

WWT 19

Water & Wastewater Equipment, Treatment & Transport Show



EXHIBITOR PROSPECTUS

CONFERENCE: FEBRUARY 20-22 | MARKETPLACE: FEBRUARY 21-23
INDIANA CONVENTION CENTER



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DISPLAY WHERE THE INDUSTRY GATHERS!

WWETT Show 2019 will be held in February at the Indiana Convention Center. This important annual event is where thousands of professionals in the wastewater and environmental services industries come to learn about - and shop for - your products and services. Exhibiting at WWETT Show 2019 will give you unparalleled access to this group, and put you face-to-face as they make their buying decisions.



13,050 registered professionals



3,749 companies represented



595 exhibiting companies



350,000 sf of exhibit space

**WWETT SHOW 2019
 SALES TEAM**

RICK COLCLASURE
 Company names #'s, A-L
 972-536-6377
 rick.colclasure@informa.com

DENISE LAFLAMME
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 972-536-6382
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TAMI SVARFVAR
 Promotions & Sponsorships
 802-476-8584
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WHO ATTENDS?



YOUR OPPORTUNITY TO ENGAGE WITH YOUR CUSTOMERS

The WWETT Show is the largest annual gathering of wastewater and environmental services professionals in the United States.

Attendees Value the WWETT Show and the Marketplace Expo

The vast majority of attendees say the expo influences their decision to attend the event.

Attendees who say the Marketplace Expo is Important or Somewhat Important to their decision to attend

90%

Attendees who rated the 2018 marketplace Expo as Great or Good

90%

Attendees who spent 5+ hours at the Marketplace Expo

82%

Attendees who spent 3+ hours at the Marketplace Expo

96%

Attendees who rated their WWETT Show experience as Great or Good

86%

Attendees who answered **“Yes, I would recommend the WWETT Show to my peers”**

96%

Business Sectors Represented

- Wastewater Systems—Commercial/Industrial/Municipal
- Septic System Install & Maintenance/Vacuum Truck Services
- Portable Restrooms/Trailers/Rental Equipment
- Sewer System Installation/Repair/Rehabilitation
- Sewer/Drain Cleaning
- Plumbing/Heating/Cooling
- TV/Video Inspection
- Cleaning—Industrial/Waterblasting
- Grease Pumping/Disposal
- Excavation/Grading
- Hydroexcavation
- Location/Leak Detection
- Gas/Mining/Oilfield Services
- Dewatering/Separation

Source: WWETT '18 Attendee Survey fielded in March 2018. Demographic data from 2018 registered attendees.

ABOUT THE SHOW

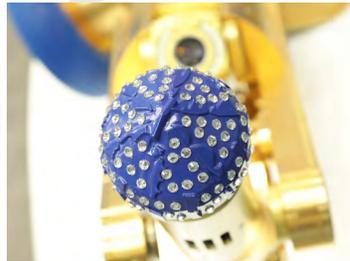
ATTENDEES FROM

50 states, plus D.C., Puerto Rico, Guam, and the U.S. Virgin Islands

all 10 Canadian provinces

54 additional countries

PRODUCTS ATTENDEES WANT TO SEE



Trucks/Truck parts and accessories
Tools and accessories
TV inspection
Pumps, valves and motors
Wastewater treatment equipment/services
Septic systems and components
Safety equipment

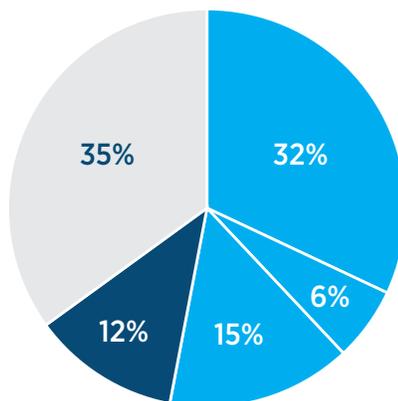
Pipes and collection systems
Portable restrooms and supplies
Waterblasting equipment
Root control
Computer software
Portable restroom trailers and service trucks
Odor control products

Fleet management
Alarms and controls
Storage tanks
Instrumentation, controls and automation
Chemicals and chemical handling
Consulting/Engineering
Financial planning

65% OF ATTENDEES MAKE PURCHASE DECISIONS OR OPERATE THE EQUIPMENT

Key Decision Makers Attend the WWETT Show

- Owner/CEO/President **32%**
- Facility Manager **6%**
- GM/Director/Foreman **15%**
- Technician **12%**
- Other **35%**



Source: WWETT '18 Attendee Survey fielded in March 2018. Demographic data from 2018 registered attendees.

“ SOCIAL MEDIA REVIEWS

“Anything and everything was there. If you're in the septic industry and haven't attended a show it's worth a visit!”

“The show has given us new business, reconnection with past customers, and time with our current customer base. It is a must for us to attend – the benefits greatly outweigh the cost.”

“Great show! Must see if you are in the industry. A+”

“Very well organized, if you are in any field of wastewater, this is a must-see show.”

“Great way to connect with our customers! Also a good show to roll out new products. There is not a better show anywhere for this market.”

VALUABLE EXPOSURE

MAKE YOUR BRAND STAND OUT AT WWETT SHOW 2019



NOTHING BEATS A LIVE-ACTION DEMO

What is better than showing your product – in person – to interested buyers? *Showing that product in action.*

Whether it is an Exhibitor Demo in the Expo Hall, or showing off your equipment at WWETT Live! at Lucas Oil Stadium, there is no better way to engage with customers and make an impression...and a sale!

TAKE ADVANTAGE OF TARGETED PROMOTIONAL TOOLS

Market your presence at the WWETT Show, and drive quality traffic to your display. A full range of sponsorship opportunities are available.

- From parties and live demonstrations to logo items
- From program ads to signs and banners
- From the mobile app to the website

Or, let's work together to create a custom solution for you!



WWETT Show 2019 is promoted via millions of targeted industry impressions through digital ads, social media, direct mail, websites, e-blasts and magazine ads.

COLE Publishing, presenting partner of the show, reaches over 250,000 readers with editorial and ad support via their portfolio of official show publications.



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