

9th EDITION!

EXHIBIT / SPONSOR PROSPECTUS



MOVING AHEAD & EXPANDING!

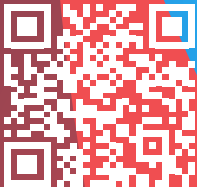
More Exhibitors | More Education | More Attendees

October 28 & 29

| In MIAMI MACC Convention Center **|**

the **Water**²⁰²⁰ expo

WASTEWATER | SEWER INFRASTRUCTURE
ENVIRONMENTAL SERVICES | PORTABLE SANITATION
HIGH PRESSURE | WATER QUALITY



SERVING
United States,
Latin America,
The Caribbean
& Worldwide!



(305) 412-3976
www.TWE20.com

SECURE your Prime Package NOW ►

updated June 15, 2020

Bringing More Business To You!

The **9th edition** of **The Water Expo** is committed to maximizing your business experience, ROI and amount of new leads acquired, in a year where major water & sanitation related events have been cancelled.

Every year over a thousand of qualified attendees have come to the show, and every year many thousands more have been unable to attend -mainly from Latin America and the Caribbean- because of the lack of a US visa, conflicting agendas, and associated travel expenses.

The potential in the regions we serve is huge, and innovative ideas have been implemented to maximize your business opportunities and performance.

the
Water²⁰²⁰
expo

**WE ARE
HERE
FOR YOU!**

2020

▶ The **PHYSICAL SHOW** will take place as always. It will run within the new health and safety guidelines established by the venue and authorities.

▶ A new **VIRTUAL PAVILION** has been added for international and domestic exhibitors willing to participate without having to travel.

▶ For both scenarios, a **MATCHMAKING BUSINESS SHOWROOM** has been included in all packages, empowering exhibitors' exposure & capabilities to do business in real time with physical and virtual attendees from around the world. Showrooms will open at show time & will run until the end of the year.

▶ A **PRIVATE VIRTUAL MEETING ROOM** will be available to allow exhibitors to schedule business meetings and to invite customers to private sessions and demos during the week of the show.

▶ The event's **EDUCATIONAL PROGRAM** has also been expanded with more content and flexibility. On-site and On-line sessions will be provided. Exhibiting companies may take full advantage of the speaking opportunities at hand to present new products, innovation, trainings, and demos.

▶ New **ATTENDEE REGISTRATION OPTIONS** -physical and virtual- are available. The latter mainly geared to the thousands of international attendees that cannot come every year.

**IT'S TIME TO EMPOWER YOUR BUSINESS,
IT'S TIME TO RESERVE YOUR PACKAGE!**

#TWE20

THE PHYSICAL SHOW

the **Water** 2020
expo

WASTEWATER | SEWER INFRASTRUCTURE | ENVIRONMENTAL SERVICES | SANITATION | HIGH PRESSURE | WATER QUALITY

9th Edition - Increased Benefits - Immediate Exposure - 40 Countries and more!

BOOTH SIZE	SPONSOR PACKAGES	A-LA-CARTE	ADD-ONS
10'x10' (3x3mts)	\$2,990 BRONZE	\$1,995 (\$19.95/sq. ft.)	Booth types \$100 for 2-sides open \$175 for 3-sides open \$250 for island booth Electricity 120 v, 5 amps \$180 (up to 300 sq. ft.) \$250 (400 sq. ft. and up) 2nd listing: \$495 Liability Insurance: \$95 Now you don't need to go through the hassle of submitting your compliant insurance (mandatory). We provide to you within show specs.
10'x20' (3x6mts)	\$4,590 SILVER	\$3,595 (\$17.98/sq. ft.)	
10'x30' (3x9mts)	\$5,790 SILVER PLUS	\$4,795 (\$15.98/sq. ft.)	
20'x20' / 10'x40' (6x6mts)	\$6,990 GOLD	\$5,995 (\$14.98/sq. ft.)	
20'x30' (6x9mts)	\$8,795 PLATINUM	\$7,800 (\$13.00/sq. ft.)	
20'x40' (6x12mts)	\$10,515 DIAMOND	\$9,520 (\$11.90/sq. ft.)	
20'x50' (6x15mts)	\$11,995 DIAMOND PLUS	\$11,000 (\$11.00/sq. ft.)	

