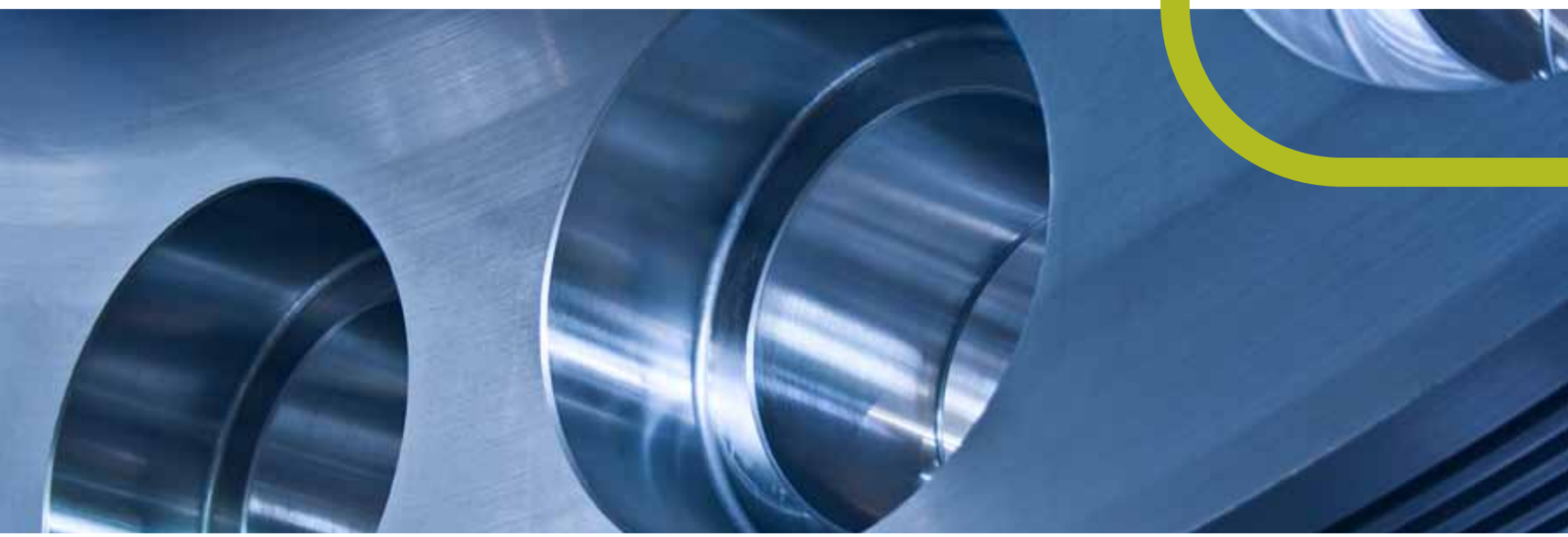
weftec® 2012
the water quality event™

EXHIBITOR PROSPECTUS

85th Annual Water Environment Federation Technical Exhibition and Conference
New Orleans Morial Convention Center | New Orleans, Louisiana USA
Conference > September 29 – October 3 | Exhibition > October 1–3



