

# Odors and Air Pollutants 2016

March 21–24  
Exhibition: March 22–23  
Wisconsin Center  
Milwaukee, WI  
[www.wef.org/OdorsAir](http://www.wef.org/OdorsAir)

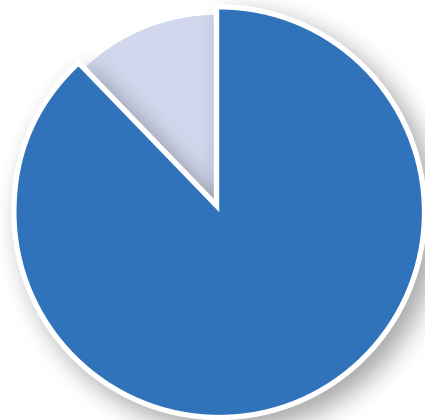


This conference is held by the Water Environment Federation in cooperation with the Central States Water Environment Association.

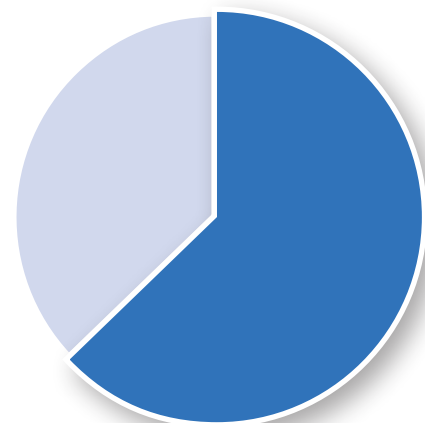
## EXHIBITOR PROSPECTUS

## Showcase your technologies and products to 300 new and returning professional attendees at WEF's Odors and Air Pollutants 2016 Conference and Exhibition.

This year in Milwaukee, you will have the opportunity to reach attendees with a proven interest in your equipment, products, and services. This biennial conference offers exhibitors an exceptionally focused audience of buyers, providing successful sales leads in terms of both the quality and quantity as a result of exhibiting.



**88%** influenced the buying decision for related products or services



**63%** made a connection with a product/service supplier as a result of their visit to the exhibition

## Purchasing Power

### Attendee Buying Authority\*

Attendee Buying Influence, By Product*	
Chemical Systems	<b>72%</b>
Emission Control Process, Equipment, and Services	<b>72%</b>
Engineering and Consulting Services	<b>62%</b>
Monitoring, Process Control, and Instrumentation Systems	<b>72%</b>
Odor Control Processes	<b>82%</b>
Odor Control Equipment	<b>86%</b>
Odor Control Services	<b>76%</b>
Process Equipment	<b>76%</b>
Sampling & Analysis Equipment and Services	<b>76%</b>

2014 Attendance	
140	Full Registration
14	Daily Registration
25	Exhibition Only
4	Student
183	Subtotal
102	Exhibitors
<b>285</b>	<b>Total</b>



