

SPONSORSHIP OPPORTUNITIES

GLOBAL WATER SUMMIT 2016

Water 2050

19 - 20 April Abu Dhabi, UAE

ORGANISED BY



CO-SPONSOR



EVENTS &
PUBLISHING PARTNER

**WATER
LEADERS**



GLOBAL WATER SUMMIT 2016

Water 2050

19 - 20 April 2016

Abu Dhabi, UAE

watermeetsmoney.com

Hosted each year by Global Water Intelligence and the International Desalination Association, The Global Water Summit is the only major forum for the global water business. If you want to make your mark within the water industry, you need to raise your profile at this Summit in Abu Dhabi

“ This is one of the most important conferences to us since we have the chance to talk to and educate decision makers on a high level. Technology choice often makes a big difference and needs to be evaluated early in Master Plans, not solely by consultants and late in the design process. ”

**HARALD KLEIVEN, VICE PRESIDENT OF
BUSINESS DEVELOPMENT, CAMBIAS**

2015 DELEGATES BY REGION



THE PROGRAMME AT A GLANCE

DATES:	18 April: Pre-Conference Workshops 19 April: Global Water Summit: Day 1, All Day 19 April: Global Water Awards: Evening 20 April: Global Water Summit: Day 2, All Day
LOCATION:	Jumeirah at Etihad Towers, Abu Dhabi, UAE
PARTICIPANTS:	Top water leaders and senior management
KEY SESSIONS:	<ul style="list-style-type: none"> » Opening and closing plenaries » 45 Roundtables » Desalination Strand » Corporate Water Strand » Technology and Finance Strands » One-2-One Organised Networking » Site Visit
EXPOSURE:	<ul style="list-style-type: none"> » Gold, Silver & Bronze Sponsorship » Session Sponsorship » Bespoke Packages

2015 DELEGATE INDUSTRIES INCLUDE:

- » Energy
- » Renewable Energy
- » Oil & Gas
- » Mining
- » I.T
- » Pharmaceuticals
- » Food and Beverage
- » Clothing and Shoes
- » Pulp and Paper
- » Agriculture

KEY GROUPS OF ATTENDEES INCLUDE:

- » Technology Providers
- » NGOs and NFPOs
- » EPC Contractors
- » Developers
- » Academia and Training Suppliers
- » Finance — Bankers and Lenders
- » Federal, State and Local Government
- » Equipment Suppliers
- » Legal Firms and Consultants
- » Engineers
- » Associations and Organisations
- » Infrastructure Suppliers
- » Plant Operators
- » Water Companies
- » Water Resources
- » Central Services — Billing Systems
- » Utilities
- » Government Department of Trade and Environment — Ministers and Senior Officials
- » Press

