

# Water and Development Congress & Exhibition 2017



## Sustainable solutions for emerging economies

### Invitation to Exhibit & Sponsor

13 - 16 NOVEMBER 2017  
BUENOS AIRES, ARGENTINA  
[www.waterdevelopmentcongress.org](http://www.waterdevelopmentcongress.org)



Organisers and partners



Ministry of Government,  
Public Works and Household  
Presidency of the Nation

**The International Water Association (IWA) and its main partner in Buenos Aires, Argentina's Ministry of Internal Affairs, Public Works and Housing - Secretary of Water Resources, through AySA and the Inter-American Development Bank (IDB), are proud to announce that the next edition of the IWA Water and Development Congress & Exhibition (IWA WDCE2017) will take place from 13 to 16 November 2017 in Buenos Aires, Argentina.**

Water is one of the most critical issues facing the world today, with developing and emerging economies facing some of the biggest water challenges and representing some of the biggest opportunities to get our water future right. For companies looking to stand out as a leading brand, the Water and Development Congress & Exhibition offers a unique opportunity to profile your company and showcase your technical and service solutions amongst water professionals from over 80 countries.

## Focus

The IWA WDCE2017 brings together a global audience of practitioners, utility managers, government officials, NGO representatives, technology providers, consultants and media. With an expected number of 2000, the IWA WDCE2017 will focus on:

- Political & social engagement in water issues
- Capacity building of water operators and professionals in the region
- Argentina National Water Plan: benchmark and international discussion & input, Aquarating
- Regional Preparation and contribution towards 2018 World Water Forum
- Raising the issue of climate change adaptation to policy makers in the region
- Sustainable development goals: how to reflect the commitment and contribution of governments, companies and institutions to the achievement of the Sustainable Development Goals.
- Integrated management models to respond to all stakeholders related to the organization (users, employees, suppliers and society as a whole) and ensure the continuity of results in the long term.
- Inclusion as a central factor of development: flexible modalities and innovation to address socio-economic problems and reach the universalization of services.
- Environmental management challenges: innovation in the disposal of waste or "by-products" of wastewater treatment.
- Valorization programs and care of the resources
- Water as a determinant factor in the culture and identity of the population

## 10 Reasons to Exhibit and Sponsor

**1** You will be joining the world's leading institutions, companies and other organisations involved in the development of clean, safe drinking water and sanitation services.

**2** It is an unique opportunity to be in contact with over 2000 delegates and visitors drawn from a wide range of organisations working across all aspects of the water cycle, from over 80 countries worldwide.

**3** Exhibiting at the world's premier water and development event will highlight your company as a leading entity in the sector

**4** The event will focus on emerging economies and on technologies, innovations and solutions to challenges faced in the delivery of water supply and wastewater services to low-and-middle income countries.

**5** There is a wide range of networking opportunities available for exhibiting organisations during the event.

**6** All exhibitors will be located in the main Exhibition hall where all lunch and coffee breaks will be served.

**7** The congress and exhibition will be attended by international media.

**8** Specially-tailored sponsorship and partnership opportunities are available for exhibitors.

**9** An opportunity to play a leading role of an inspiring event that will take place in an attractive and unique destination.

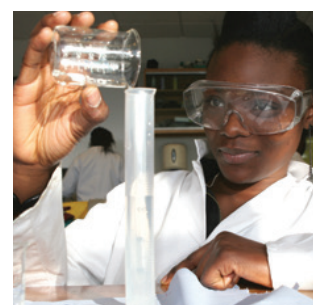
**10** This leading water and development event is organised by IWA, a trusted and professional association with an excellent reputation and track record of delivering high-profile international events around the world.

## Marketing & Promotion

IWA will promote this event to its worldwide network of members and associates. This will consist of pre and post-event promotion to more than 20,000 water professionals worldwide.

The organisers will promote the event through multiple communications channels, including digital channels and international, regional and local media partners.