**35%** plan to buy one or more featured products and/or services within 12 months of attending

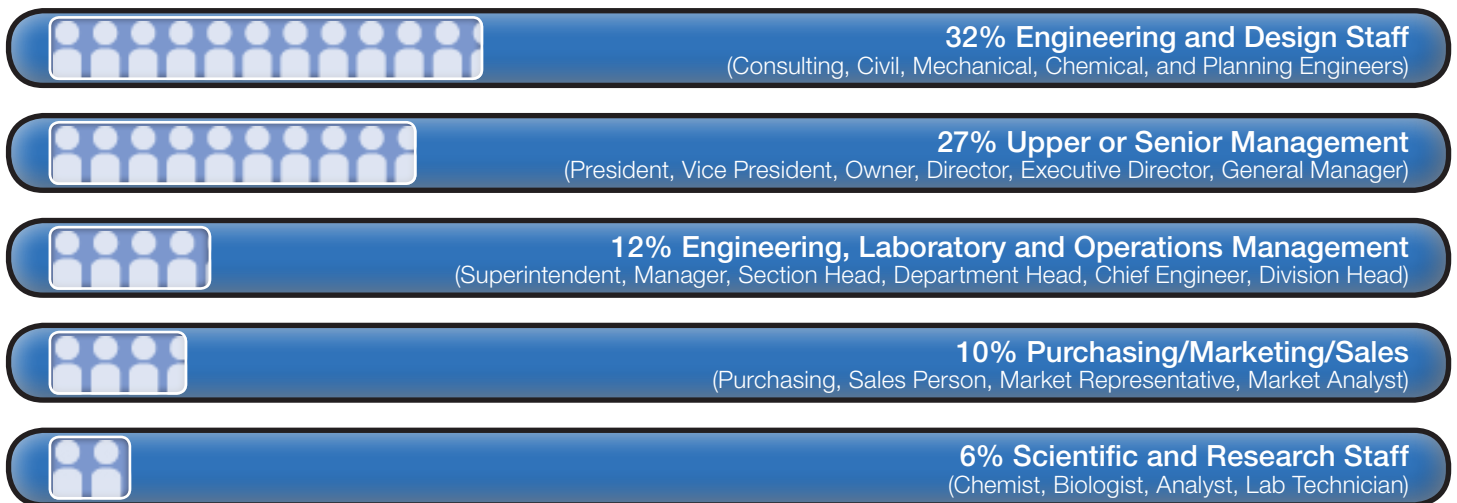
\* Note: Data taken from prior Odors and Air Pollutants Conference survey. Attendee survey permitted multiple responses; totals will exceed 100%.

# Buyer Profile

## Who Attends?

The Odors and Air Pollutants Conference and Exhibition draws a worldwide audience of engineers, chemists, scientists, directors, supervisors and consultants within municipal, industrial, and agricultural facilities confronted with issues related to odors and air pollutants.

## Job Functions



Only prominent responses provided; totals may not meet 100%.

### Attendee Field of Expertise\*

79%	Wastewater
77%	Odors/Air Emissions
42%	Collection Systems
39%	Air
39%	Water/Wastewater
37%	Residuals/Biosolids/Sludge
21%	Industrial Water/Wastewater
17%	Drinking Water
17%	Water Reuse and/or Recycle
15%	Pollution Prevention
14%	Solid Waste
14%	Stormwater
12%	Research or Development
10%	Utility Management
10%	Disinfection
10%	Health & Safety

### Attendee Product Interest\*

Chemical Systems	49%
Emission Control Process, Equipment, and Services	55%
Engineering and Consulting Services	30%
Monitoring, Process Control, and Instrumentation Systems	51%
Odor Control Processes	55%
Odor Control Equipment	45%
Odor Control Services	47%
Process Equipment	49%
Sampling & Analysis Equipment and Services	38%

\*Attendee survey permitted multiple responses; totals will exceed 100%.

# Exhibition Information

For more information, contact:

**Sarah Evans Moretti**, Manager, Exhibition Sales  
Water Environment Federation | 601 Wythe Street, Alexandria, VA 22314

**Phone:** 703.684.2466 | **Email:** smoretti@wef.org

Exhibitor Eligibility Requirements	Exhibition Hours	Exhibit Space Rates
The exhibits are an extension of the educational aspect of the conference program. Products and services must be related to the water quality industry.	<b>Tuesday, March 22</b> 10:00 am – 6:30 pm <b>Wednesday, March 23</b> 10:00 am – 3:45 pm	<b>10' x 10' Booth</b> WEF Exhibitor Member: \$2000 Non-Member: \$2600
<b>Please note:</b> The Federation has various types of memberships. Only Exhibitor Members are eligible for the discount on exhibit space.		

## Included in the Space Rates

- Two complimentary booth personnel badges
  - Listing in the onsite conference program exhibitor directory
  - Inclusion in the online exhibitor directory listing
  - Complete mobile app listing, including description, categories, and PDF upload capability\*
  - Online access to pre-registered and final conference attendee lists in Excel® format
  - One copy of conference proceedings on USB
  - Exclusive sponsorship opportunities
- \* Valid email address required to receive communications from WEF and authorized contractors.

