Water for Smart Liveable Cities

The IWA World Water Congress & Exhibition is the global event for water professionals covering the full water cycle. Join over 10,000 leading water professionals and companies convened by the International Water Association. During 6 days, thought-leaders, decision makers, leading researchers and business representatives from within and outside the water sector will focus on water solutions to shape our water future.

The World Water Congress & Exhibition in Copenhagen, Denmark is designed to bring together water professionals and also engage the water-consuming industry, agriculture, architects and urban planners, hydrologists and soil and groundwater experts, social sciences, ICT-sector, the financial sector and others. The Congress is by nature a global forum for discussion.

This edition of the World Water Congress & Exhibition, will report on the water sector progress on the Sustainable Development Goals (SDGs). With an emphasis on SDG6, dedicated to water and sanitation, the Congress will also highlight and access the interwoven relation of water with all 17 Global Goals. Participants will analyse, discuss and highlight solutions at high-level summits, cases-study presentations and examples of implementation and cooperation towards the fulfilment of the SDGs.

Focusing on leading practice, innovation and solutions, the event provides new networking and business opportunities, and ensures maximum exposure between participants, exhibitors and sponsors. It connects you with the right people and the right solutions, fosters new collaborations and partnerships, and provides a platform for exhibitors and sponsors to raise their profile amongst leading water professionals and companies.

Expectations from #WorldWaterCongress in Copenhagen:

- Visionary thinkers and compelling speakers on how water can create smart and liveable cities of the future.
- High-level summit with utility, government and city officials as well as organisations and water utilities about the progress towards implementation of the SDGs.
- Advance opportunities for IWA Young Water Professionals and #EmergingWaterLeaders.
- Highlight global innovations and offer a global business platform.

All of us in IWA are relieved and thrilled that the countdown to the World Water Congress and Exhibition in Copenhagen has re-started. The Nordic region is a world leading hub for technology and innovation, making it the ideal location for the Congress; a space to inspire change, stimulate innovative research and for sharing of best practices for a water wise world. For those who are thirsty for the latest trends and solutions to build water back better, and eager to re-connect and broaden their networks, this Congress is the opportunity. I look forward to welcoming IWA members, water professionals and organisations from all over the world to wonderful Copenhagen in September, 2022.

Tom Mollenkopf, IWA President
9 Reasons to Exhibit and Sponsor

1. Join the world’s leading institutions, companies and other organisations involved in the delivery of innovative, pragmatic and sustainable solutions to challenging global needs for safe water and sanitation, within urban areas and river basins.

2. Connect with thought leaders from within and outside the water sector, and to network with over 10,000 delegates and visitors from over 100 countries worldwide.

3. Highlight your company as a leading entity in the sector, and provide a wide range of networking and partnership building opportunities during the event by exhibiting at the world’s premier water event.

4. Shape the water agenda for decades to come: The conference focus is on bridging the space between industry, business, technology, innovation, practice and science to share knowledge, build collaborations and develop networks.

5. Unique networking facilities including: matchmaking programmes for exhibitors, meet the delegations programmes, Business Forums, and more...

6. Sponsorship and partnership opportunities (tailor-made to meet your needs) enable you to play a leading role in an event with impact. Including global exposure and reach-out via IWA videos and social media on relevant topics for water professionals.

7. Full integration between exhibition and conference. All exhibitors will be located in the main Exhibition hall where all lunch and coffee breaks will be served, as well as other social functions and receptions.

8. The International Water Association – a trusted professional association with an excellent reputation and track record for delivering high profile international events around the world.

9. IWA will promote this event to its worldwide network of more than 80,000 water professionals. The organisers will promote the event through multiple communications channels, including digital channels and international, regional and local media.
Previous edition – Tokyo, Japan 2018

Visitors primary work role

- Decision makers: 75%

Exhibitors opinions

- 100% of exhibitors expectation met or exceeded by WWCE

Visitors work experience in the water and sanitation sector

- <5 yrs: 17%
- 5-10 yrs: 23%
- 10-20 yrs: 30%
- 20+ yrs: 30%

- 94% of exhibitors see the WWCE as a truly global event
Invitation to Exhibit

Target audience

The key target audience for the Exhibition are the Congress delegates, water professionals from across the full water cycle from over 100 countries worldwide. In addition to Congress delegates, the exhibition will attract local, regional and international trade visitors.

The organisers expect over 10,000 participants from the sector. They will meet in world-class stands at the Exhibition, which will also host several country pavilions and various thematic pavilions (e.g. cities, emerging technologies, desalination).

Exhibition fees

Through the application of stand space you can take advantage of an early bird discount on the Congress registration fee. This enables exhibitors to attend all sessions and with that direct and wider networking opportunities.

You can reserve your space by submitting a completed application form. To obtain the application form, please e-mail the IWA Exhibition Management at info@iwa-exhibitions.com or visit www.worldwatercongress.org.

Visitors by organisation type

Who will exhibit?

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 organisations 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 of the World Water Congress & Exhibition can apply for session timeslots in the Business Forum programme.

The international Exhibition floor will be the networking hotspot during the event. All lunches, coffee and tea breaks will be served in the exhibition hall providing key opportunities to showcase your brand and to network with Congress delegates.

Exhibitors can benefit from a discount on the Congress registration fee. This enables exhibitors to attend all sessions and with that direct and wider networking opportunities.
Invitation to Sponsor

For companies looking to stand out as a leading brand, the IWA World Water Congress & Exhibition offers a unique opportunity to profile your company globally to a network of over 80,000 water professionals.

The benefits of sponsoring 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.