550+
TOP EXECUTIVES

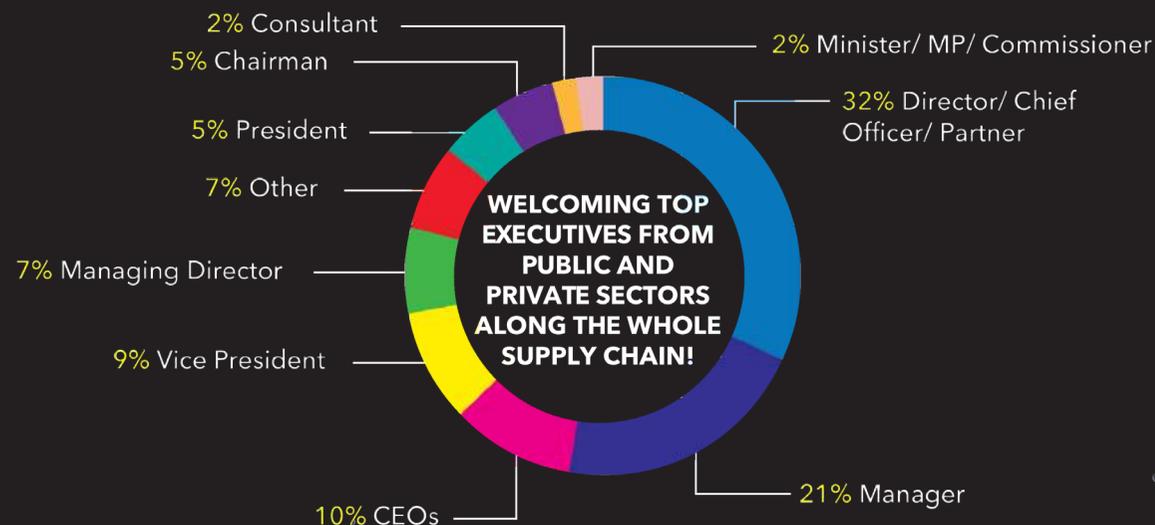
DELEGATES FROM
70+
COUNTRIES

100+
EXPERT
SPEAKERS

20+
SPONSORS

“ GWS has its unique convening power to gather utilities and industry leaders. Good place to meet partners and keep abreast of industry trends.

XUEYI LIAO, INDUSTRY DEVELOPMENT EXECUTIVE, PUB SINGAPORE



PREMIUM SPONSORSHIP OPTIONS



SOLD

GOLD

Please contact Rachel Gardner at rg@globalwaterintel.com for further information.

SILVER

UP TO 6 COMPANIES

- » Medium Exhibition Space (3m x 2m); materials to be provided by sponsor
- » Silver Sponsor logo on all marketing materials, including Conference website
- » Silver Sponsor logo on Conference signage, including the banner in the main session room
- » Inclusion of promotional brochures at literature points
- » Half Page advertisements in March & April issues of GWI Magazine
- » Access to pre-Conference delegate list to request and organise meetings with other delegates
- » 3 minute promotional video to be played on loop throughout the Conference - Not exclusive
- » 2 FREE delegate places



BRONZE

UP TO 12 COMPANIES

- » Small Exhibition Space (2m x 2m); materials displayed to be provided by sponsor
- » Bronze Sponsor logo on all marketing materials, including Conference website
- » Bronze Sponsor logo on Conference signage, including banner in the main session room
- » Access to pre-Conference delegate list to request and organise meetings with other delegates
- » 1 FREE delegate place



WHY SHOULD YOU SPONSOR?

WHY SPONSOR?

In recent years budgets have been cut in almost every area, including marketing. However, becoming an event sponsor can have huge cost-benefits. Here are the top reasons why sponsorship is an increasingly powerful way to promote your company.

CREATE, DEVELOP AND ENHANCE YOUR CREDIBILITY

In general, companies have limited opportunities to build trust and establish rapport with their customers. Getting involved as a sponsor and being seen as dependable and supportive will accelerate the process. Attending an event is important but standing out in the crowd by being a sponsor will highlight you and your business in front of a captive audience.

HIGHLY TARGETED MARKETING

Events target their marketing, bringing together exactly the right audience for you, at the right time, in the same place. Create new professional relationships with other sponsors, vendors, speakers and attendees. Acquiring a list of high quality attendees may prove to be the most valuable asset available to a sponsor.

LEVERAGED LEAD GENERATION

The majority of people who attend an event will most likely know others with similar interests. Remember, not only will you be in front of them but may have a chance to be recommended to their connections as well.

MEDIA EXPOSURE

All events have extensive marketing campaigns to make sure the event is well attended and successful.

Sponsors will automatically get the benefit of being promoted throughout these campaigns, nationally and internationally. This could provide extended exposure and create visibility in markets you haven't tapped into yet.

BRAND AWARENESS & RECOGNITION

Logo placement in a variety of media such as adverts, flyers, brochures, websites, email campaigns and signage will all increase brand awareness. Being recognized as a sponsor will communicate value and support with the audience at the event.

COMMUNITY INVOLVEMENT & GIVING BACK

Companies that get involved with events will be sending a message to attendees that they are genuinely interested in providing support, creating more human interest and

appeal to the audience.

VISIBILITY

The Summit lasts for two days and offers a mix of plenary session, a choice of three sector strands, break-out sessions, workshops and a site visit. Lunch and refreshments are also provided for delegates and sponsorship exposure happens even at break times. Visibility at the Summit is high – included on banners, the app, TV and session screens.

