serves as the leading voice for water recycling in California. The organization provides a primary forum for education, collaboration, and outreach across the state and plays a central role in shaping public policy, regulatory frameworks, and industry best practices for water reuse, supporting California's transition toward resilient, sustainable water supplies.

THE EVENT

The WateReuse California Annual Conference features more than 60 technical presentations and panel discussions, networking receptions, an awards luncheon, and a dynamic exhibition showcasing technologies and services supporting recycled water programs across California.

New for this year, the conference will include expanded programming designed specifically for recycled water operators, broadening opportunities for practical learning, workforce development, and

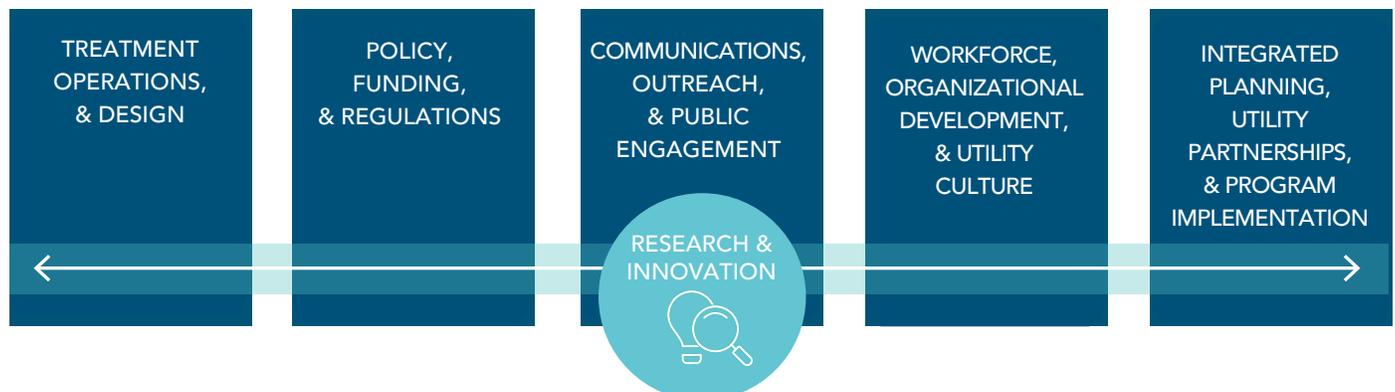
engagement with the professionals responsible for system operations and implementation. Sponsors gain direct access to decision-makers, practitioners, and operators from water and wastewater agencies throughout California.

ATTENDEES

The conference is designed for individuals, organizations, and agencies involved in or interested in the planning, design, management, operation, and use of water recycling facilities and projects throughout California, including:

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

CORE TOPICS



SPONSORSHIP OPPORTUNITIES

WateReuse California Conference sponsorships are designed to maximize your organization's visibility and marketing impact among professionals involved in the planning, design, implementation, and operation of water reuse projects. Sponsorship provides direct access to influential senior leaders, decision-makers, practitioners, and system operators from agencies and organizations across California's recycled water sector.

SPONSORSHIP INCLUDES:	DIAMOND \$10,000*	PLATINUM \$7,000	GOLD \$5,000	SILVER \$4,000	BRONZE \$2,500	PURPLE \$750
NETWORKING						
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)	●	●	●	●	●	●
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 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: Conference Bags, Badge Holders, Hotel Key Cards, Conference Attendee Wi-Fi, Opening Session Recognition, Awards Luncheon Recognition, President's Reception Signage, Welcome Reception Signage, Headshot Studio, Device Charging Stations, Registration Experience, Wellness Lounge, and Conference Survival Kit.

Tier II Sponsorship Opportunities: Registration Folders, Technical Session, Sustainable Hydration and Impact Program, and Post-Event Presentation Distribution.

Tier III Sponsorship Opportunities: Monday Coffee Break, Tuesday Continental Breakfast, Tuesday Coffee & Networking Break, Wednesday Morning Coffee Break, Monday Afternoon Coffee Break, and Tuesday Afternoon Coffee Break.

