Invitation to Exhibit & Sponsor
1 - 5 DECEMBER 2019
COLOMBO, SRI LANKA

Organised by:
Ministry of City Planning and Water Supply

Co-organised by:
National Water Supply & Drainage Board
The International Water Association (IWA) in partnership with Ministry of City Planning and Water Supply are proud to announce that the IWA Water and Development Congress & Exhibition (IWA WDCE 2019) will take place in Colombo, Sri-Lanka.

IWA WDCE 2019 WILL BE IN COLOMBO, SRI LANKA FROM 1 TO 5 DECEMBER 2019

Hosting the IWA WDCE2019 in Sri Lanka provides a unique opportunity to bring together water professionals from around the world, particularly from Asia, to network with water sector leaders, and to highlight and share knowledge on the latest trends in best practice and innovative technologies. Water professionals from over 80 countries will be present at the event.

For many years, the water sector has recognised the rapid transformation taking place in the water sector in South Asia and other developing countries. The implementation of large water and wastewater infrastructure schemes offers outstanding opportunities for knowledge transfer, partnerships and growth. The IWA WDCE2019 offers a unique opportunity to profile your organization and showcase your technologies, solutions and expertise!

Join us at this amazing event!

10 reasons to exhibit and Sponsor

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

2. It is an unique opportunity to be in contact with over 3500 delegates and visitors drawn from a wide range of organizations 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 organization 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 organizations during the event.

6. All catering services will be on the exhibition floor amongst all exhibitors.

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 in an inspiring event that will take place in an economic attractive destination.

10. Global exposure and reach-out via IWA videos and social media on relevant topics for water professionals.

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 60,000 water professionals worldwide.

The organizers will promote the event through multiple communication channels, including social media and international, regional and local media partners.

Your organization name and profile will be published in the programme book for delegates. All exhibitors will be listed in the exhibitor guide for trade visitors, on the congress website and in the congress mobile app.

Focus

The IWA WDCE2019 expects to bring together over 3500 people - a global audience of practitioners, utility managers, government officials, NGO representatives, technology providers, consultants and media.

Focus areas for the IWA WDCE2019 include:

- Innovations in membrane technologies for desalination and water reuse;
- Non-revenue water management with a focus on solutions and technologies for smart metering, pressure management, active leakage control;
- Pipe Infrastructure with a focus on asset renewal & replacement and application of AI and Machine Learning;
- Innovations in wastewater treatment systems and technologies and their application to emerging economies;
- Systems and technologies that promote effective industrial wastewater reuse in water scarce regions;
- Smart utility network infrastructure to support smart cities in emerging economies;
- Adaptation approaches to ensure urban resilience and sustainability, in response to global change pressures;
- Business opportunities and models for the recovery of water, nutrients and energy from wastes.
Invitation to Sponsor

With over 100 companies and institutes globally, the 2019 edition in Sri Lanka 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 60,000-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.

