WATEREUSE® SYMPOSIUM 2027

IN PARTNERSHIP WITH THE WATER RESEARCH FOUNDATION



CAESARS PALACE

LAS VEGAS

MARCH 1-4

SPONSOR & EXHIBITOR PROSPECTUS

& YEAR-ROUND MEDIA KIT

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ABOUT WATEREUSE

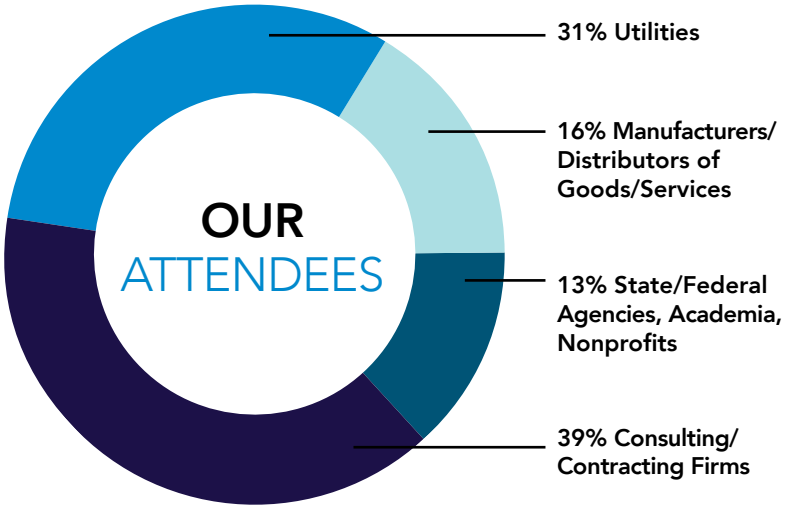
The WateReuse Association is the nation's only trade association solely dedicated to advancing laws, policy, funding, and public acceptance of recycled water. Our niche strategy sets us apart from other organizations in the water industry.

OUR MEMBERS

WateReuse members are the leaders in advancing water reuse across the United States and beyond, spearheading the growth of reuse into new regions. Our members represent over 60 million utility customers, large industrial water users committed to sustainability, government agencies, technology providers, and academia.

WATEREUSE® SYMPOSIUM 2027

The Annual WateReuse Symposium draws a cross-section of participants from water utilities, businesses, government agencies, and non-governmental organizations. Over 60% of our attendees have a role in making purchasing decisions, and half are in critical management and executive level positions.



HOT TOPICS AT THE 2027 WATEREUSE SYMPOSIUM

- Data Centers and Water Reuse
- Federal and State Funding Opportunities
- Innovative Technology
- Planning for Reuse
- Policies and Regulation
- Public Education & Outreach
- Systems Operations and Workforce Development
- Use Case Strategies: Potable, Industrial and Commercial, Onsite & Decentralized, Agricultural & Irrigation, Stormwater Management, and More!
- Water Quality & CECs

42ND ANNUAL WATEREUSE SYMPOSIUM
LAS VEGAS

Thriving in the desert requires resilience, innovation, and cooperation. Join us in Las Vegas at the confluence of water reuse, technology, and policy. The history and creativity of Nevada's water journey will provide a backdrop for the 2027 WateReuse Symposium.

SPONSOR OR EXHIBIT AT THE 2027 WATEREUSE SYMPOSIUM

The Annual WateReuse 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: CAESARS PALACE, LAS VEGAS, NV

The 2027 Symposium is at Caesars Palace in Las Vegas, Nevada. A special rate of $259/night plus tax has been arranged for a limited number of rooms. The discounted room rate is available October 6, 2026 – February 7, 2027, 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	30 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 (rate: $600)	Five (5)	Three (3)	Three (3)	Two (2)	One (1)
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, Onsite Recognition, Guide	●	●	●	●	●

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

OPENING RECEPTION SOLD

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 signature cocktail or beverage!

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, a 45-second prerecorded video played before the session begins, as well as branding onsite, on the website, and in Symposium-related emails.

SYMPOSIUM SOCIAL SOLD

Make a splash at Wednesday night's networking celebration. With a beautiful Roman aesthetic, the Neptune pool will host attendees for networking and fun with food, Vegas-style entertainment, and drinks! Sponsor receives high-profile branding and a hosted cabana. Other hosted cabanas and branded daybeds are available as add-on sponsorships.

AWARDS FOR EXCELLENCE LUNCHEON SOLD

Get everyone's attention ahead of the annual awards luncheon. 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)

Align your brand with one of the following engaging Plenary Sessions:

- Breakfast Plenary (2) SOLD
- 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 SOLD

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 SOLD

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.

