



WEF
**Circular Water
Economy Summit**

2024 PROSPECTUS

July 15 – 17, 2024 | Dallas, TX



Presented by:





WEF's Circular Water Economy Summit

Mission Statement

The Water Environment Federation, through the Circular Water Economy Summit, is bringing together water professionals from Industry; to share lessons learned and identify new solutions to managing water profitably and sustainably.

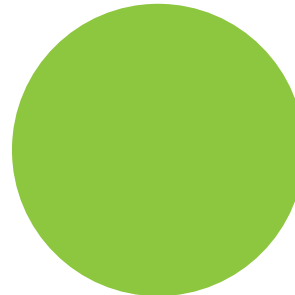
Attendees will have the chance to network with colleagues in similar roles within different industries to discuss industry best practices, examine real-life examples of circular water solutions to industrial water challenges, explore the opportunities for developing a circular water system, and learn to commercialize the products that result from it. Attendees will come away with a clear sense of how they and their organizations can implement a circular water system and help shape the business of water.



The Circular Water Economy (CWE) Summit

A community of water thought leaders work within all industrial sectors. Industrial water thought leaders rarely, if ever, gather to learn what products, services and systems are being deployed by their colleagues outside of their focus. The WEF Circular Water Economy (CWE) Summit has been created to gather the industrial water community and create the venue for collaboration and thought leadership.

The industrial water community needs to learn and implement new businesses and products that take their waste streams and turn them into value streams. The CWE Summit exists to help the industrial water community create a world free of water challenges for industry.



Who Attends the CWE Summit?

75% of attendees were Industrial Water Professionals with Buying or Procurement Power

80% of attendees were C-Level Executives

Attendees include government agencies such as the U.S. Departments of Energy, Defense, and Commerce and Agriculture

The CWE Summit is attended by senior water professionals from companies taking the lead on circular water solutions such as Georgia Pacific, Marathon Oil, Tyson Foods, PepsiCo, Walmart, Costco, US Foods, Google, Jack Daniels, Toyota, General Motors, and Ford Motor Company.



2023 KEY SUMMIT SPEAKERS

- Anthony Giovannone, **Google**
- Alan Burghard, **CHS**
- Toni McRory, **Walmart**
- Michael Waiteck, **PepsiCo**
- Matthew Blandford, **Beam Suntory**
- Andy Battjes, **Brown Forman**
- Kevin Butt, **Toyota**



Why would you want to sponsor this event?

- WEF is the leading organization for the water industry and resource recovery
- WEF's Circular Water Economy Summit aims to be the premier meeting place for thought leaders in the industrial water community
- WEF's 2023 edition was the inaugural event, and we are committed to growing for years to come
- You can reach 250+ thought leaders gathered for two days of convening on timely, essential topics

Who will attend the event?

- C & VP level executives with decision or thought leadership power in private industries
- Lead Sustainability Officers across industries
- State & Federal departments focused on industrial water and water circularity
- Thought leaders focused on Water Circularity in industry
- Companies working to turn a waste stream into a value stream

What is the format of the event?

Principal Speakers, World Café Style rotating sessions, panels focused on key industrial sectors, networking

2024 Focused Industrial Verticals

- Energy, Oil, Gas, Chemical & other product manufacturing
- Pulp, Paper & Packaging across various industries
- Food, Agriculture, Beverage, and other consumable industries
- Overall manufacturing including construction, technology, and Production Manufacturing



SPONSORSHIPS

CWE Presenting Sponsorship

\$30,000

- Identified as the CWE Presenting Sponsor with Logo placement on all CWE materials, website and select on-site signage
- Opportunity to either introduce a Keynote Speaker or present a 3-minute company video at the beginning of the keynote session or session
- Conference area branding: Large Column Banner
- Five (5) Complimentary Summit Registrations for company use
- Company information sent to each registrant via an eshowmail
- Receive a post-show list of registered attendees
- Exclusive sponsorship of one (1) social event (Reception, Lunch or Dinner) with speaking opportunity
- One (1) Full-page advertisement in WE&T

CWE Financial Leader Sponsorship

\$25,000

- Identified as the CWE Financial Leader Sponsor with Logo placement on all CWE materials, website and select on-site signage
- Logo branding before one (1) session
- Five (5) Complimentary Summit Registrations for company use
- Company information sent to each registrant via an eshowmail
- Receive a post-show list of registered attendees
- Sponsorship of one (1) Social Event with other sponsors (Event TBD)
- One (1) meterboard
- One (1) Full-page advertisement in WE&T