## Space Assignment

All exhibit space is assigned on a first-come/first-served basis. List four (4) choices. In the event that all of your choices have been assigned prior to receipt of your reservation form, you will be contacted at the time of your assignment. Applications received without full payment will not be processed. Payment for space must be received in U.S. dollars. Telephone requests for space cannot be accepted.

**Download the contract:**  
[www.wef.org/OdorsAirExhOpps](http://www.wef.org/OdorsAirExhOpps)

## Installation/Dismantling of Exhibits

### Setup: Monday, March 21

Begin at: 12:00 pm  
Finish by: 5:00 pm

### Dismantle: Wednesday, March 23

Begin at: 3:46 pm  
Finish by: 6:00 pm

All times (exhibition hours, move in, and move out) are preliminary and subject to change. Official hours will be posted in the Online Service Manual.

*Note: Children under the age of 18 are not permitted in the exhibit hall during the install or dismantle periods for liability reasons.*

## Hotel Information

### Hilton Milwaukee City Center

509 W. Wisconsin Avenue, Milwaukee, Wisconsin 53203  
Phone: 414-271-7250 | Website: [www.hiltonmilwaukee.com](http://www.hiltonmilwaukee.com)

**Hotel Group Rate:** \$155 | **Cutoff Date:** February 29, 2016

**Cancellations must be received in writing by January 11, 2016, at Federation Headquarters:**

## Exhibitions Management

Water Environment Federation  
601 Wythe Street, Alexandria, VA 22314-1994

Email: [smoretti@wef.org](mailto:smoretti@wef.org)

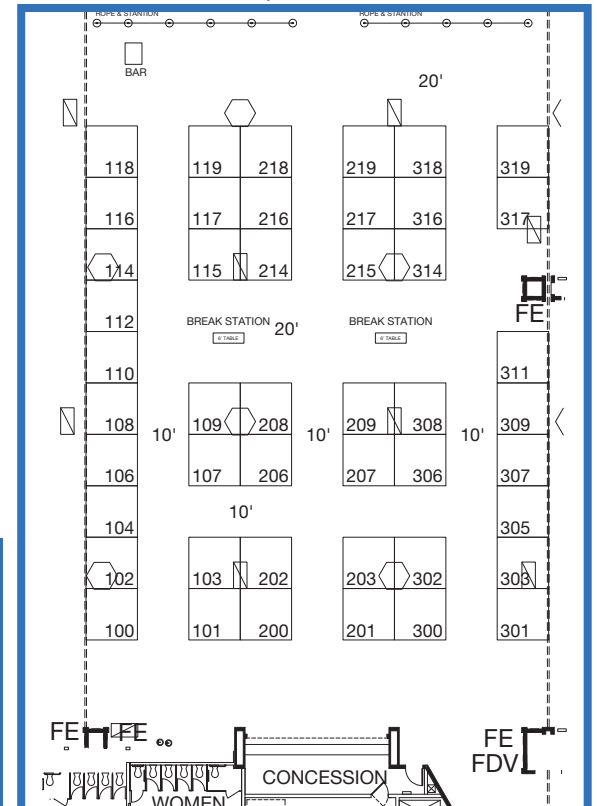
WHAT'S INCLUDED	Complimentary Booth Personnel (2)	Additional Booth Personnel
Booth Personnel Fee	FREE	\$175
Reception	YES	YES
Luncheon	YES	YES
Technical Sessions	YES	YES

Exhibitors must register booth personnel online separately from the space reservation in order for badges to be prepared. Booth personnel registered using the advance online process will be able to pick up badges onsite. The number of additional booth personnel must be kept within reasonable limits; the booth must be manned during all open exhibit hours.

The Primary Booth Contact will be able to register all personnel, using the online Exhibitor Service Manual at [www.wef.org/OdorsAir](http://www.wef.org/OdorsAir).

To receive maximum exhibitor benefits, the Exhibit Space Reservation & Contract form should be received at the Federation Headquarters no later than January 11, 2016.