Your organisation or company name and a 100-word description will be published in the programme book for delegates. All exhibitors will also be listed in the exhibition guide for trade visitors and on the congress website.



# Invitation to Sponsor

With over 100 companies and institutes globally, the 2017 edition in Buenos Aires is the opportunity for your company to take advantage of these benefits as well:

- branding of your company with comprehensive signage and merchandise
- targeted promotion by IWA to its 20,000-strong global network
- business forums to present your services, projects and case studies to a high-level audience
- international media exposure and publicity
- participation in structured networking events such as the gala evening and one on one meetings.

We give you the opportunity to be recognised as a serious and competitive organisation in an industry with an ever-expanding number of providers.

For sponsors, we understand that your aim is to be at the forefront of people's minds. At the Congress we want people to know that you are a water industry leader. We make sure your organisation is given VIP treatment at the many business, technical and social functions during the congress. Your brand is given extensive exposure through multiple communications channels at the congress, as well as to non-attending water professionals through IWAs Congress communications.

Sponsorship brings high profile association with IWA's Water and Development Congress & Exhibition, which is promoted to water sector professionals worldwide through trade, technical and business media. The benefits of sponsoring or exhibiting go well beyond the congress and can help cement your products and services as the 'go-to' brand for water professionals. You will take advantage of branding rights, targeted IWA promotions, online and offline exposure through multiple communications and media channels, business forums and VIP networking.

Platinum Sponsor (Max 2 sponsors) US\$50,000	Gold Sponsor (Max 4 sponsors) US\$25,000	Silver Sponsor (Max 8 sponsors) US\$12,500
<ul style="list-style-type: none"> <li>• 25 sqm trade exhibition space (including shell scheme)</li> <li>• 20 complimentary delegate registrations</li> <li>• 2 corporate tables at the conference gala dinner for 20 persons (each participant must have a gala dinner ticket).</li> <li>• Logo on all the signage of the Congress</li> <li>• Banner at the Congress entrance and Banner at the Congress rooms</li> <li>• Logo and 250 word company profile in Congress programme book, Congress app and Congress website.</li> <li>• Links from the Congress website and Congress app to your company website.</li> <li>• Complimentary one A4-page advert in the Congress programme book (sponsor to provide artwork)</li> <li>• Screen plate at opening and closing ceremony</li> <li>• One item of promotional material in delegate bags</li> <li>• Opportunity to organise 2 sessions at the business forum and first preference in choice of date and time</li> <li>• Opportunity to select up to 150 pre-registered delegate names from the delegate list, of which the sponsor will get the e-mail contact information for pre-Congress approaches</li> </ul>	<ul style="list-style-type: none"> <li>• 12 sqm trade exhibition space (including shell scheme)</li> <li>• 10 complimentary delegate registrations</li> <li>• 1 corporate table at the conference gala dinner for 10 persons (each participant must have a gala dinner ticket).</li> <li>• Logo on all the signage of the Congress</li> <li>• Banner at the Congress entrance and Banner at the Congress rooms</li> <li>• Logo and 125 word company profile in Congress programme book, Congress app and Congress website.