

## The Australian Precinct – GENERAL

In order to highlight the Australian Water industry and its major players, the organisers and the Australian partners have developed an Australian Precinct on the Exhibition floor where the Australian water sector has the opportunity to showcase its projects, products, innovations and solutions.

This Australia Precinct gives Australian based water companies, institutes, utilities and government the opportunity to showcase Australia's leading projects, innovations and products on a global stage: the IWA World Water Congress & Exhibition 2016 in Brisbane. By clustering the Australian sector on the exhibit floor, a full and coherent overview of the Australian water sector can be given, and an efficient networking Precinct can be created.

The World Water Congress & Exhibition of IWA is a bi-annual event that travels across the globe. This presence in Australia in 2016 is therefore a unique and not to be missed opportunity. It attracts global leading water professionals and offers the exhibitors in the Australia Precinct to connect to these global leaders in general, and within that to new business partners and project possibilities in the Asia-Pacific region as well as Australia itself. It offers a unique possibility to discuss national developments within a truly global context and attendance.

Major stakeholders of this initiative for the Australian Precinct are:

- The Australian Government through the Australian Water Partnership (AWP)
- Australian Water Association (AWA)
- A Host Country Coalition with representatives from all parts of the local sector.

A large space on the floor plan has been allocated for this Australian Precinct, see floor plan for an overview of the floor plan and location of the Australian Precinct.

The centre piece for the Australian Precinct will be a pavilion hosted by the *Australian Water Partnership* and a combination of *national and regional government agencies*. Other highlights in this Australian Precinct will be clusters of exhibiting companies and institutes from:

- Australian universities and research institutes
- Australian water utilities
- Australian contractors
- Australian consultants
- Australian manufacturers / technology providers

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## The Australian Precinct – DISCOUNTED FEES

### Lay out, fees, stand construction

The Australian Precinct will be strongly branded and in a prime location, with helpful visual pointers such as aisle carpet and banners to highlight the Precinct. The Precinct will also be highlighted in Congress information material (programme book, Congress App, and other info).

Please see some first visuals in the enclosure.

Stand space in the Australian Precinct can be booked with customised stand space / stand construction or by taking *ready to use shell scheme units*. These units can be either fully individual, or clustered in a shared pavilion.

Given the relation with the local organising institutes, IWA is happy to offer exhibitors in the Australian Precinct:

- Discounted stand rental fees in the Australian Precinct (this offer is valid until Ozwater'16).

**Above leads to a special rate for the Australian Precinct of:**

- o **3 sqm.; € 1,350 all in (poster panel in pavilion)**
- o **6 sqm.; € 2,700 all in (stand space + pavilion construction / ready to use shell scheme) (\* / \*\*)**
- o **9 sqm.; € 4,050 all in (stand space + pavilion construction / ready to use shell scheme) (\* / \*\*)**

(\* ) regular fee for 9 sqm = € 4,905. Almost 20% saving

(\*\* ) **Important:** Stand rental fees include:

- Reduced prices for congress delegate fee (**50% discount**); total amount of tickets depends on the size of booth. [e.g. at last edition in Lisbon '14: Registrations € 525, - (excl. VAT) per registration instead of regular € 1125, - (excl. VAT)]
- Possibility to have a **time slot for a 45-minutes** presentation about your latest project/innovation in one of the **Business Forum** rooms – free of charge
- **Access to delegate information** / country delegations (options depending on stand size) prior to Congress for personal approaches
- Free attendance of Opening Ceremony
- Free attendance at the Welcome Reception
- Free coffee / tea in breaks
- Logo on WWCE2016 website
- Company description on website / Congress App / Congress Programme Book

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