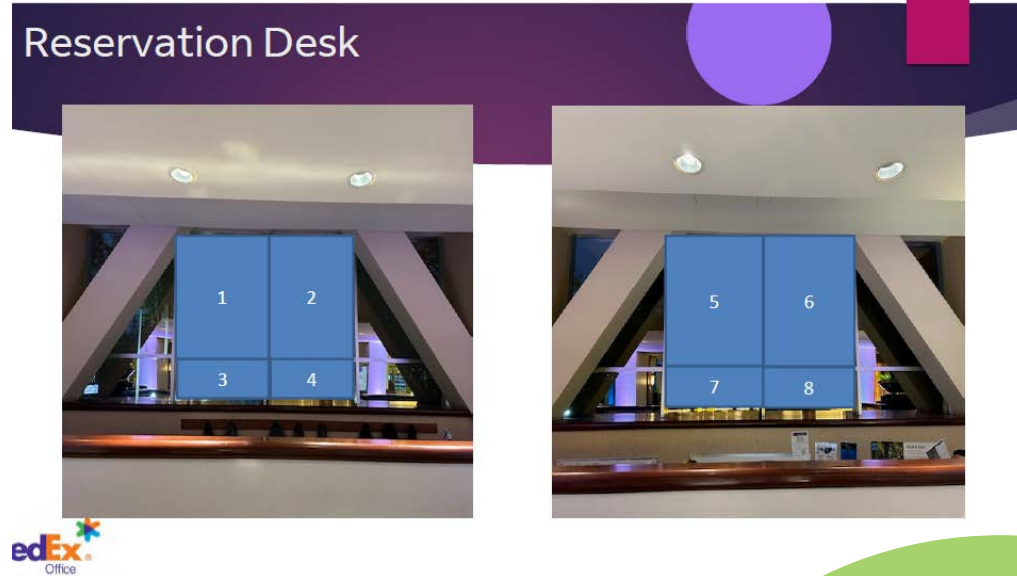


SPONSORSHIPS

CWE Registration Sponsor

\$18,000

- Identified as the CWE Registration Sponsor
- Banner ad on CWE registration landing page
- Logo footer on registration confirmation emails
- Two (2) Complimentary Summit Registrations for company use
- One (1) meterboard sign or two (2) 24" x 24" floor decals placed in conference registration area
- Two (2) Hotel Registration Desk decal panels (1 & 2 or 5 & 6) at the hotel registration desk (placed on Sun & Mon only)



SPONSORSHIPS

CWE Networking Breaks Sponsor

Single day: \$3,995 (two available, one each day)

Exclusive: \$6,950 (four breaks over both days)

- Coffee cups, lids and branded sleeves placed at the networking breaks
- WEF responsible for the production and placement of the cups, lids, and branded sleeves at each networking break
- Company will be listed as the Networking Break sponsor when necessary
- Signage placed at each break
- Receive a post-show list of registered attendees



CWE WIFI Sponsor

\$8,950

- Sponsor can select either the WIFI network name or password for the complementary WIFI offered to all conference attendees in meeting rooms and networking spaces.
- Sponsor Splash Page when logging into the WIFI network.
- Sponsor recognition on signage in conference areas.
- One (1) full-conference registration.
- Receive a post-show list of registered attendees



SPONSORSHIPS

CWE Show Lanyard Sponsor

\$7,500

- WEF responsible for the production of the lanyards
- Lanyards branded with company logo

CWE Water Bottle Sponsor

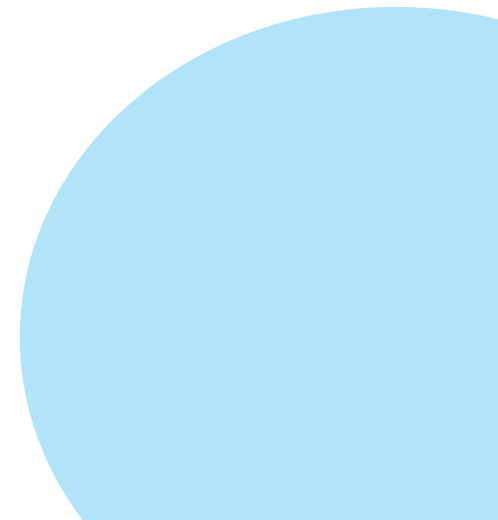
\$5,000

- Sponsor provides 250 WEF-approved water bottles to be distributed to each attendee at registration
- One (1) Complimentary Summit Registration for company use

Tabletop Sponsor

\$5,000

- One (1) tabletop placed throughout the networking area for both days of the show to place promotional material
- One (1) 8 ½" x 11" stand sign for your tabletop
- Receive a post-show list of registered attendees



SPONSORSHIPS

CWES Pre-Summit Workshop: The Energy Industry Free of Water Challenges

\$10,000

- Sponsorship of one (1) of four keynote speakers in this all-day event
- Logo on Website
- On-Screen Recognition
- Four (4) Complimentary Summit Registrations for Company Use



SPONSORSHIP PERKS

Listed on the following pages are a la carte sponsorships. Below are the additional items you receive if you spend a certain dollar amount in a la carte sponsorships.