- Branding of your company with comprehensive signage and merchandise.
- Targeted promotion by IWA to its global network.
- Business forums to present your services, projects and case studies to a high-level audience.
- International media exposure.
- Participation in structured networking events (e.g. the Gala Evening).

To know more and become a sponsor please visit www.worldwatercongress.org or contact Kizito.Masinde@iwahq.org. Sponsorship packages can be adjusted upon request.

<table>
<thead>
<tr>
<th>SPONSOR BENEFITS</th>
<th>PRINCIPAL 150,000€</th>
<th>PLATINUM 100,000€</th>
<th>GOLD 50,000€</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade exhibition space (square meters)</td>
<td>100 sqm</td>
<td>50 sqm</td>
<td>18 sqm</td>
</tr>
<tr>
<td>Complimentary delegate registrations</td>
<td>20</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>50% discount on additional number of registrations at IWA member rate</td>
<td>20</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>Reserved corporate tables at the conference gala evening (each participant must have a gala dinner ticket)</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Extra tickets for the gala evening</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Registration discount to unlimited sponsor invitees</td>
<td>10%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Logo and entry in sponsor section of the Congress website and link to company website</td>
<td>150 words</td>
<td>100 words</td>
<td>50 words</td>
</tr>
<tr>
<td>Logo on general signs at the venue</td>
<td>All</td>
<td>All</td>
<td>Some</td>
</tr>
<tr>
<td>Logo on Congress homepage</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Company logo in sponsor section of any printed publication</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo on the front of any printed publication</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Complimentary full page advert in Congress Programme Book</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to organise presentation sessions for delegates at the business forum</td>
<td>3 sessions</td>
<td>2 sessions</td>
<td>1 session</td>
</tr>
</tbody>
</table>
Invitation to Sponsor

For companies looking to stand out as a leading brand, the IWA World Water Congress & Exhibition offers a unique opportunity to profile your company globally to a network of over 80,000 water professionals.

The benefits of sponsoring 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.

- Branding of your company with comprehensive signage and merchandise.
- Targeted promotion by IWA to its global network.
- Business forums to present your services, projects and case studies to a high-level audience.
- International media exposure.
- Participation in structured networking events (e.g. the Gala Evening).

To know more and become a sponsor please visit www.worldwatercongress.org or contact joao.grilo@iwahq.org.

Sponsorship packages can be adjusted upon request.

---

**SPONSOR BENEFITS**

<table>
<thead>
<tr>
<th></th>
<th>GALA EVENING</th>
<th>WELCOME RECEPTION</th>
<th>MOBILE APP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade exhibition space (square meters)</td>
<td>18 sqm</td>
<td>9 sqm</td>
<td></td>
</tr>
<tr>
<td>Complimentary delegate registrations</td>
<td>10</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>50% discount on additional registrations at IWA member standard rate</td>
<td>10</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Reserved corporate tables at the conference gala evening (each participant must have a gala dinner ticket)</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Extra tickets for the gala evening</td>
<td>10</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Registration discount to unlimited sponsor invitees</td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo and entry in sponsor section of the Congress website and link to company website</td>
<td>100 words</td>
<td>50 words</td>
<td>50 words</td>
</tr>
<tr>
<td>Exclusive corporate display and decoration at</td>
<td>Gala Evening</td>
<td>Welcome Reception</td>
<td></td>
</tr>
<tr>
<td>Company logo in sponsor section of any printed publication</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary advert in Congress Programme Book</td>
<td>Full page</td>
<td>Half page</td>
<td>Half page</td>
</tr>
<tr>
<td>Speaking opportunity</td>
<td>Gala Evening</td>
<td>Welcome Reception</td>
<td></td>
</tr>
<tr>
<td>Opportunity to organise sessions of presentations for delegates at the business forum</td>
<td>2 sessions</td>
<td>1 session</td>
<td>1 session</td>
</tr>
<tr>
<td>High profile and prominence on Mobile App</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
IWA World Water Congress & Exhibition 2018 was proven to be the most useful and profitable water event to the world. KUBOTA as a principal sponsor is grateful that the world’s leading water professionals had an opportunity to get the information of Japan’s high-quality water supply and sewage system such as the latest products, technologies, and services.

**KUBOTA, Principal Sponsor**

IWA World Congress Tokyo proved to be the perfect platform to network with the leaders in water: political, technical, research and business leaders. SUEZ is delighted to be part of this community, to foster water-wise solutions for cities.

**SUEZ, Gold Sponsor**

“The African water sector aims to speak with one voice in the global arena, and the IWA World Water Congress & Exhibition is the place for us to look for solutions.”

**Sylvain Usher, AfWA Executive Director**

“Hosting the Australian Pavilion at the IWA World Water Congress & Exhibition 2018 enabled us to enhance sharing of Australia’s knowledge and tools for sustainable water management. It was a great opportunity to engage and collaborate with leading international institutions through a strengthened ‘Team Australia’ approach.”

**Australian Water Partnership**

“The IWA Exhibition is a tremendous opportunity for us to showcase Canadian Innovators to the world and to shine a light on our water leaders. We met so many international delegates and appreciated the lively atmosphere of the exhibition – to me, it seemed more like an exciting marketplace.”

**Robert Haller, Canadian Water & Wastewater Association**

Sponsorship Enquiries

Kizito Masinde  
Tel: +44 7517109855  
Email: Kizito.Masinde@iwahq.org  

Export Building, 1st floor  
1 Clove Crescent  
London E14 2BA - United Kingdom  
tel: +44 207 654 5500  fax:+44 207 654 5555

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

www.worldwatercongress.org  
#WorldWaterCongress