NEW! Visionary Leader Add-On See following page for details.

SPONSORSHIP OPPORTUNITIES



2026 VISIONARY LEADER QUESTION SPONSORSHIP ADD-ON: \$2000 (UP TO 5 OPPORTUNITIES AVAILABLE)

Enhance your conference presence with this exclusive add-on opportunity available to sponsors at any traditional level.

In 2026, WateReuse California is honored to welcome Captain Tammie Jo Shults, renowned Southwest Airlines pilot and aviation leader, as our keynote speaker. Following her keynote address, Captain Shults will join the WateReuse California Board President on stage for a live, moderated conversation focused on leadership and navigating uncertainty.

As a Visionary Leader Sponsor, your organization will submit a curated question in advance for consideration, subject to approval by the WRCA Managing Director. Selected questions will be asked live on stage during this featured discussion. This high-visibility opportunity aligns your organization with themes of leadership, resilience, innovation, and strategic decision-making that resonate strongly within California's water reuse community. Sponsors will receive prominent

EXHIBIT OPPORTUNITIES

A tabletop exhibit at the 2026 WateReuse California Annual Conference places your organization at the center of conference activity. Exhibits are a vital component of the event's success, providing a dedicated space designed to foster meaningful face-to-face interaction between exhibitors and attendees and to showcase solutions that advance recycled water in California.

EXHIBIT FEES

	ON OR BEFORE JUNE 5, 2026	AFTER JUNE 5, 2026
MEMBER	\$2,000	\$2,250
NON-MEMBER	\$2,750	\$3,050

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



RESERVE YOUR EXHIBIT SPACE:

Brian Ray | 916.810.1520 | bray@watereuse.org

EXHIBIT LOCATION & CONNECTIVITY

For the 2026 Annual Conference, exhibits will be located in two areas of the Hyatt Regency San Francisco: the Grand Ballroom Foyer and the Market Street Foyer. While the spaces are separate, both are integrated into the conference footprint and will host exhibitors throughout the event. This layout allows us to accommodate the full range of participating organizations while maintaining comfortable traffic flow in the main foyer areas.

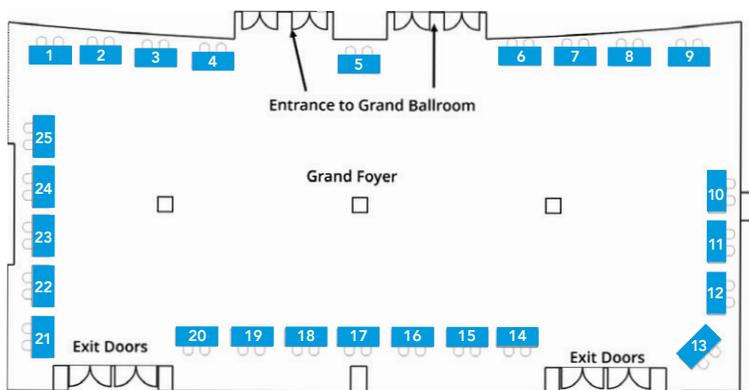
The Grand Ballroom Foyer and Market Street Foyer are located on the same conference level and connected within the Hyatt Regency's meeting space. Attendees can move easily between the two areas via a short interior walkway without leaving the conference area. Both locations will be included on conference maps and directional signage to ensure exhibitors are easy to find.

To support exhibitors in both locations, WateReuse California will:

- Promote both foyers as official exhibit areas in conference materials
- Provide clear signage and wayfinding between locations
- Encourage attendees to visit all exhibitors throughout the conference
- Schedule activities and programming to support overall exhibit engagement

We appreciate exhibitors' flexibility as we utilize the hotel's available space and remain committed to creating a positive and productive experience for all participants.