SPONSOR PACKAGES BENEFITS:

- A-LA-CARTE BENEFITS

- **LOGO** in Homepage Website (with link), Guide & On-Site
- **FEATURED LISTINGS** in Website (bilingual), Guide & On-Site
- **20-min. SPEAKING** in English or Spanish (or **QUARTER PAGE AD**)
- **PLATINUM Bonus: HALF PAGE AD** in the Guide
- **DIAMOND (& Up) Bonus: PAGE AD** in the Guide

A-LA-CARTE BENEFITS: Pipe & drape, 6' draped table, 2 chairs, waste basket, ID sign, on-line & Guide listings, staff badges, FREE passes for guests. (10x20 & larger: 2 tables & 4 chairs), **NEW: MATCHMAKING BUSINESS SHOWROOM** and **Exclusive SOCIAL MEDIA** postings & banner.

OUTDOOR EXHIBITS & DEMOS:

- 300 sq. ft. minimum • 50% OFF a-la-carte rates

DOUBLE YOUR LEADS (PHYSICAL & VIRTUAL) WITH NEW BENEFITS & OPTIONS:

MATCHMAKING BUSINESS SHOWROOM (NEW, included in all packages): Share your product line in full with attendees (physical & virtual) - in an on-line interactive environment- with company info, extensive descriptions, product categories, market coverage, brands, catalogues, special offers, videos, demos, education, social platforms, key persons to approach and more... (a self-service feature; will stay active until Dec. 31st, 2020)

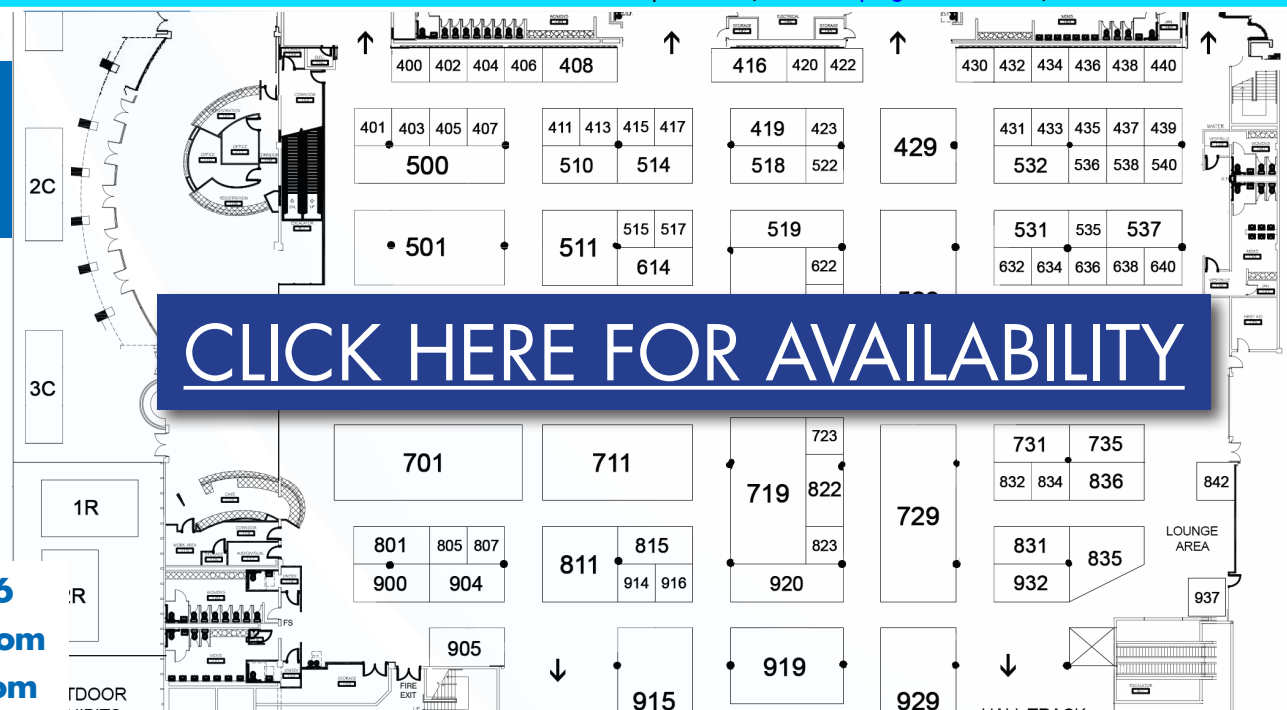
PRIVATE VIRTUAL MEETING ROOM (@ \$495): Add to your Matchmaking Business Showroom to expand your reach at the show in an interactive way... Connect with buyers and distributors from all around the world in a private online meeting area... Schedule your one-on-one business meetings... For private on-line presentations & demos... Available 24 hours during the show week (Mon. Oct 26 to Fri. Oct 30)