<table>
<thead>
<tr>
<th>Platinum Sponsor (Max 2 sponsors)</th>
<th>Gold Sponsor (Max 4 sponsors)</th>
<th>Silver Sponsor (Max 8 sponsors)</th>
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<tbody>
<tr>
<td>US$50,000</td>
<td>US$25,000</td>
<td>US$12,500</td>
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<tr>
<td>25 sqm trade exhibition space (including shell scheme)</td>
<td>12 sqm trade exhibition space (including shell scheme)</td>
<td>6 sqm trade exhibition space (including shell scheme)</td>
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<tr>
<td>20 complimentary delegate registrations</td>
<td>10 complimentary delegate registrations</td>
<td>5 complimentary delegate registrations</td>
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<tr>
<td>2 corporate tables at the conference gala dinner for 20 persons (each participant must have a gala dinner ticket).</td>
<td>1 corporate table at the conference gala dinner for 10 persons (each participant must have a gala dinner ticket).</td>
<td>1 corporate (shared) table at the conference gala dinner for 5 persons (each participant must have a gala dinner ticket).</td>
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<td>Banner on all the signage.</td>
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<tr>
<td>Logo and 250 word company profile in Congress programme book, Congress app and Congress website.</td>
<td>Logo and 125 word company profile in Congress programme book, Congress app and Congress website.</td>
<td>Logo and 75 word company profile in Congress programme book (sponsor to provide artwork)</td>
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<td>Links from the Congress website and Congress app to your company website.</td>
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<tr>
<td>Complimentary one A4-page advert in the Congress programme book (sponsor to provide artwork)</td>
<td>Complimentary one half A4-page advert in the Congress programme book (sponsor to provide artwork)</td>
<td>Screen plate at opening and closing ceremony</td>
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<td>One item of promotional material in delegate bags</td>
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<tr>
<td>Opportunity to organise 2 sessions at the business forum and first preference in choice of date and time</td>
<td>Opportunity to organise 1 session at the business forum and second preference in choice of date and time</td>
<td>Opportunity to select up to 100 pre-registered delegate names to receive sponsor contacts and a meeting request sent from secretariat on behalf of sponsor</td>
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<tr>
<td>10% registration discount to unlimited sponsor invitees</td>
<td>Opportunity to select up to 50 pre-registered</td>
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<tr>
<td>Opportunity to select up to 150 pre-registered delegate names to receive sponsor contacts and a meeting request sent from secretariat on behalf of sponsor</td>
<td>Opportunity to organise 1 session at the business forum and no preference in choice of date and time</td>
<td>Opportunity to select up to 50 pre-registered delegate names to receive sponsor contacts and a meeting request sent from secretariat on behalf of sponsor</td>
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<th>Welcome Reception Sponsor (Max one sponsor)</th>
<th>Gala Dinner Sponsor (Max one sponsor)</th>
<th>Delegate Bag Sponsor (Max one sponsor)</th>
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<tr>
<td>US$15,000</td>
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<td>6 sqm trade exhibition space (including shell scheme)</td>
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<td>Corporate design in full colour on one side of Congress delegate satchel</td>
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<tr>
<td>2 complimentary delegate registrations</td>
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<tr>
<td>Speaking opportunity at Welcome Reception (5 minutes)</td>
<td>Speaking opportunity at dinner (10 minutes)</td>
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<td>Exclusive corporate display and decoration at the reception venue (to be provided by sponsor)</td>
<td>Exclusive corporate display and decoration at the dinner venue (to be provided by sponsor)</td>
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Invitation to Exhibit

The Exhibition opening dates are Sunday 1 - Thursday 4 December 2019 (on Sunday 1 December only evening opening)

Target Audience

The key target audience for the exhibition are the congress delegates, water professionals from across the full water cycle from more than 80 countries worldwide. In addition to Congress delegates, the exhibition will attract local, regional and international trade visitors. IWA expects over 3500 participants from the global water sector.

Visitors (Delegates and Trade Visitors) by Organisation Type / Role:
• Practitioners – utility managers and consultants
• Governments
• International organisations
• NGOs
• Academics
• Financial institutions

2009 – MEXICO
16 Exhibitors

2011 – KUALA LUMPUR
43 Exhibitors

2013 – NAIROBI
59 Exhibitors

2015 – JORDAN
80 Exhibitors

2017 – BUENOS AIRES
122 Exhibitors

2019 – COLOMBO
145 Exhibitors expected

Who will Exhibit?

Exhibitors at the Water & Development Congress & Exhibition in Colombo will be:
• Technology solution providers
• Product manufacturers
• Service providers
• Water & Wastewater utilities
• Knowledge & Research institutes
• Non-governmental organizations (NGOs)
• Consultants
• International organizations
• International, regional and local trade media

The exhibition will host several country pavilions and will have various thematic pavilions (e.g. cities, emerging technologies, desalination).

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 on the exhibition floor providing key opportunities to showcase your brand and to network with delegates and trade visitors.

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 organizations 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 can apply for session timeslots of 45 minutes each in the Business Forum Programme.

Floorplan and exhibitor listing

Please visit www.waterdevelopmentcongress.org for an updated floorplan and exhibitor listing.
Invitation to Exhibit

Book your booth today!