But, of course, exposure for a sponsor starts straightaway – our targeted marketing is now in full swing. Your company details will appear in email campaigns to over 70,000 named water professionals worldwide, at least once every month; on watermeetsmoney.com; in the full pre-Summit programme brochure; and ultimately on all our on-site Conference marketing materials.

PREVIOUS SPONSORS INCLUDE:



EXHIBITING

Exhibiting is a great way to **interact and network** with our delegates during their beverage breaks, **before, and after the Conference**.



LARGE EXHIBITION STAND

- » Large (4m x 2m) Exhibition Stand
- » Logo on Conference Website



MEDIUM EXHIBITION STAND

- » Medium (3m x 2m) Exhibition Stand
- » Logo on Conference Website



SMALL EXHIBITION STAND

- » Small (2m x 2m) Exhibition Stand
- » Logo on Conference Website

OTHER SPONSORSHIP OPPORTUNITIES



CONFERENCE PROGRAMME SPONSOR

SOLD

Each year we print the agenda and provide every delegate with a copy inside their badges. Your company logo will be placed on the agenda and a small advertisement can be placed in prime position on the back cover.

- » Sponsorship of the printed programme
- » Logo on the Conference App
- » Logo on the Conference Website



EXCLUSIVE

WELCOME RECEPTION SPONSOR

Many delegates arrive the day before the sessions start to attend the registration drinks - allowing them to take advantage of the networking opportunities at the earliest opportunity. This is a forum for delegates, speakers, and sponsors to get to know each other in a slightly less formal atmosphere prior to the Conference.

- » 2 roll-up banners displayed in the networking area during the Conference
- » 10 minute welcome speech during the reception
- » Logo on signage at the event (equivalent to Bronze level)
- » Logo on website and pre-Summit marketing materials



EXCLUSIVE

ONE-TO-ONE NETWORKING

This is one of our most popular sessions where delegates set up one-to-one meetings with other delegates prior to the Summit. As the exclusive sponsor you have the advantage of having the only branding in the room, not to mention, exclusive branding on every email regarding one-to-one meetings set up through the Conference app.

- » Logo on Conference App
- » Logo on all email correspondence for one-to-one meetings done through the Conference App
- » 2 pop-up banners to be displayed in the one-to-one networking area
- » Logo on table signs during one-to-one sessions
- » Logo on Conference Website
- » Logo presence on online and printed agenda next to the session name



ROUND TABLE SPONSOR

SOLD

This is one of our most popular sessions where insight leaders direct 45 tightly focused round table discussion groups on new trends in desalination, water treatment & re-use in oil, mining & gas, produced water technology, smart water sensors, new models for public-private finance, emerging regions, and more. Each delegate will be able to participate in four 20 minute discussion groups to engage with the top minds in the water market. All of the delegates attend this session on the first day and it's a great way to get your branding out there, as well as, show our delegates you support a collaborative effort towards improving the water industry.

- » 2 roll-up banners to be displayed in the Insight Exchange session
- » Logo placed on all table signs
- » Logo presence on online and printed agenda next to the session name
- » Logo on the Conference Website



SPONSORSHIP OF INDIVIDUAL SESSIONS

Our quality sessions are one of the primary reasons our delegates return year after year. Sponsoring one of these sessions will establish your company as an authority on the selected topic.

- » 2 roll-up banners to be placed in the session
- » Logo presence on online and printed agenda next to the session name
- » Banner on lectern during session
- » Logo on the Conference Website



PRIVATE MEETING ROOM

A room exclusively for your company's use to facilitate further networking throughout the Conference.



VIDEO SHOWCASE

This is a promotional video to be played on a loop next to the registration desk throughout the Summit.

- » Logo on the Conference Website

**EXCLUSIVE**

SPONSORED LUNCH

One company has the chance to host a lunch for selected delegates of their choice. Whether it's current clients or potential future clients, this is the perfect way to connect with specific companies to create business relationships that will benefit you once the Summit has ended.