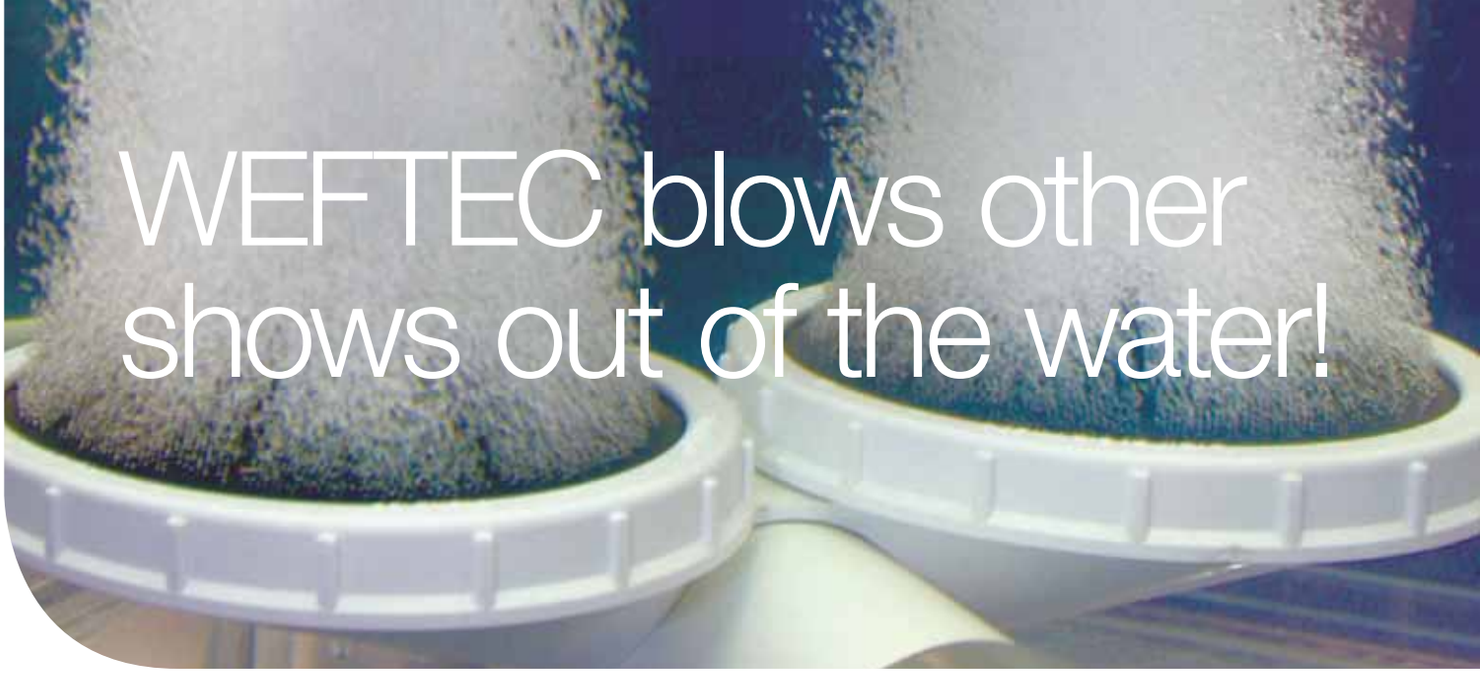
Water Environment Federation®
the water quality people®

WE&T water environment and technology

world water

What happens in water, starts at WEFTEC!

Be a part of water's future at the largest water and wastewater exhibition in the world. WEFTEC is the premier destination for buyers looking to purchase tomorrow's technology today. Water professionals come to WEFTEC seeking out industry leaders like you who are redefining possibilities with the most advanced water products and services. Water innovation starts at WEFTEC.



WEFTEC blows other shows out of the water!

Trade Show Executive GOLD 100

One of the top 100 shows — WEFTEC 2010 was ranked 55 of the Gold 100 trade shows

The leading water and wastewater exhibition with 950 exhibitors and 290,000 sq. ft.

More than 1,000 presenters covering the full water cycle

Global reach that includes 1,514 international attendees from over 70 countries

NEW FOR THIS YEAR!

WEFTEC Stormwater Pavilion

Your equipment and services will be recognized among the most exceptional and cutting-edge stormwater products!

WEFTEC Innovation Pavilion

See the winners of the 2012 Imagine H_2O Awards for innovation in the water sector.

5 Technical Session Rooms on the WEFTEC expo floor!

To keep the floor traffic stronger than ever, WEFTEC is putting over 24 technical sessions on the expo floor!

Be part of the most important water event of the year—reserve your WEFTEC space today!

Your unparalleled opportunity to sell!

WEFTEC delivers the highest quality and quantity of water product customers.

WEFTEC 2011 Registrants

	Full Week	Daily	Total
Full Conference & Exhibition	2,409	227	2,635
Exhibition Only	2,196	2,100	4,296
Operations Challenge	201	n/a	201
Students	303	n/a	303
Workshop Only	n/a	108	108
Buyers			**7,577**
Booth Personnel			7646
Spouse/Partner Guest Program			344
Others			1937
Press			45
Grand Total			**17,515**

WEFTEC 2011 Registrants' Key Focus Areas

Collection Systems	2,480
Drinking Water	3,001
Groundwater	1,631
Industrial Water/Wastewater/Process Water	4,056
Land & Soil Systems	479
Legislation	704
Odor/Air Emissions	1,168
Public Education/Information	588
Residuals/Sludge/Biosolids/Solid Waste	2,218
Stormwater	2,023
Toxic & Hazardous Material	582
Utility Management and Environmental	1,271
Wastewater	6,282
Water Reuse and/or Recycle	2,446
Water/Wastewater Analysis & Health/Safety Systems	1,622
Watershed/Surface Water Systems	1,339
Other	312

WEFTEC 2011 registrant data.