HEADSHOT STUDIO SOLD

Whether you're a seasoned pro or just starting out, everyone can benefit from a polished headshot. Photographers will be onsite in our Professional 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 SOLD

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 Caesars Palace.

SPONSORSHIP CAESARS PALACE ADD-ONS

SYMPOSIUM SOCIAL CABANAS

Sponsor a cabana during Wednesday night's Symposium Social. This year's event will take place on the deck of the luxurious Neptune Pool. Options are available.

HOSTED CABANA | $7,500 ADD-ON FOR CHAMPION SPONSORS AND UP (10 AVAILABLE)

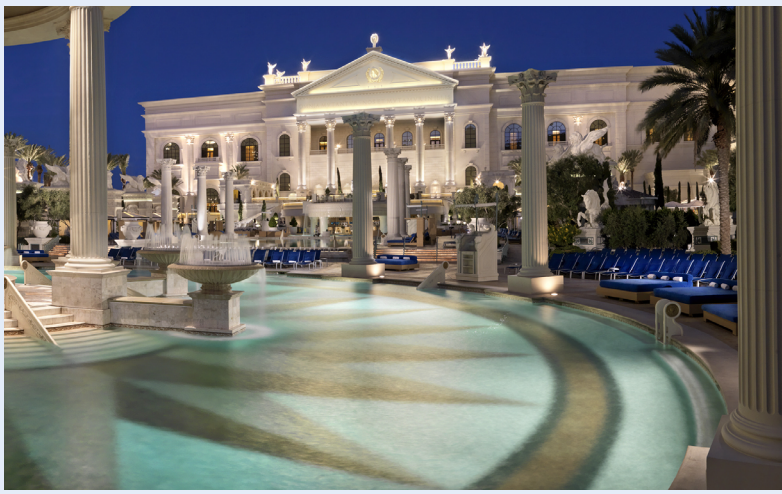
- Monitor Logo/Video: Have your logo or video loop on the dedicated monitor inside your cabana
- Branded Napkins
- Small snack or sample cocktail for guests who stop by

POOLSIDE DAYBEDS

These lounger will stand out with crisp linen and your branding featured on a pillow.

DAYBED BRANDING | $2,500 ADD-ON FOR VISIONARY SPONSORS AND UP (6 AVAILABLE)

- Branded Pillows - One Per Daybed



DIRECTIONAL ASSISTANTS

Since Caesars Palace is...well, palatial, assistants will be strategically placed throughout the hotel to help identify the location of the Symposium events. Highlight your company with handheld signs or branded t-shirts in this warm touch of hospitality.

HUMAN DIRECTIONAL ASSISTANTS | $3,000 ADD-ON FOR VISIONARY SPONSORS AND UP (10 AVAILABLE)

- Handheld Sign with Your Branding or Logo
- T-shirts with Your Logo
- Onsite Monday and Tuesday of the Symposium



SPONSORSHIP TIER PACKAGES

CHAMPION | $13,000

TECHNOLOGY SHOWCASE
The 4th 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 **SOLD**
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 **SOLD**
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 or branded item that will go in each of the attendee's guestrooms.

BRANDED STEP & REPEAT SELFIE WALL **SOLD**
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 **SOLD**
Be responsible for fueling conference attendees. Sponsorship includes prominent signage at a networking break and in promotional material.

OFFSITE TOUR (3 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 **SOLD**
Help attendees stay healthy. Your logo is included on personalized hand sanitizer provided to attendees.

SPEAKER'S LOUNGE
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
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
Students of all ages will present art, poetry, and research about water reuse. Sponsorship includes branding onsite, on the website, and in marketing.

EXHIBIT

The 2027 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 (Must book by December 19, 2026)	STANDARD RATE (Pricing after December 19, 2026)
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, 2027.

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.

SPONSORED BREAKOUT SESSIONS

$5,000

(2 REMAINING)

Are you a thought leader? Submit a Sponsored Breakout Session in 2027! 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 MEDIA KIT
MARKETING & EDUCATIONAL OPPORTUNITIES

Your WateReuse 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 *WateReuse 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

Choose a custom eblast to provide an informative message about new technology, products, or services directly to the WateReuse community. You craft the email, up to 500 words, subject to WateReuse 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 approval.

VENDOR-LED WEBCAST
$4,000/EACH

Use the WateReuse platform to host a 45-minute educational session highlighting an industry trend, technology, or other topic of your choice, subject to WateReuse approval. 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:

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

DIGITAL ADVERTISING

The WateReuse website is the information hub for all things Association-related and allows members to gain instant access to important information from WateReuse. This is a targeted audience with a keen interest in learning about products, programs, services, and educational opportunities. The WateReuse 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.