SOCIAL MEDIA POSTINGS (NEW, included in all packages): Exclusive banners for each exhibitor & speaker designed by us at no charge and provided to you, will be posted in our FB, Twitter, Instagram & LinkedIn.

NEW...VIRTUAL PAVILION: For worldwide exhibitors & sponsors ([see next page for details](#))

**MAKE
YOUR
SELECTION!**

**OCTOBER
28 & 29,
2020
In MIAMI!**



| (305) 412-3976
| www.TWE20.com
| mail@TWE20.com

VIRTUAL PAVILION

OCTOBER 28 & 29



the **Water** 2020
expo

The option to exhibit / sponsor from your country without traveling.
A cost-effective alternative to massively expand your business worldwide...
Connect from your office, home and even from your hotel room.

(305) 412-3976
mail@TWE20.com

BENEFITS	TOP \$3,990	PLUS \$2,990	MAIN \$1,995
Matchmaking Business Showroom Share on-line your product line in full with all attendees (physical & virtual) -in an interactive environment- with company info, extensive descriptions, product categories, market coverage, brands, catalogues, special offers, videos, demos, education, contact info, social media platforms, key persons to approach & more	X	X	X
Space on Map A numbered space will be assigned to you on the Virtual Map for easy identification and with a link to your Matchmaking Business Showroom	Top	Plus	Main
Featured Speaking slot (On-Line Program) You receive extensive exposure and the attendance dB to your session.	X	X	
1-week Private Virtual Meeting Room To expand your reach out at the show in an interactive way... Connect with buyers and distributors from all around the world at show time in a private online meeting area... Schedule your one-on-one business meetings... For private on-line presentations and demos... Available 24 hours during the show week (Monday, Oct 26 to Friday, Oct 30)	X		
AD in the Expo Guide	Page	Half	Quarter
Social Media Postings Exclusive banners for each exhibitor & speaker designed by us at no charge, will be posted in our FB, Twitter, Instagram and LinkedIn platforms. Banner provided to you for your own promos.	X	X	X
Logo w link in homepage web Get extensive exposure as a show sponsor in the events entrance webpage	Silver Window	Bronze Window	
Logo in Showroom, listings on-line, guide & on-site	X	X	
Logo in Space on Map	X	X	
Top Listings on-line	X	X	
Listings on-line, guide & on-site	Prominent	Prominent	
Staff registrations	6	4	2
Free ONLINE VIP registrations for guests Invite guests to attend for FREE as an ONLINE VIP registrant (a \$110 value each)	15	10	5

ADD-ONS

FEATURED SPEAKING SLOT (ON-LINE) \$795

You receive extensive exposure & the attendance dB to your session.

1-WEEK PRIVATE VIRTUAL MEETING ROOM \$495

Connect with buyers and prospects from all around the world in a private online meeting area. Available 24 hours during the show week. (Mon., Oct 26 to Fri., Oct 30)

FEATURED 25-MINUTE DEMO SLOT (ON-LINE) \$495

Perform a demonstration with your technology/equipment/product. You receive extensive exposure and the attendance dB to your session.

30-SEC COMMERCIAL \$995

Released in between sessions or demos in the ON-LINE educational program. Each commercial receives 4 releases, two each day (Oct 28 & 29). Commercial produced by the exhibitor.

LIVE CHAT IN YOUR SHOWROOM \$295

For easy real-time connection with customers & prospects. Will be active until December 31st, 2020

YOUR COMPANY IN A WATERITO STORY \$1,295

Produced by The Water Expo. Include your brand, logo & message in the story. It will be posted and released several times before, during and after the show. See a [sample here](#).

