



WESTERN CANADA WATER
2016 CONFERENCE AND EXHIBITION
October 4-7, 2016
Calgary AB

PARTNERSHIP PROGRAM

Western Canada Water's Annual Conference and Exhibition is the premier event for the water industry in Western Canada

The conference provides you with an ideal opportunity to showcase your organization to all the delegates from the Western Canadian Water marketplace, including utility managers, operators, government representatives and consulting engineers.

Why Sponsor WCW's Annual Conference?

Be seen as an Industry Leader by the more than 550 attendees expected from the three Prairie Provinces, Northwest Territories, and Nunavut, representing large and small municipal water utilities, commercial and industrial users, government, engineering and consulting firms, industry suppliers, and educational institutes.

The Western Canada Water Conference is an unrivalled and cost-effective marketing solution, providing you with new contacts and great exposure, culminating in an event that will bring you face-to-face with your key customers and prospects.

This year's conference offers you and your company the following benefits:

- Network with industry colleagues and stakeholders.
- Capture new prospects while enhancing your corporate profile to existing clients.
- Increase your brand recognition in the region with a decision-making audience.
- Obtain exposure to your target market away from everyday distractions.
- Choose partnership inclusions and commitment levels tailored to suit your individual requirements.



WCW Conference & Exhibition | Calgary | October 4-7, 2016
www.westerncanadawater.ca

PARTNERSHIP OPPORTUNITIES

Partnership opportunities for the WCW'16 Conference have been categorized as Ocean, Lake, River, Stream and Creek. A sponsor may achieve a certain category by selecting one or a combination of partnering opportunities defined below, subject to availability. The Sponsorship Committee encourages new partnering opportunities, please contact us to discuss any alternative ideas.

	OCEAN	LAKE	RIVER	STREAM	CREEK
TOTAL SPONSORSHIP	\$12,000	\$9,000	\$6,000	\$4,000	\$1,000
Recognition in Conference Program ¹	Full Page	1/2 Page	1/4 Page	Business Card	Name Listed
Recognition in WCW Magazine ²	Logo	Logo	Name Listed	Name Listed	Name Listed
Logo & Link on Conference Website	✓	✓	✓	✓	
Logo on Sponsor Signs at Venue	✓	✓	✓	✓	
Logo on Conference Media Screens	✓	✓	✓	✓	
One Item Inserted in Delegate Bag ³	✓	✓	✓		
Complimentary 3-Day Registrations ⁴	4	3	2	1	
Gala Tickets	4	3	2	1	
Special Sponsorship Badge	✓	✓			
Recognition at Opening Ceremonies	✓	✓			

Notes: 1 If received prior to August 2016; logo only

2 If received prior to magazine deadlines - June 2016

3 Item must be approved;

4 Or equivalent single day registrations, a value of \$575 per 3-day registration or \$350 per single day registration.

■ Opening Ceremonies/Awards

ONE OPPORTUNITY AVAILABLE

Be the exclusive sponsor of the Opening Session and Awards presentations. This function is Wednesday morning, beginning with a Breakfast and ending with our Keynote Speaker. Special Award recipients will be honoured during the proceedings. This event is available to all conference registrants. Sponsor will receive:

- Company's name and logo prominently displayed in the breakfast area and acknowledgement cards on all the tables.
- Introduction of the keynote speaker by a representative of your organization.
- Company information at the entrance to the breakfast area.
- One reserved table (seats eight) at the breakfast.
- Acknowledgement of sponsorship in Conference Program, WCW Website and event media screens.
- Cost: \$12,000

Sorry, SOLD!

■ Gala Reception & Dinner

ONE OPPORTUNITY AVAILABLE

The Gala will be a celebratory event Thursday evening. Delegates must purchase tickets for this event, which includes a cocktail hour, dinner and entertainment. Sponsor will receive:

- Company's name and logo prominently displayed in the reception area and acknowledgement cards on all the tables.
- Company information/booth (if desired) to be available in the reception area for cocktail hour.
- One reserved table (seats eight) at the Gala.
- Acknowledgement of sponsorship in Conference Program, WCW Website and event media screens.
- Cost: \$12,000

Sorry, SOLD!

■ Nametag Lanyard

ONE OPPORTUNITY AVAILABLE

Utility badge holder (strap) will be attached to the delegate badges. Sponsor will receive:

- Company's name and logo on the utility badge holder (strap).
- Acknowledgement of sponsorship in Conference Program and WCW Website.
- Acknowledgement of sponsorship in Conference Program, WCW Website and event media screens.
- Cost: \$12,000

Sorry, SOLD!



ADDITIONAL BENEFITS TO PARTNERS

■ Conference App

ONE OPPORTUNITY AVAILABLE

The app will be the mobile method for delegates to keep up to date at the conference. Sponsor will receive:

- Company's name and logo prominently displayed on opening screen of app.
- Company information tab (if desired) in app.
- Acknowledgement of sponsorship in Conference Program, WCW Website and event media screens.
- Cost: \$9,000

Sorry, SOLD!