## Exhibition Floor Plan: Wisconsin Center, Hall B



View the current floor plan: [www.wef.org/OdorsAirExhOpps](http://www.wef.org/OdorsAirExhOpps)

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Wisconsin Center | Milwaukee, WI

## SPONSORSHIP OPPORTUNITIES



[www.wef.org/OdorsAirSponOpps](http://www.wef.org/OdorsAirSponOpps)

# SPONSORSHIP OPPORTUNITIES

For Greater Visibility,  
Become a Sponsor and  
Promote Directly to Your  
Target Audience.

Being a conference sponsor leverages your business (and brand image) presence in front of 300 water quality professionals in your market base. Sponsorships enhance your company's visibility and create greater awareness for your branding, products, and/or services in the minds of the conference attendees.

Benefit from an integrated marketing and promotional campaign that positions your organization as a premier source for solutions and advice. Each opportunity offers multiple branding exposures before, during, and after the show at price points designed for any marketing plan.

## Overall Sponsor Benefits

- Company logo with sponsorship directory listing in the conference program
- Company logo with online sponsorship directory listing on the conference home page
- Company logo-enhanced exhibitor directory listing, only for conference exhibitors
- Complete mobile app listing, including logo, description, and PDF upload capability
- Branding on signage recognizing all sponsors on display for the duration of the conference
- Company logo recognition on corresponding sponsor slide at the Opening General Session
- One-time pull of pre-registered or final attendee lists in Excel format
- Sponsor badge ribbons

\* Overall sponsor benefits are included with all opportunities, except meter boards, exhibit hall carpet clings, tote bag inserts, and hotel sponsorships.

\*All sponsor pricing listed is at the Member rate, available to Corporate and Exhibitor Members

\*Option to provide cups or napkins at an event is provided on a first-come, first-serve basis

## CONFERENCE-WIDE SPONSORSHIPS

### Platinum Sponsorship

(Exclusive) \$12,500

- Official conference giveaway (select lanyard, pen, or proceedings flash drive) distributed to conference attendees or 10 x 10 booth space
- Custom double-sided meter board to be placed in the convention center
- Recognition at the Networking Reception and opportunity to provide sponsor-produced napkin and cup as giveaway (based on date received)
- 15 expo-only invitations
- Company logo on own platinum sponsor slide at the Opening General Session
- Mobile App listing highlight and video upload
- One-time pull of pre-registered and final attendee lists in Excel format

### Gold Sponsorship

(Exclusive) \$10,500

- Tote bag insert: 8.5" x 11" double-sided insert (provided by sponsor) included in every tote bag distributed to attendees
- Custom double-sided meter board to be placed in the convention center
- Recognition at the Networking Reception
- 10 expo-only invitations
- Company logo on shared sponsor slide at the Opening General Session
- Mobile App listing highlight and video upload
- One-time pull of pre-registered and final attendee lists in Excel format

### Silver Sponsorship

(Exclusive) \$7,000

- Custom double-sided meter board to be placed in the convention center
- Recognition at Networking Reception
- 5 expo-only invitations
- Company logo on shared sponsor slide at the Opening General Session
- Mobile App listing highlight and video upload
- One-time pull of pre-registered and final attendee lists in Excel format

# ONSITE SPONSORSHIPS

## OPENING GENERAL SESSION \$3,000

The Opening General Session kicks off the conference and energizes the attendees for the technical sessions and exhibition ahead.

- Sign at Opening General Session identifying your company as the sponsor
- Recognition on separate slide at Opening General Session

## REFRESHMENT BREAKS

\$2,500 one day | \$4,000 both days

Refreshments are served in the morning and afternoon in the exhibit hall during both days of the exhibit. Sponsorship of the breaks reinforces your brand with exhibition attendees.

- Sign at refreshment breaks identifying your company as the sponsor
- Sponsor-provided 8-ounce cups or cocktail napkins with company logo to be used at sponsored break(s)

## CONFERENCE LUNCHEONS

\$3,000 one day | \$5,000 both days

Target conference attendees during the Tuesday and Wednesday luncheons in the exhibit hall.

- Sign at Conference Luncheon identifying your company as the sponsor
- Sponsor-provided 8-ounce cups or cocktail napkins with company logo to be used at the sponsored luncheon(s)

## NETWORKING RECEPTION \$3,000

Make your company presence known among conference attendees socializing at the Networking Reception on Tuesday evening.