</li> <li>• Links from the Congress website and Congress app to your company website.</li> <li>• Complimentary one half A4-page advert in the Congress programme book (sponsor to provide artwork)</li> <li>• Screen plate at opening and closing ceremony</li> <li>• One item of promotional material in delegate bags</li> <li>• Opportunity to organise 1 session at the business forum and second preference in choice of date and time</li> <li>• Opportunity to select up to 100 pre-registered delegate names from the delegate list, of which the sponsor will get the e-mail contact information for pre-Congress approaches</li> </ul>	<ul style="list-style-type: none"> <li>• 6 sqm trade exhibition space (including shell scheme)</li> <li>• 5 complimentary delegate registrations</li> <li>• 1 corporate (shared) table at the conference gala dinner for 5 persons (each participant must have a gala dinner ticket).</li> <li>• Logo on all the signage.</li> <li>• Logo and 75 word company profile in Congress programme book, Congress app and Congress website.</li> <li>• Links from the Congress website and Congress app to your company website.</li> <li>• Screen plate at opening and closing ceremony</li> <li>• Opportunity to organise 1 session at the business forum and no preference in choice of date and time</li> <li>• Opportunity to select up to 50 pre-registered delegate names from the delegate list, of which the sponsor will get the e-mail contact information for pre-Congress approaches</li> </ul>
Welcome Reception Sponsor (Max one sponsor) US\$15,000	Gala Dinner Sponsor (Max one sponsor) US\$ 15,000	Delegate Bag Sponsor (Max one sponsor) US\$10,000
<ul style="list-style-type: none"> <li>• 6 sqm trade exhibition space (including shell scheme)</li> <li>• 2 complimentary delegate registrations</li> <li>• Speaking opportunity at Welcome Reception (5 minutes)</li> <li>• Exclusive corporate display and decoration at the reception venue (to be provided by sponsor)</li> <li>• Logo and 125 word company profile in Congress programme book, Congress app and Congress website.</li> <li>• Links from the Congress website and Congress app to your company website.</li> <li>• Screen plate at opening and closing ceremony</li> <li>• Opportunity to organise 1 session at the business forum and no preference in choice of date and time</li> <li>• Opportunity to select up to 50 pre-registered delegate names from the delegate list, of which the sponsor will get the e-mail contact information for pre-Congress approaches</li> </ul>	<ul style="list-style-type: none"> <li>• 6 sqm trade exhibition space (including shell scheme)</li> <li>• 2 complimentary delegate registrations</li> <li>• Speaking opportunity at dinner (10 minutes)</li> <li>• Exclusive corporate display and decoration at the dinner venue (to be provided by sponsor)</li> <li>• Logo and 125 word company profile in Congress programme book, Congress app and Congress website.</li> <li>• Links from the Congress website and Congress app to your company website.</li> <li>• Screen plate at opening and closing ceremony</li> <li>• Opportunity to organise 1 session at the business forum and no preference in choice of date and time</li> <li>• Opportunity to select up to 50 pre-registered delegate names from the delegate list, of which the sponsor will get the e-mail contact information for pre-Congress approaches</li> </ul>	<ul style="list-style-type: none"> <li>• Corporate design in full colour on one side of Congress delegate satchel</li> <li>• 2 complimentary delegate registration</li> </ul>