■ Water for People Breakfast

ONE OPPORTUNITY AVAILABLE

The Water for People Breakfast will be held Thursday, October 6 to promote awareness of WCW's Charity of Choice. Delegates must purchase tickets for this event, which includes breakfast and a special speaker. Sponsor will receive:

- Company's name and logo prominently displayed in the Breakfast area and acknowledgement cards on all the tables.
- Introduction of the speaker by a representative of your organization
- Company information to be available at the entrance to the Breakfast area.
- One reserved table (seats eight) at the breakfast.
- Acknowledgement of sponsorship in Conference Program, WCW Website and event media screens.
- \$2000 donation to Water For People Canada (Tax receipt will be provided)
- Cost: \$9,000

Sorry, SOLD!

■ Event Greening Sponsorship

ONE OPPORTUNITY AVAILABLE

Support the conservation efforts of WCW and provide carbon offset credit for delegates traveling to the conference. Sponsor will receive:

- Company's name and logo prominently displayed at registration area and at recycle stations.
- Acknowledgement of sponsorship in Conference Program, WCW Website and event media screens.
- Sponsor will purchase carbon offset credits for registered delegates in the name of WCW (Approximate value of \$3,000).
- Acknowledgement of sponsorship in Conference Program, WCW Website and event media screens.
- Cost \$6,000+offset credits

Sorry, SOLD!

■ WCWEA Luncheon

ONE OPPORTUNITY AVAILABLE

The WCWEA Luncheon will be held on Thursday, October 6, 2016 and will be open to all conference registrants. This session provides attendees with the opportunity for networking and offers an opportunity to demonstrate hospitality to conference delegates. Sponsor will receive:

- Company's name and logo prominently displayed in the event area and acknowledgement cards on all the tables.
- Introduction of the speaker by a representative of your organization.
- Company information (if desired) to be available at the entrance to the event area.
- One reserved table (seats eight).
- Acknowledgement of sponsorship in Conference Program, WCW Website and event media screens.
- Cost \$4,000

Sorry, SOLD!

■ WCS AWWA Breakfast

ONE OPPORTUNITY AVAILABLE

The AWWA Breakfast will be held on Friday, October 7, 2016 and will be open to all conference registrants. This session provides attendees with the opportunity for networking and offers an opportunity to demonstrate hospitality to conference delegates. Sponsor will receive:

- Company's name and logo prominently displayed in the event area and acknowledgement cards on all the tables.
- Introduction of the speaker by a representative of your organization.
- Company information (if desired) to be available at the entrance to the event area.
- One reserved table (seats eight).
- Acknowledgement of sponsorship in Conference Program, WCW Website and event media screens.
- Cost \$4,000

Sorry, SOLD!



ADDITIONAL BENEFITS TO PARTNERS

■ Delegate Bags

ONE OPPORTUNITY AVAILABLE

Each delegate and Exhibition booth will receive a conference package contained in a tote. Sponsor will receive:

- Company's name and logo on the delegate bag.
- Acknowledgement of sponsorship in Conference Program, WCW Website and event media screens.
- Cost \$4,000

Sorry, SOLD!

■ Entertainment Night

THREE OPPORTUNITIES AVAILABLE

This function is Wednesday evening and is available to all conference registrants. Sponsors will receive:

- Company's name and logo prominently displayed in the event area and acknowledgement cards on all the tables.
- Acknowledgement at the event with speaking opportunity by a representative of your organization.
- Company information (if desired) to be available at the entrance to the event area.
- Cost \$2,000

■ Tours

FOUR OPPORTUNITIES AVAILABLE

Tours are held on the preconference Tuesday (October 4, 2016). Four tours are planned for 2016; Glenmore WTP, River Bank Restoration Project, ACWA Facilities at Pine Creek WWTP, and the Bonnybrook TEW Pump Station and Enmax Shepard Energy Centre. There are four opportunities to sponsor these tours and the sponsors will receive:

- Three seats on the tour.
- Opportunity for a company representative to speak at the beginning of the tour.
- Company information (if desired) to be available on Tour transportation vehicle.
- Acknowledgement of sponsorship in Conference Program, WCW Website and event media screens.
- Cost \$1500

■ Student Poster Competition

ONE OPPORTUNITY AVAILABLE

A Poster Competition will occur on Thursday, October 6th in the morning outside the Technical Session rooms. Sponsor will receive:

- Company's name and logo prominently displayed with the Student/YP posters (including during coffee break).
- Company information (if desired) to be available near poster display.
- Acknowledgement of sponsorship in Conference Program, WCW Website and event media screens.
- Cost \$2,000

Sorry, SOLD!