- Sign at Networking Reception identifying your company as the sponsor

## NEW MEET THE EXPERTS EVENT \$3,000

Gain recognition for your company among the conference attendees networking and socializing at the Wednesday night Meet the Experts Event.

- Recognition on the sponsor sign at the Meet the Experts Event

# HOTEL SPONSORSHIPS

## HOTEL GUEST ROOM DOOR DROP \$2,000

- Sponsor-produced door hanger or flyer distributed to guest rooms in the hotel block during the conference
- \* One available each for On-Door and In-Room for peak night

## ELECTRONIC SPONSORSHIPS

### MOBILE APP OVERALL (Exclusive) \$5,000

Put your company in the palm of their hands! Be seen by conference attendees as they navigate the app using their mobile devices to learn more about sponsors, programming, and speakers on-the-go.

- Custom artwork on splash page, secondary page, and banner

### MOBILE APP BANNER

\$2,500 (Available to Three Sponsors)

Gain exceptional exposure by placing a custom-animated banner at the top of the dashboard on the official conference mobile app.

- Custom artwork on banner and secondary landing page

## TOTE BAGS (Exclusive)\* \$6,000

Place your company logo on the official conference tote bag and in the hands of all conference attendees, and feel confident that you're leaving a lasting impression. This sponsorship includes production and distribution.

- Sponsor logo on official conference tote bag distributed to all attendees at registration

## LANYARDS (Exclusive)\* \$5,000

One of our most recognized sponsorship opportunities by attendees! This sponsorship includes production and distribution.

- Sponsor logo on official conference lanyard distributed to all attendees at registration

## GIVEAWAY ITEM (Exclusive)\* \$5,000

Giveaway items are imprinted with your company logo and distributed to attendees to carry throughout the conference and back into their daily lives, keeping your brand visible for years to come. Examples include stylus pens, water bottles, microfiber wipes, and gloves. This sponsorship includes production and distribution.

- Sponsor logo on official conference giveaway item distributed to all attendees at registration

## CONFERENCE PROCEEDINGS (Exclusive)\* \$5,000

Sponsor logo recognition on official USBs provided to all attendees with the conference proceedings distributed at registration. Includes production and distribution.

## HOTEL KEY CARDS (Exclusive)\* \$6,000

- Custom hotel key card given to conference attendees at check-in and used for the duration of the conference for brand visibility throughout the week. This sponsorship includes production and distribution.

### \*Order Deadline: February 5, 2016

All attendee giveaway sponsorships must be confirmed by this date for production purposes.

# ONSITE ADVERTISING

## METER BOARD \$2,500

- Custom, double-sided, free-standing sign to be placed within the convention center for the duration of the conference

## EXHIBIT HALL CARPET CLING \$500

- A 2' x 2' adhesive back sign on the exhibit floor with your company logo or directional arrow to your booth

## CONFERENCE PROGRAM ADVERTISEMENT \$4,000 (available to 3)

- Full-page color advertisement in the conference program
- Available locations: Inside Front Cover, Back Cover, Inside Back Cover
- Ad art due by February 5

## TOTE BAG INSERT \$2,500 (available to 3)

- Up to an 8 1/2" x 11" double-sided sponsor-provided flyer distributed in official conference tote bag to attendees
- Insert must be approved by WEF prior to production
- Produced insert due to WEF office by March 11, 2016



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**Water Environment Federation**  
the water quality people™

601 Wythe Street  
Alexandria, Virginia  
22314-1994 USA

## Top Reasons to Exhibit at Odors and Air Pollutants 2016

- More than half of all attendees made a connection with an exhibitor as a result of visiting a WEF Specialty Conference.
- Of attendees surveyed from Odors and Air Pollutants 2014, 88% influenced the buying decision for related products or services and 47% requested additional information about purchasing products/services on display at the exhibit.
- Visiting the exhibition was listed among attendees' top 5 reasons for attending Odors and Air Pollutants 2014.



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