# Invitation to Exhibit

## Target Audience

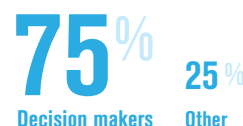
The key target audience for the exhibition are the congress delegates, water professionals from across the full water cycle from over 80 countries worldwide. In addition to Congress delegates, the exhibition will attract local, regional and international trade visitors. The organiser expects over 2000 participants from the sector.

### Visitors (Delegates and Trade Visitors) by Organisation Type / Role:

- Practitioners – utility managers and consultants
- Governments
- International organisations
- NGOs
- Academics
- Financial institutions



PRIMARY WORK ROLE



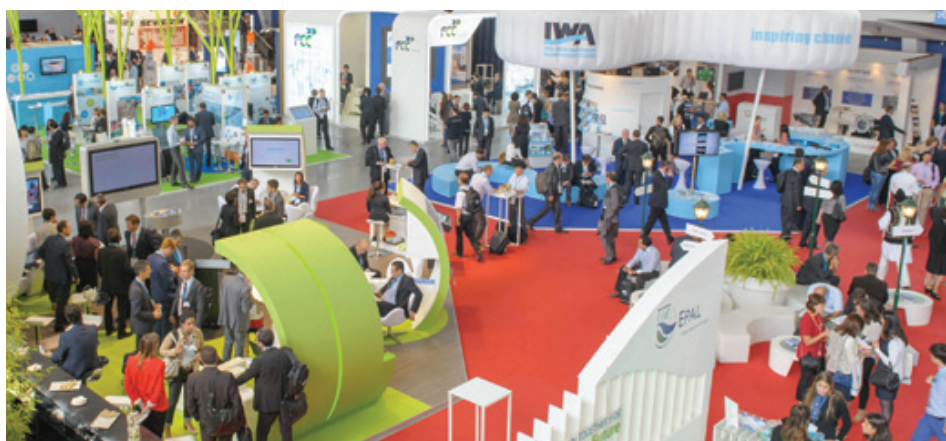
2009 - MEXICO  
**16 EXHIBITORS**

2011 - KUALA LUMPUR  
**43 EXHIBITORS**

2013 - NAIROBI  
**59 EXHIBITORS**

2015 - JORDAN  
**80 EXHIBITORS**

2017 - BUENOS AIRES  
**100 EXHIBITORS EXPECTED**



## Who Will Exhibit?

Exhibitors at the Water & Development Congress & Exhibition in Buenos Aires will be:

- Technology/product manufacturers
- Water & wastewater utilities
- Knowledge & research institutes
- Non-governmental organisations (NGOs)
- Consultants
- International organisations
- International, regional and local trade media

The exhibition will host several country pavilions and will have various thematic pavilions (expected on e.g. non-revenue water, desalination, cities).

## The networking hotspot during the congress

The international exhibition floor will be the networking hotspot during the event. All lunches, coffee and tea breaks will be served in the exhibition hall providing key opportunities to showcase your brand and to network with delegates.

Exhibitors can benefit from a discount on the congress registration fee. Being part of the congress sessions and side events offers you the opportunity to use the wider networking opportunities of the Congress and Exhibition.

## Reserve a time slot for hosting a business forum

The Business Forums are a component of the Congress Programme and provide a series of sessions where delegates can interact with national delegations, commercial and non-commercial organisations to discuss and learn about the innovations and new developments (projects, services, research, challenges, and strategic direction) of single companies and countries. Sponsors and exhibitors of the Water and Development Congress & Exhibition can apply for session timeslots in the Business Forum programme.

## Floor plan and exhibitors listing

Please visit [www.waterdevelopmentcongress.org](http://www.waterdevelopmentcongress.org) for an updated floor plan and exhibitors listing.

# Invitation to Exhibit

## Book your booth today!

If you book before 1 March 2017, the early bird fee – a discount of 10% on the stand rental fee – will apply. Space is limited and bookings will be handled on a first-come, first-served basis.

### Exhibition Fees in € (taxes may apply)

Fees in Euro (€), excluding taxes, per square metre	IWA Corporate Members	Non-Members (*2)
Stand space including Shell Scheme - Early Bird Rate (*1)	315 <i>Including Shell Scheme</i>	355 <i>Including Shell Scheme</i>
Stand space including Shell Scheme - Standard Rate (*1)	350 <i>Including Shell Scheme</i>	390 <i>Including Shell Scheme</i>
Stand space only - Early Bird Rate (*1) <small>exhibitor supplies own stand construction – only allowed for stands larger than 18 sqm</small>	295	335
Stand space only - Standard Rate (*1) <small>exhibitor supplies own stand construction – only allowed for stands larger than 18 sqm</small>	330	370

(\*1) Early bird booking deadline is 1 March 2017. Bookings received by the organisers before this date can apply for early bird exhibition space fees.

(\*2) If you join the IWA now, you will receive the corporate member price and enjoy all the other benefits of IWA membership.

**Stand space only - no shell scheme included** – exhibitor supplies own customised stand construction – only allowed for stands larger than 18 sqm

Shell Scheme consist of hard wall system, fascia board with name of company and stand number, floor covering, 1 table, 2 chairs, 1 wall socket (electrical outlet) incl. electricity supply and use (standard), spotlights, waste basket, 1 counter.



## Exhibition Enquiries

### IWA Exhibition Management / Match+

Tel: + 31 70 382 0028  
Email: [info@iwa-exhibitions.com](mailto:info@iwa-exhibitions.com)

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2508 EH The Hague • The Netherlands

## Sponsorship Enquiries

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