■ Technical Session Rooms

FOUR OPPORTUNITIES AVAILABLE

Technical session will run Wednesday afternoon, all day Thursday, and Friday morning of the conference. Sponsors will receive:

- Company's name and logo prominently displayed outside session room.
- Company information (if desired) to be available in the session room.
- Opportunity to provide a moderator for the session (if desired).
- Acknowledgement of sponsorship in Conference Program, WCW Website and event media screens.
- Cost \$2,000

Sorry, SOLD!

■ Hotel Key Cards

TWO OPPORTUNITIES AVAILABLE

The Hyatt and Marriot hotel will host out of town delegates. Commitment must be made by September 1, 2016. Sponsor will receive:

- Hotel key cards will be printed with company logo.
- Acknowledgement of sponsorship in Conference Program, WCW Website and event media screens.
- Cost \$2,000

Sorry, SOLD!



ADDITIONAL BENEFITS TO PARTNERS

■ AWWA Water Taste Test

ONE OPPORTUNITY AVAILABLE

The Water Taste Test is a competition held on Wednesday during the Exhibition Luncheon. AWWA Utility Members across Western Canada compete for the title of "Best Tasting Water". Sponsor will receive:

- Company's name and logo prominently displayed in the event area.
- Acknowledgement of sponsorship in Conference Program, WCW Website and event media screens.
- Cost \$2,000

■ Workshop Rooms

THREE OPPORTUNITIES AVAILABLE

Pre Conference day Workshops will run Tuesday, October 4, 2016. Sponsors will receive:

- Company's name and logo prominently displayed outside session room.
- Acknowledgement of sponsorship in Conference Program, WCW Website and event media screens.
- Cost \$1,000

■ Refreshment Breaks

FOUR OPPORTUNITIES AVAILABLE

Morning and afternoon refreshment breaks will be provided during the Technical sessions. Sponsors will receive:

- Company's name and logo prominently displayed in the break area.
- Acknowledgement of sponsorship in Conference Program, WCW Website and event media screens.
- Cost \$1,000

Sorry, SOLD!



PARTNERSHIP COMMITMENT FORM

Maximize your company's visibility at the 2016 WCW Annual Conference and Exhibition by taking advantage of the sponsorship opportunities list below.

To apply for a sponsorship opportunity, please complete this form and return it with payment to:

Fax: 1.877.283.2007
 WCW
 Box 1708 Cochrane AB T4C 1B6

Company Name: _____

Contact Person: _____ Title: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Contact Phone: _____ Web URL: _____

Contact E-mail: _____

Please indicate desired Sponsorship:

Ocean \$12,000 Lake \$9,000 River \$6,000 Stream \$4,000 Creek \$1,000

<input type="checkbox"/> Opening Ceremonies/Awards SOLD	\$12 000	<input type="checkbox"/> Delegate Bags SOLD	\$4 000
<input type="checkbox"/> Gala Reception & Dinner SOLD	\$12 000	<input type="checkbox"/> Tours (2 available)	\$1 500
<input type="checkbox"/> Nametag Lanyard SOLD	\$12 000	<input type="checkbox"/> Student Poster Competition SOLD	\$2 000
<input type="checkbox"/> Conference App SOLD	\$9 000	<input type="checkbox"/> Technical Session Room SOLD	\$2 000
<input type="checkbox"/> Water For People Breakfast SOLD	\$9 000	<input type="checkbox"/> Hotel Key Cards SOLD	\$2 000
<input type="checkbox"/> Event Greening Sponsorship SOLD + Carbon Neutral Purchase	\$6 000	<input type="checkbox"/> Water Taste Test (1 available)	\$2 000
<input type="checkbox"/> WCWEA Luncheon SOLD	\$4 000	<input type="checkbox"/> Entertainment Night (3 available)	\$2 000
<input type="checkbox"/> WCS AWWA Breakfast SOLD	\$4 000	<input type="checkbox"/> Workshop Rooms (1 available)	\$1 000
		<input type="checkbox"/> Refreshment Break SOLD	\$1 000

By signing here, I am confirming that I am an authorized agent of the above indicated organization and have the authority to commit to this sponsorship on their behalf. I understand there will be no cancellation or refund after sponsorship form has been received and that payment in full is due at this time to confirm sponsorship. I also understand sponsorships are non-refundable and non-transferable and all promotional content must be pre-approved by WCW. I understand booth and exhibitor personnel costs are extra. I have read and agree to all deadlines and conditions.

We hereby agree to abide by all rules and regulations in this package.

Signature: _____ Print Name _____ Date _____

Method of Payment			
Credit Card: <input type="checkbox"/> Visa	<input type="checkbox"/> MasterCard	<input type="checkbox"/> Cheque (make payable to WCW)	<input type="checkbox"/> Please Invoice
_____	_____	_____	_____
Card Number	Expiry Date	Card Holder Name	Signature