Your largest audience of purchasers and decision makers!

Why settle for anything less than WEFTEC?

	WEFTEC 2011 Los Angeles	**WEFTEC 2010** New Orleans
Total Attendance	16,940	17,549
Exhibitors	923	985
Net Square Footage	284,150	295,295

Your access to the greatest diversity of water professionals!

Reach all types of water buyers. Whether you want to sell to a consultant, plant manager, or engineer, WEFTEC has you covered.

WEFTEC 2011 Registrants' Employers

Consulting or Contracting Firm	1,854
Educational Institution	325
Government Agency (EPA, State)	181
Industrial Systems/Plant	232
Manufacturer of Water/Wastewater Equipment/Products	1,729
Municipal/District Water and Wastewater Systems and/or Plant`	1,610
Municipal/District Wastewater only Systems/Plants	802
Municipal/District Water only Systems/Plant	72
Research or Analytical Laboratories	60
Water/Wastewater Product Distributor or Manufacturers Representative	1,404
Other	577

WEFTEC 2011 Registrants' Primary Job Functions

Education	86
Engineering and Design Staff	1,395
Engineering, Laboratory and Operations Management	780
Operations	542
Purchasing/Marketing/Sales	1,796
Scientific and Research Staff	184
Student	283
Upper or Senior Management	3,127
Public Officials	72

Your connection to the industry's biggest spenders!

Reach the industry's top leaders with multi-million dollar budgets.

Attendee Product Interests

Chemicals and Chemical Handling	26%
Contract Operations	9%
Drinking Water Treatment Equipment/Processes	32%
Engineering & Consulting	27%
Industrial & Hazardous Waste Management	13%
Instrumentation, Controls and Automation	38%
Pipe and Collection Systems	31%
Pumps, Valves and Motors	48%
Safety Equipment	18%
Sampling and Laboratory Equipment/Services	18%
Solids Processing/Biosolids Management	38%
Stormwater Treatment Equipment/Processes	21%
Wastewater Treatment Equipment/Processes	69%
Other Related Products or Services	4%