If you spend **\$15,000+** in sponsorships, you will receive:

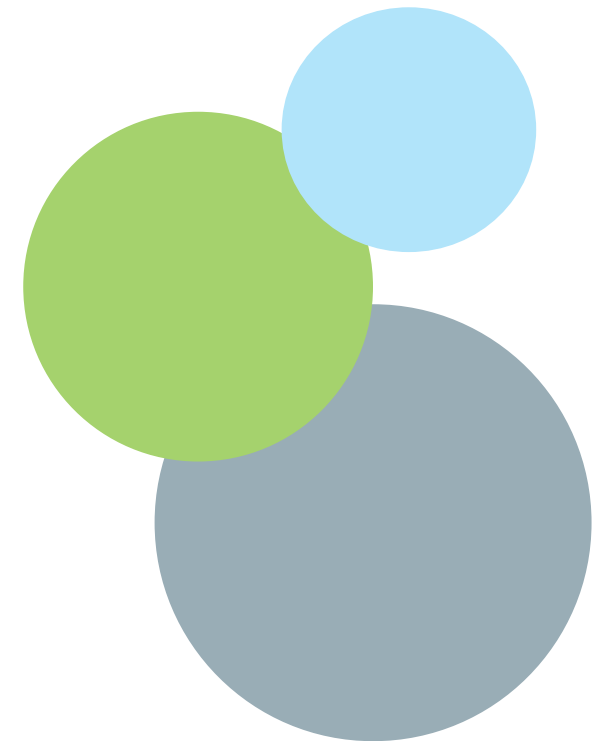
- Two (2) Full-conference registrations
- Listed as a Supporting Sponsor on, but not limited to, the website and on-site signage
- Receive a post-show list of registered attendees

If you spend **\$10,000 – \$14,999** in sponsorships, you will receive:

- One (1) Full-conference registration
- Listed as a Supporting Sponsor on, but not limited to, the website and on-site signage
- Receive a post-show list of registered attendees

If you spend **\$7,500 – \$9,999** in sponsorships, you will receive:

- 50% off one (1) Full-conference
- Listed as a Supporting Sponsor on, but not limited to, the website and on-site signage
- Receive a post-show list of registered attendees



SPONSORSHIPS

Hotel Entrance Banner

\$15,000

- Displayed on Sunday & Monday only

Front Entryway

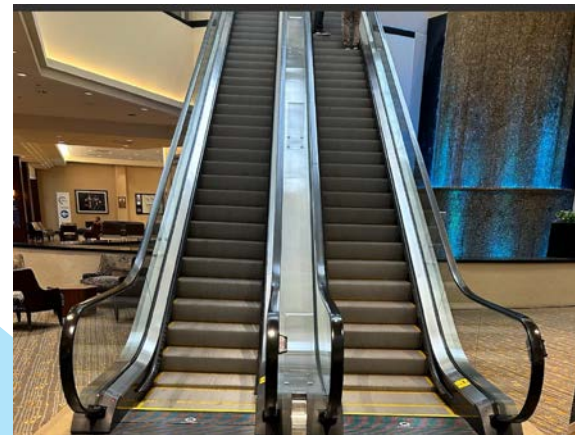


Lobby Escalators

\$12,500

Qty: 2

- Includes three panels on the escalators
- This escalator goes from the lobby to the atrium level
- Displayed on Sunday & Monday only



SPONSORSHIPS

Modules Bar Backdrop Banner

\$15,000

Qty: 1

- *Main bar on Atrium level*
- *Displayed Sunday & Monday*

Modules Back Drop



Reunion Welcome Wall

\$12,500

Qty: 1

- *Displayed Sunday - Wednesday*

Reunion Wall



SPONSORSHIPS

Reunion Seating Area

\$8,500

Qty: 1

- *Displayed Sunday - Wednesday*

Reunion Seating Area



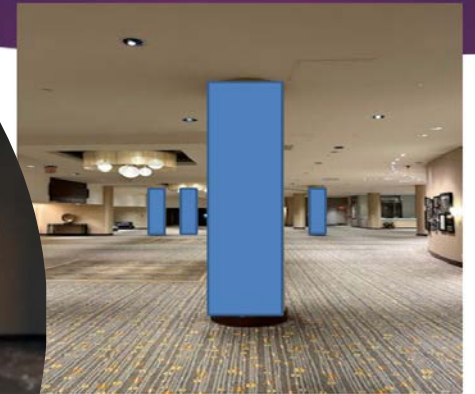
Event Space Column/Meterboard

\$5,000 each

Qty: 10

- *Displayed Sunday - Wednesday*

Columns



Contact Information

CWE Summit Sales Contacts

Nic Christy, Director of Global Sales
nchristy@wef.org | +44 (0) 789 992 7926

Northeastern U.S. & Canada
Vickie Bobo, Account Manager
vbobo@wef.org | 1-404-610-0090 (Mobile)

Lynn Krautter, Account Manager
lkrautter@wef.org | 1-470-448-3987 (Mobile)

Southeast U.S. and Latin America
Cari McBride, Account Manager
cmcbride@wef.org | 1-703-535-5266 (Office)
1-703-626-7449 (Mobile) | 1-703-685-2450 (Fax)

Western U.S. and Canada
Suzanne Shetty, Account Manager
sshetty@wef.org | 1-703-407-0289 (Mobile)

wef.org/cwesummit