



2024 ANNUAL SPONSORSHIP & EXHIBITOR PROSPECTUS





INFORMATION

FOR SPONSORS & EXHIBITORS

WHO IS URBAN WATER INSTITUTE?

The Urban Water Institute was incorporated as a nonprofit public education organization in the State of California in 1993.

Our mission is to provide non-partisan information of timely and pertinent interest to the water resource industry, incl. public agencies and private firms, with a particular emphasis on water economics, management and resource policies as they affect consumers and the general economy.

CURRENT OPPORTUNITIES

UWI's Sponsorship and Exhibitor Prospectus details all opportunities for both Sponsors and Exhibitors.

Opportunities are designed to provide companies with the ability to maximize marketing efforts and ROI.

The program is set up to allow organizations to plan ahead and budget for a full year of sponsorship and exhibits over the course of two UWI Conferences, Spring and Fall.

BENEFITS OF MARKETING WITH UWI

- Brand visibility and special recognition
- Relationship building through increased, dedicated networking opportunities
- Exposure to nearly 500 water community leaders over the course of two conferences
- The ability to plan and budget for a full calendar year
- A shared commitment to success

WHO ATTENDS UWI CONFERENCES

- Water District General Managers & Board of Directors
- Water Resource & Environmental Engineers
- Utility Managers
- State and Federal Agency Senior Staff, Management & Officials
- Water Resources & Operations Managers
- Attorneys
- Consultants
- Academia



SPONSORSHIP LEVELS

| | TITLE* | DIAMOND | PLATINUM | GOLD | SILVER | BRONZE |
|---|-----------|----------|----------|---------|---------|---------|
| | \$15,000 | \$10,000 | \$8,000 | \$6,000 | \$3,000 | \$1,000 |
| NETWORKING | | | | | | |
| Recognition as the Title Sponsor on UWI Website/Newsletters/Marketing Materials | ● | | | | | |
| Logo on Conference Bags (Spring/Fall) | ● | | | | | |
| Exhibit Table (Spring/Fall) | ● | ● | ● | | | |
| Complimentary Conference Registrations | 5/year | 4/year | 3/year | 2/year | 1/year | |
| Welcome Reception Celebrating Sponsors | ● | ● | ● | ● | ● | ● |
| Attendee List w/ Contact Info (Spring/Fall) | ● | ● | ● | ● | ● | ● |
| RECOGNITION | | | | | | |
| Premium Conference Signage (Spring/Fall) | ● | ● | | | | |
| Guest Blog Post on UWI Website | ● | ● | | | | |
| Choice of 1 Level A Conference Sponsorship Item (Spring/Fall) | ● | ● | | | | |
| Ad in Conference Program (Spring/Fall) | Full Page | 1/2 Page | 1/4 Page | | | |
| Company Logo on Screen During Conference Sessions (Spring/Fall) | ● | ● | ● | | | |
| Email Spotlight to Conference Attendees Promoting Company (Spring/Fall) | ● | ● | ● | | | |
| Choice of 1 Level B Conference Sponsorship Item (Spring/Fall) | ● | ● | ● | | | |
| Social Media Post Promoting Company | ● | ● | ● | ● | | |
| Choice of 1 Level C Conference Sponsorship Item (Spring/Fall) | ● | ● | ● | ● | | |
| Company Logo on Conference Promotional Materials (Spring/Fall) | ● | ● | ● | ● | ● | |
| Company Logo on Conference Signage (Spring/Fall) | ● | ● | ● | ● | ● | ● |
| Company Logo in Conference Program (Spring/Fall) | ● | ● | ● | ● | ● | ● |
| Company Logo on Conference Website (Spring/Fall) | ● | ● | ● | ● | ● | ● |
| Sponsor Ribbons (Spring/Fall) | ● | ● | ● | ● | ● | ● |



SPONSOR & EXHIBITOR INFORMATION

ADDITIONAL SPONSOR INFO



LEVEL A CONFERENCE SPONSORSHIP ITEMS:

Lanyards, Conference WiFi,
Opening Session, Chairman's
Reception, Program Printing



LEVEL B CONFERENCE SPONSORSHIP ITEMS:

Luncheon(s), Breakfast(s),
Social Media, Audio Visual,
Keynote Speakers



LEVEL C CONFERENCE SPONSORSHIP ITEMS:

Morning Coffee Break,
Afternoon Cookie Break,
Ice Cream Sundae Break

*TITLE SPONSOR

The Title Sponsor is reserved for one organization that wishes to support Urban Water Institute at the highest level. This is an exclusive opportunity and the organization who elects to achieve this level will receive very specific benefits, such as amplified visibility on Urban Water Institute's website, marketing materials, and enhanced recognition during UWI conferences along with the single sponsor of Conference bags.

EXHIBITOR OPPORTUNITIES

Organizations that wish to Exhibit at UWI's Conferences can do so by securing a Tabletop Exhibit for \$750 per Exhibit. Exhibitors will receive the following benefits:

- 1 6ft Table with 2 Chairs
- Listing in Conference Program
- Listing on UWI Conference Website
- Networking Opportunities – AM & PM Breaks
- 1 Complimentary Conference Registration





CONTACT US

UWI Events Director: Paula Currie
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Submit your sponsorship or exhibitor registration online:
urbanwater.com/sponsorship-registration