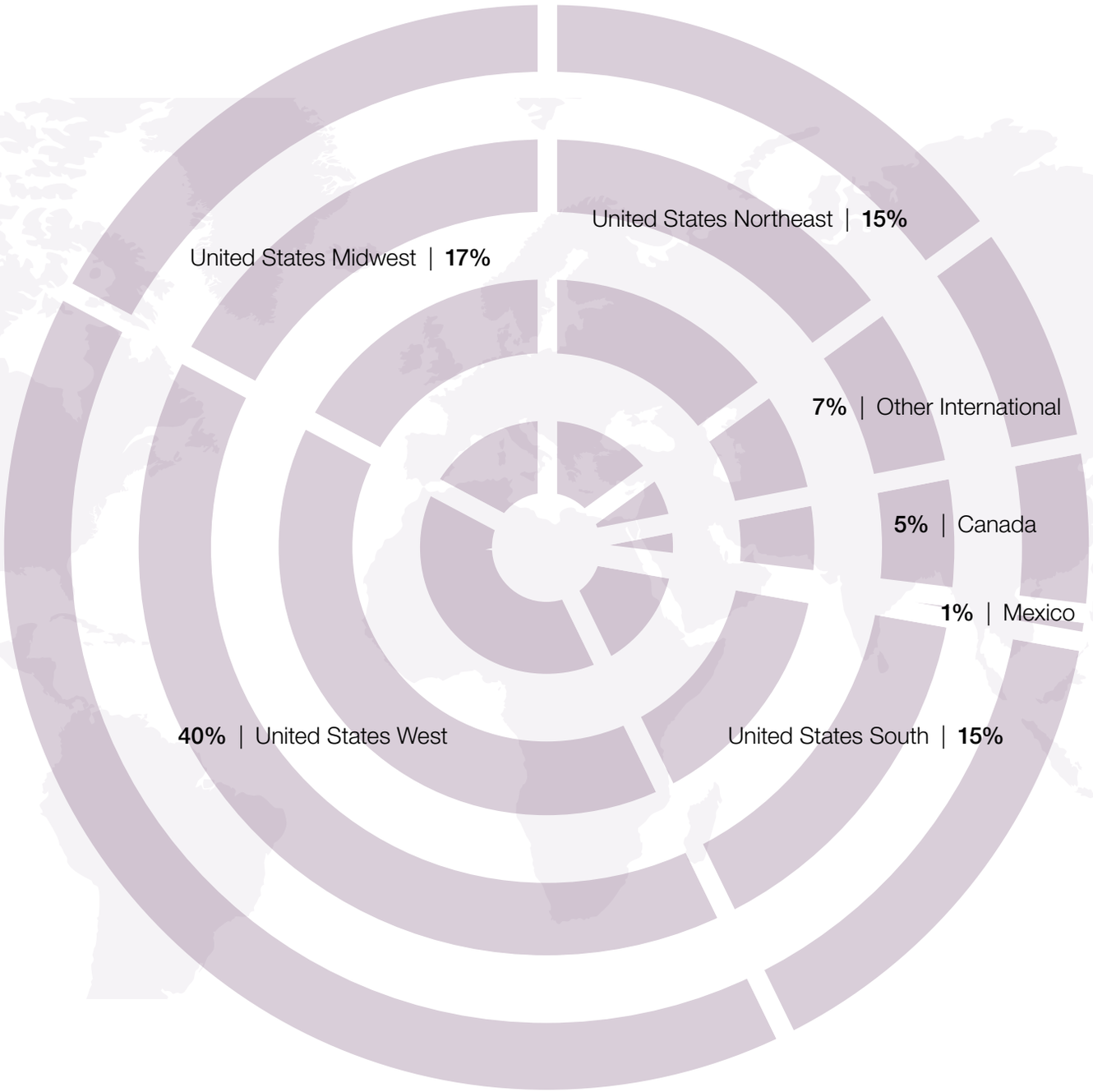
Average Budgets

	Capital Equipment	Operating & Maintenance
Collection Systems	$9,468,500	$8,835,700
Wastewater Treatment	$8,617,000	$12,561,300
Drinking Water Treatment & Distribution	$8,789,700	$7,562,500

WEFTEC 2011 registrant data

Your best opportunity to increase your global reach!

WEFTEC is the international conference and exhibition of choice in North America.



WEFTEC 2011 Registrant Data.

How it Works

Everything you need to reserve exhibit space for WEFTEC 2012

What is included?

- Inline spaces: 8' high back drape, 36" side dividers
- Shared islands: 8' high back drape
- Booth personnel admittance badges, four per 100 square feet rented
- Free access to registrant data via the internet once space is fully paid. Non-exhibiting companies may not purchase the use of this data
- One copy of the proceedings on CD-ROM and discounts on additional copies
- Exclusive advertising opportunities on the WEFTEC website and in the pre-conference emails sent to registered attendees

The exhibitor is responsible for providing all booth furnishings, including carpet, tables, chairs, etc. Electricity and other utility connections are not provided with the space but can be ordered.

How will space be assigned?

Reservations will be assigned in date receipt order. If the requested space is not available, the most comparable space will be assigned. Space assignments will be mailed within two weeks of receipt.

How much?

WEF Exhibitor Members	$31 per square foot additional $200 per corner
Non-Exhibitor Members	$37 per square foot additional $200 per corner

A 25% deposit is due with the Exhibit Space Reservation and Contract. The balance is due no later than May 31, 2012. If the reservation is submitted after May 1, 100% of the booth fees must be paid. Please use the reservation form included in this packet of information.

What if we have to cancel?

Cancellations or reductions in space received February 1 through May 31 will be liable for 10% of the booth fee for the cancelled space; those received after May 31 will be liable for 100% of the booth fee for the cancelled space.

Exhibitors who need to make adjustments or cancel their space reservations are requested to call WEF at 1-703-684-2434. However, the cancellation is not effective until a written cancellation notice has been received from the exhibitor. Cancellations sent via facsimile (1-703-684-2482) or email (weftecsales@wef.org) will be accepted.

Dates to remember

January 31, 2012	All booth requests must include a 25% deposit.
February 1, 2012	Booth sales open to new exhibitors. 10% cancellation/ reduction fee in effect.
March 2012	Marketing and Promotional Opportunities information available.
May 31, 2012	Final booth payment due.
June 1, 2012	100% cancellation/reduction fee in effect.

Elevate your presence with sponsorships and advertising

WEFTEC Sponsorship Program

Make the most of your marketing dollars and be seen by buyers before, during, and after WEFTEC by purchasing a sponsorship. Discuss the options with our sales team to find the right sponsorship for your company.