EXCLUSIVE SPONSORSHIPS

Stand out from your competitors... Dominate the event!

OCT. 28 & 29

9th Edition

the **Water** 2020
expo

A - MAIN OPENING (exclusive):

\$2,500 (Non Exh.) | \$2,000 (Exh.)

Open the Event with Your Message

Clear 10-minute open message, event signage & Av screen, literal opportunities. Recognition in website, show promotions, event's program & guide.



B - TWE20 "HAPPY HOUR" (exclusive)

\$2,000 (Non Exh.) | \$1,600 (Exhibitor)

On Day 1, August 26, 4-5 pm.

Be the Host of

standing presence & exposure during the "Happy Hour". Recognition in event's program and guide, your logo on event signage. Literature distribution opportunities.



C - "SEE-YOU-IN-2021 FREE BEER CLOSING" (exclusive):

\$2,000 (Non Exh.) | \$1,600 (Exh.)

On Day 2, Aug 27, 3pm by your BOOTH.

Logo on event signage, Recognition in website, show promotions, event's program and guide.

D - REGISTRATION & BADGES (exclusive):

\$2,500 (Non Exh.) | \$2,000 (Exh.)

Welcome Attendees with Your Message

register on-line and in their Badges on-

Banner with link on-line on registration page

badges. Logo at Registration area. Advanced

site, show promotions, and expo guide.



E - LANYARDS (exclusive):

\$2,000 (Non Exh.) | \$1,600 (Exhibitor)

Lanyard provided by sponsor.

F - CHARGING STATION (exclusive):

\$2,500 (Non Exh.) | \$2,000 (Exh.)

Keep attendees fully operational with

their mobiles! Logo with a Courtesy of "Your

Company Name" in the station. Advanced

recognition in website and show promotions,

recognition in event's program and guide.



G - TWE20 FLOORPLAN (exclusive):

\$2,500 (Non Exh.) | \$2,000 (Exhibitor)

Banner (620 x 60 px) posted on the online interactive floorplan,

"Courtesy of your Company name & Logo" in the central pages of

the Expo Guide and in Directional Boards onsite.

H - EXPO BAG (exclusive):

\$2,000 (Non Exh.) | \$1,600 (Exh.) Bring your own

bag to the Show and Make it the EXPO BAG!

Advanced recognition in website and promotions, recognition in event's program and guide (Bag is provided by sponsor)

I - TWE20 EDUCATIONAL PROGRAM (exclusive):

\$2,500 (Non Exh.) | \$2,000 (Exhibitor)

Be the Exclusive Sponsor of the Educational Program (on-site & on-line). Mention & Logo in promotional Schedule & Guide.

J - TWE20 SPECIAL COURSE:

\$2,500 (Non Exh.) | \$2,000 (Exh.)

Deliver your message as a thought-leader

in your field and interact with qualified

potential customers and professionals.

Table top by the breakout entrance, Logo on welcoming board & among exclusive sponsors, literature distribution. Recognition in website, event's program & guide.



K- INSERTS in EXPO BAG (5 available):

\$750 ea. (Non Exh.) | \$360 ea. (Exh.)

Unique item provided by sponsor to include in

The item must be approved by The Water expo.



L- COFFEE STATIONS: Opening \$950 | Courses,

Matchmaking & Featured Sessions \$750 ea. |

\$3,500 (exclusive for the whole show)

Logo on event signage by the coffee station, Recognition in website, show promotions, event's program & guide.

M- TWE20 WEBSITE (exclusive):

\$2,500 (Non Exh.) | \$2,000 (Exh.)

Banner with link in every page of the

displayed in the header. Recognition in

guide.



N- TWE20 AUDIO VISUALS (exclusive):

\$2,500 (Non Exh.) | \$2,000 (Exhibitor)

Logo in ALL A/V screens at Educational Breakout & Floor Tracks.

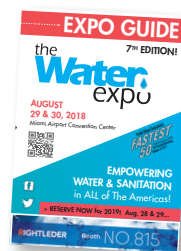
Recognition in website, promotions & guide.

EXCLUSIVE SPONSORSHIPS may be also customized as per your needs.