GRAND BALLROOM FOYER



MARKET STREET FOYER

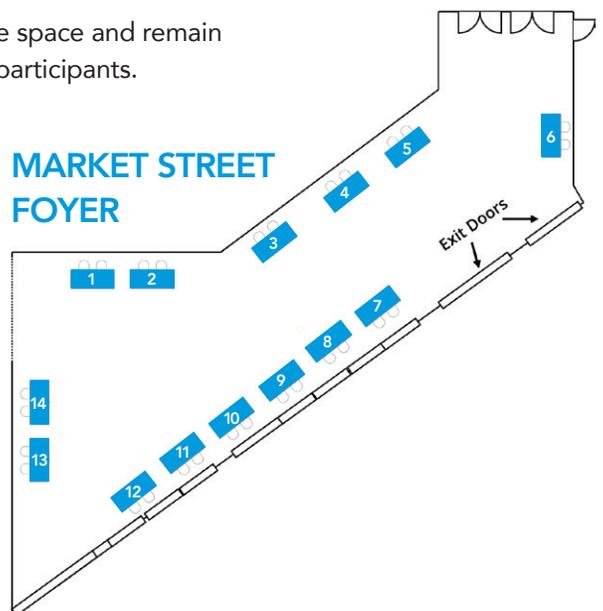


EXHIBIT HOURS

EXHIBIT SETUP

Monday, August 24 | 8:00 AM - 12:00 PM

EXHIBIT HALL OPEN

Monday, August 24 | 1:00 PM - 5:30 PM

Tuesday, August 25 | 8:30 AM - 5:30 PM

Wednesday, August 26 | 7:30 AM - 12:00 PM

EXHIBIT BREAKDOWN

Wednesday, August 26 | 2:30 AM - 4:30 PM

RESERVE YOUR EXHIBIT TODAY!

EXHIBIT SPACE SELECTIONS ARE MADE ON A FIRST-COME FIRST-SERVED BASIS ACCORDING TO APPLICATION SUBMISSION TIMES.

HOTEL INFORMATION

The 2026 WateReuse California Annual Conference will be held at the Hyatt Regency San Francisco. A limited number of guest rooms have been reserved at the conference rate for attendees. To receive this special rate, make your reservation using the official conference booking link or by calling the hotel and referencing the WateReuse California Annual Conference.

Rooms are available on a first-come, first-served basis and must be reserved by August 4, 2026. After this date, any remaining rooms in the conference block will be released, and the conference rate may no longer be available. We encourage you to book early to ensure availability.

HYATT REGENCY SAN FRANCISCO

Five Embarcadero Center, San Francisco, CA 94111 | 415.788.1234

ROOM RATE: \$279.00

Rate is subject to tax (currently 15%), City of San Francisco Tourism Assessment of 1.25%, Moscone District Assessment of 1.25%, and CA Tourism Assessment of 0.195%, for a total of 17.695%, and is subject to change.



KEY DATES

APPLICATION DEADLINE

Applications for exhibit space at the 2026 WateReuse California Annual Conference must be submitted no later than Friday, July 17, 2026. All applications and exhibit reservations must be completed through WateReuse California's online conference platform, Cadmium. Reservations will not be accepted via email, phone, or any other method.

WateReuse California is transitioning to Cadmium to manage sponsorships and exhibitor registrations. This system provides a more streamlined and intuitive experience, making it easier to submit applications, review available opportunities, select exhibit space, and manage participation throughout the conference planning process.

CANCELLATIONS

Cancellation of exhibit space must be submitted in writing via email to Brian Ray at WateReuse California. Refunds will be issued according to the following schedule and will be based on the email date received. Cancellations received by July 17, 2026, will receive a 50% refund. Cancellations received after July 17, 2026, will not receive a refund.

Diamond Sponsors and Exhibitors will have the ability to select their booth location in real time based on current availability. Exhibit space and sponsorship selections are made on a first-come, first-served basis according to completed applications submitted through the system.

IMPORTANT DATES

June 5, 2026	Deadline to Receive Discounted Exhibit Rates
July 17, 2026	Cancellation Deadline for Exhibitors (50% Refund)
July 17, 2026	Application Deadline for Exhibitors & Sponsors
August 4, 2026	Hotel Reservation Deadline
August 24, 2026	Exhibitor Set Up
August 26, 2026	Exhibitor Break Down