- » 2 roll-up banners to be displayed in the lunch area
- » Opportunity for a 15 minute speech to be made
- » Logo on the Conference Website
- » Logo on signage at the event (equivalent to Bronze level)
- » Branded lunch items (to be provided by sponsor)



WATER SUPPLIER

EXCLUSIVE

Supplier of branded bottled water to be served during refreshment breaks and on all speaker podiums. This is one of the best ways to get your brand in front of all of our delegates (branded water must be supplied by sponsor).



PRODUCT SHOWCASE

A fantastic opportunity to showcase a new product/technology or project/plant that your company is involved with and ensure that our delegates will see and read about it. Our team will monitor clicks throughout the event and provide you with leads if desired.

**EXCLUSIVE**

CHARGING STATION SPONSOR

This is a fresh up-and-coming option within the world of conferences. The charging station allows delegates to lock their phones in individual units to charge safely while they attend sessions. This unit will most likely be placed next to the registration desk and therefore will receive a high amount of "traffic".

- » Allows sponsors to play promotional video on LCD screen on a loop while sponsors deal with their phone charging needs
- » Branding on charging station unit
- » Logo on the Conference Website

GLOBAL WATER AWARDS

Each year, the coveted Global Water Awards are presented at the Global Water Summit, the major business conference for the water industry worldwide. The Awards acknowledge the most important achievements in the international water industry within several categories.

2016 will see the Global Water Awards Gala Dinner take place in the opulent Emirates Palace in Abu Dhabi, UAE on Tuesday 19 April 2016 as part of the Global Water Summit. The event will be presented by Felipe Calderón, former President of Mexico (2006 - 2012) and Chairman of the Global Commission on the Economy and Climate.



Felipe Calderón is one of Latin America's most distinguished leaders. He is internationally recognized as a President who strengthened the rule of law and made possible the economic recovery of Mexico after the world economic crisis. During his term he implemented public policies that projected Mexico as a powerful player in the global economy. He was named "Statesman of the Year" by the World Economic Forum, and considered one of the 100 most influential people by Time magazine.

www.globalwaterawards.com

PROVISIONAL CATEGORIES

- » Water Company of the Year
- » Desalination Company of the Year
- » Public Water Agency of the Year
- » Desalination Plant of the Year
- » Water Reuse Project of the Year
- » Industrial Water Project of the Year
- » Desalination Deal of the Year
- » Water Deal of the Year
- » Water Technology Company of the Year
- » Water Performance Initiative of the Year
- » Water/Wastewater Project of the Year
- » Water Leaders' Award
- » Corporate Water Stewardship Award
- » Water Technology Award



GLOBAL WATER AWARDS SPONSORSHIP OPTIONS



GLOBAL WATER AWARDS GOLD SPONSOR

SOLD

EXCLUSIVE - ONE COMPANY ONLY

- » 2 Roll-up banners in the welcome cocktails area for the gala dinner
- » Logo on all numbered table cards
- » Opportunity to make a speech at the event
- » Logo present on screen during the awards announcement
- » The two best tables reserved for company members and clients with your logo and company name
- » The Guest of Honour will be seated at your dining table
- » Your name and logo featured in the awards marketing, including the Awards website
- » Medium Stand (3m x 2m) in the exhibition area of the conference



INDIVIDUAL AWARDS SPONSOR

Our Awards recognise excellence in the water industry, and sponsoring one of these categories will show your company as a leader in rewarding excellence. Your logo in one of these categories will tie your brand to the prestige of the event.

- » Your company logo will appear next to that award in all marketing materials and on the website in the run up to the conference, and next to the awards programme
- » Includes a reserved table for 10 at the Awards ceremony for company members and clients,

with your logo, the company name, and the name of the award you are sponsoring

- » Stage presence during the awards presentation
- » Group photograph with Guest of Honour
- » Logo and profile in Awards programme

TABLE SPONSORSHIP

Get a table in prime position and promote your company in our marketing of the Global Water Awards

- » A reserved table for 10 at the awards with your logo and company name

- » Logo presence on globalwaterawards.com
- » Logo and profile in Awards programme