WEFTEC Advertising Opportunities

WE&T WEFTEC preview Issue

This August issue includes a special WEFTEC preview section and reaches readers at a time when interest is starting to build – two months prior to the show. The WEFTEC Preview issue of WE&T should be a part of every exhibitor's pre-show promotional plan.
Ad Closing: **July 2**

WE&T WEFTEC Show Issue

This giant September special issue of WE&T includes a complete show guide for attendees, including detailed descriptions of every exhibiting company. Attendees use this issue to help them plan which exhibits to see. Placing an ad in this issue helps ensure that your exhibit will be on attendees' "must-see" lists. As an added bonus, the September issue will be widely distributed at WEFTEC 2012 and at additional shows throughout the year.
Ad Closing: August 1

WE&T WEFTEC Wrap-Up Issue

The December issue includes follow-up reports on the show, including the results of the popular Operations Challenge competition. An ad in this issue will help reinforce the positive impression attendees have after seeing your exhibit at WEFTEC.
Ad Closing: November 1

WEFTEC Conference Announcement

Get an early start on your WEFTEC promotions with an ad in the official WEFTEC Conference Announcement. Published in May and mailed to more than 50,000 prospective attendees, the WEFTEC Conference Announcement is the show catalogue and includes the first look at the technical program, hotel and travel information, and registration details. Attendees will hold onto this right up until the show, giving it an extra-long shelf life. As an added bonus, the WEFTEC Announcement will be distributed at multiple shows between June and September, including AWWA's ACE 2012.
Ad Closing: March 5

WEFTEC Conference Program

Distributed onsite to every attendee, the official program is the primary repository of all the information attendees need to know at the show, including times and locations of events and workshops, the full technical program, exhibit descriptions, and the exhibit hall floorplan. An ad in the WEFTEC Program is the best way to ensure that you reach 100% of the attendees when it counts the most – during the show. Advertise in the program and your exhibitor listing will include a reference to the page number of your ad.
Ad Closing: July 23

WEFTEC Daily

The *WEFTEC Daily* is a tabloid-sized news publication that will be printed overnight and actively distributed each morning during the show – three completely different issues for Monday, Tuesday, and Wednesday, October 1–3, 2012. The *WEFTEC Daily* will feature timely coverage of the major events of the day and will be distributed at multiple locations at the show. This is an excellent medium for promoting your special events, product demonstration schedules, prize drawings, and other promotional activities at WEFTEC. **Ad space will be limited, so order early.**
Ad Closing: August 27

Give us a call

We're here to help

		North and South America	Outside the Americas
WEFTEC Exhibition Sales	contact	**Sacha Carey, Assistant Director** Exhibition Sales	**Nic Christy, Director** International Business Development
	phone	1-866-4WEFTEC toll free (1-866-493-3832) +1-703-684-2434 globally	+44 (0) 789 992 7926
	fax	+1-703-684-2482	+44 (0) 207 336 0377
	e-mail	scarey@wef.org	nchristy@weftec.org
Advertising Sales & Sponsorships	contact	**Jenny Grigsby**	**Nic Christy**
	phone	1-866-767-2451 toll free +1-703-684-2451 globally	+44 (0) 789 992 7926
	e-mail	jgrigsby@wef.org	nchristy@weftec.org
WEFTEC Exhibit Space Reservations	fax	+1-703-684-2482	
WEFTEC Exhibitor Services	contacts	**Stefanie Walter and Yesha Bell**	
	phone	+1-703-684-2443	
	fax	+1-703-535-5261	
	e-mail	expoinfo@wef.org	
Conference Information	phone	1-800-666-0206 toll free (menu option 2) or +1-703-684-2452 globally	
	fax	+1-703-684-2471	
	e-mail	csc@wef.org	
Online Informationf		**Official WEFTEC Web Site**	www.weftec.org
		WEF Web Site	www.wef.org

As an exhibitor, you get FREE promotion in WEFTEC's top water publications!

- Online Exhibitor Directory – www.weftec.org
- Conference Announcement
- Conference Preview issue of *Water Environment & Technology*
- Conference issue of *Water Environment & Technology*
- Official Conference Program and Exhibitor Directory
- Onsite Product Locator

In order to have your company listing appear in the publications, space reservation must be received prior to the scheduled print dates and space fees must be current.

Follow us at
www.weftec.org/socialmedia

Water Environment Federation®
the water quality people®
601 Wythe Street,
Alexandria, Virginia
22314-1994 USA
phone: 1-703-684-2400
fax: 1-703-684-2492