If you book your booth before 1 March 2019, the early bird fee – a discount of 10% on the stand rental fee – will apply. Space is limited, applications will be processed in a sequence on a first come, first serve basis.

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

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<th></th>
<th>IWA Corporate Members</th>
<th>Non-Members (*2)</th>
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<tr>
<td>Stand space including Shell Scheme - Early Bird Rate (*1)</td>
<td>325 Including Shell Scheme</td>
<td>365 Including Shell Scheme</td>
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<tr>
<td>Stand space including Shell Scheme - Standard Rate (*1)</td>
<td>360 Including Shell Scheme</td>
<td>400 Including Shell Scheme</td>
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<tr>
<td>Stand space only - Early Bird Rate (*1) exhibitor supplies own stand construction – only allowed for stands larger than 18 sqm</td>
<td>305</td>
<td>345</td>
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<td>380</td>
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(*1) Early bird booking deadline is 1 March 2019. 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 organization and stand number, floor covering, 1 table, 2 chairs, 1 wall socket (electrical outlet) incl. electricity supply and use (standard) spotlight, waste basket, 1 counter.

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**Exhibition Enquiries**

IWA Exhibition Management / Match+

Tel.: +31 70 382 0028  
Email: info@iwa-exhibitions.com  
PO box 82327  
2508 EH The Hague • The Netherlands

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**Sponsorship & Strategic Partnership Enquiries**

IWA Global Events & Awards Director

João Grilo

Tel.: +31 620027459  
Email: joao.grilo@iwahq.org  
Anna van Buerenplein 4B (11th Floor)  
2595 DA The Hague • The Netherlands

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E-mail: water@iwahq.org  
Company registered in England No.3597005  
Registered Charity (England) No.1076690

www.waterdevelopmentcongress.org
Strategic Partner package options

The IWA Water & Development Congress & Exhibition 2019 Programme is completely independent from the sponsorship opportunities. As in earlier editions, we maintain programme slots available for partner institutions with a strong record of content development collaborations with IWA. The strategic partnership packages serve to reinforce the content development collaborations, adding more exposure benefits for the partner institutions and facilitating the attendance of partner's delegations at reduced rates. The strategic partner sessions proposed will still be subject to the approval by the IWA WDCE2019 Programme Advisory Committee.

Package 1
Price US$ 7,500

Package includes:
High profile association with the Water and Development Congress & Exhibition, the premier global event showcasing innovations, best practices, applied research, and enabling policies that 'work at scale' to meet water resource, water supply and sanitation challenges of today and tomorrow in lower and middle income countries around the world.

- Organization logo and 100-word profile on the Congress website
- Organization logo and 100-word profile in the Congress Programme Book
- 5 complimentary delegate registrations
- 6 sqm. complimentary stand space incl. shell scheme (in area with all Strategic Partners)
- 45-minute session time slot in the programme during the Congress (workshop)

Package 2
Price US$ 10,000

Package includes:
High profile association with the Water and Development Congress & Exhibition, the premier global event showcasing innovations, best practices, applied research, and enabling policies that 'work at scale' to meet water resource, water supply and sanitation challenges of today and tomorrow in lower and middle income countries around the world.

- Organization logo and 100-word profile on the Congress website
- Organization logo and 100-word profile in the Congress Programme Book
- 10 complimentary delegate registrations
- 9 sqm. complimentary stand space incl. shell scheme (in area with all Strategic Partners)
- 90-minute session time slot in the programme during the Congress (workshop)

Package 3
Price US$ 12,500

Package includes:
High profile association with the Water and Development Congress & Exhibition, the premier global event showcasing innovations, best practices, applied research, and enabling policies that 'work at scale' to meet water resource, water supply and sanitation challenges of today and tomorrow in lower and middle income countries around the world.

- Organization logo and 100-word profile on the Congress website
- Organization logo and 100-word profile in the Congress Programme Book
- 15 complimentary delegate registrations
- 12 sqm. complimentary stand space incl. shell scheme (in area with all Strategic Partners)
- 180-minute session time slot in the programme during the Congress (workshop)