

Dear Exhibitor,

In the coming months towards the IWA World Water Congress & Exhibition 2016 (IWA WWCE2016) we will send you regular updates on various aspects of your participation as exhibitor in this global water event.

All updates will be numbered, so you can easily file them and keep track on progress.

**This Update is Update nr. 2, focussing on social media use.**

### Your quotes, blogs, news releases

In the coming months towards the IWA WWCE2016, we will be using various social media channels to inform and exchange global water news. **@iwahq** and **@matchpluswater** are the most important accounts we are using.

In these tweets, LinkedIn messages and e-news we can take up your innovations and contributions: for that purpose, you can send us relevant **quotes (short messages), blogs and / or links to press releases**. This will help you to brand your organisation globally.

For the promotion of your participation at the World Water Congress & Exhibition in Brisbane this year, we developed a Brisbane media pack which you can find here: [click here](#). Please find in this media pack examples for various media communications which you can copy.

### Follow us!

In the next months to come more and more news about the program, the speakers, the exhibitors and also specific exhibitor benefits (e.g. Business Forum, matchmaking, etc) will be available.

- **Please follow** all the latest news via **@iwahq** and **@matchpluswater**; this is how you stay updated in an easy way. This is also the place to stay connected to other leading organizations in the water segment.
- When using Twitter about your presence at the IWA WWCE2016; please send your general news updates using **#IWA2016Brisbane**
- We started to list the exhibitors in this list: <https://twitter.com/matchpluswater/lists/exhibitors>. Do you miss your company or others in the list? Follow us and send us a tweet or a Direct Message.

Please note that your **official stand allocation including the exhibitor manual** will be send to you mid-May next: if you need any information on this before mid-May please let us know.

Kind regards and happy to answer any question you might have.

Nathalie Gilliquet  
Project assistant

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*IWA Water Exhibitions:*

[IWA World Water Congress & Exhibition 2016 Brisbane, Australia](#)