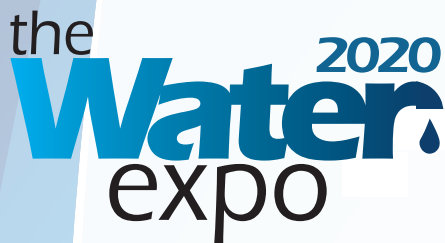
EXPO GUIDE ADVERTISING:

TWE20 Expo Guide is a 5 1/2" x 8 1/2" full color booklet publication, with complete event info, distributed on-site to each attendee.

Back cover	\$1,995	exclusive
In cover	\$1,495	exclusive
Page 3	\$1,495	exclusive
Full page	\$1,295	
Half page	\$795	
Quarter page	\$495	
Cover banner	\$995	exclusive



(305) 412-3976 | mail@TWE20.com



October 28 & 29, 2020

Miami Airport Convention Center

Please complete, sign & return this Agreement to show organizers
By FAX to **(305) 412-3247** or
mail@TheWaterExpo.com

All requests will be assigned on a first-come, first-served basis.

Make your check payable to
THE WATER EXPO and mail it to
8900 SW 107 Ave., Ste. 313
Miami, FL 33176

To pay by credit card use the box at the bottom.

To pay by wire transfers or ACH ask for instructions.

Agreement will be considered valid when signed by Show Management

PARTICIPATION AGREEMENT

This Box is for your info in the Expo Guide & Online - Please print clearly

COMPANY/EXHIBITOR: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Phone: (_____) _____ www: _____

Main **BRANDS:** 1) _____ 2) _____ 3) _____

INDUSTRIES: ☐WasteWater ☐Sewer ☐ Environ-Svcs. ☐Portable Sanitation ☐Pressure ☐Quality

MARKETS: ☐ USA ☐ FL ☐ South FL ☐ Caribbean ☐ Central America ☐ South America

Your description for the Guide (limit to 20 words)

CONTACT 1(Name): _____ **Title:** _____

Phone: (_____) _____ Cellular: (_____) _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

CONTACT 2: _____ **Title:** _____

Phone: (_____) _____ Cellular: (_____) _____

Email: _____

MAKE YOUR SELECTION

- 1) **Sponsor Package:** DIAM+___ DIAM___ PLAT___ GOLD___ SILV+___ SILV___ BRO___
- 2) **Booth size:** _____' X _____' **Choices:** a) # _____ b) # _____ c) # _____
- 3) **Booth types:** Add ☐ \$100 (2-side open) ☐ \$175 (3-side open) ☐ \$250 (Island booth)
- 4) **Add-ons:** **Electricity:** ☐ \$180 (up to 300 sq. ft.) ☐ \$250 (400 sq. ft. and up)
Liability Ins.: \$95 _____ **Speaking:** \$795 _____ **Virtual Meeting Room:** \$495 _____
- 5) **Exclusive Sponsorships:** _____ **Guide AD (size):** _____
- 6) **Virtual Pavilion Package:** TOP _____ PLUS _____ MAIN _____ Space on Map assigned on a first come basis.

Standard booth packages include pipe & drape, one 6' draped table, 2 chairs, 1 wastebasket, ID sign, listings in Guide, staff badges, Matchmaking Business Showroom & Exclusive Social Media postings. (10x20 & larger: 2 tables & 4 chairs). Liability insurance is mandatory. Refer to your confirmation email for details.

COST

- 1) **Package** \$ _____
- 2) **Booth** \$ _____
- 3) **Booth type** \$ _____
- 4) **Add-ons** \$ _____
- 5) **Exclus./Ads** \$ _____
- 6) **Virtual** \$ _____
- TOTAL** \$ _____

**Approved by
Show Management**

Exhibitor / Sponsor Signature

Expo Account Executive

Date

As an authorized representative of the Company / Exhibitor contracting services described above, I have read and understood the content of this Agreement as set forth here and in THE WATER EXPO Terms & Conditions, and agree to abide by them. Fax, email and image transmission of this Agreement and any signatures affixed hereto shall be considered for all purposes as originals.

PLEASE CHARGE MY CREDIT CARD

VISA _____ MC _____ AMEX _____ DISC _____

Number _____ Cardholder _____

Expiration: _____ Sec. Code: _____ Signature _____

Billing Address _____ City _____ State _____ Zip _____