



EXHIBIT AND SPONSOR OPPORTUNITY

The New England Water Environment Association (NEWEA) invites you to support its 2021 Virtual Annual Conference & Exhibit (#NEWEA21) that will be held January 26 & 28, 2021 and February 2 & 4, 2021. The conference provides an opportunity for professional exchange of information and state-of-the-art concepts in wastewater treatment and other water environment issues.

We are offering exhibit and sponsor opportunities for NEWEA's 2021 Annual Conference. Both these options will increase your exposure to decision makers and help position your company as an industry leader, expand your network, develop new contacts, showcase your product and services, increase brand awareness and much more.

We look forward to your company's participation at NEWEA's Virtual 2021 Annual Conference.

If you have any questions, contact Janice Moran, NEWEA at jmoran@newea.org

WHY EXHIBIT WITH NEWEA?

- Introduce new products and services
- Network with water quality industry professionals
- Showcase your company's brand, products and services to water industry decision makers
- Establish and build long-lasting customer relationships
- Connect directly with key water industry prospects in one place
- Build brand awareness through additional sponsorships
- Maintain relationships with existing clients

Connect with Attendees

- Real-time virtual booth visitor tracking
- One-one private text chat or video calls. Group meeting rooms available
- Dedicated exhibit time (No technical sessions scheduled during specific times)
- Listing on the NEWEA website and conference program

In addition, you'll have the option to purchase lead retrieval, showcase presentation spots, and additional sponsorship options. All of this without the time and expense related to travel!



NEWEA VIRTUAL 2021 ANNUAL CONFERENCE

January 26 & 28 and February 2 & 4, 2021

VIRTUAL EXHIBIT FEE

The fee to exhibit is \$350 per booth and includes all four sessions, one (1) booth in the virtual environment, analytics on visitors to the booth, full chat capabilities throughout live dates and on-demand, and more.

The purchase of an exhibit booth includes access to all sessions for one designee. Additional representatives may be registered to participate at the booth only – without access to technical content for no additional fee.

EACH EXHIBITOR PACKAGE INCLUDES

- One (1) customizable virtual booth during the NEWEA's Annual Conference (January 26th, 28th and February 2nd, 4th, 2021.)
- Logo and company profile listed on the event website and company listed in the conference program.
- One complimentary conference registration which includes access to all sessions
- Link to company website & social media sites
- Links to downloadable sales materials
- Pre-recorded video demonstration or informational video
- Ability to connect with attendees via chat function during conference hours
- Analytics on page traffic at your booth
- Complimentary post-show attendee list (mailing addresses only)

BECOME AN EXHIBITOR

As an exhibitor, you will be provided a fully customized virtual booth to amplify your branding to and connect with an audience of water quality professionals.

Attendees of the virtual conference will be encouraged throughout the conference to visit the Virtual Exhibit Hall. Additionally, this Virtual Exhibit Hall will remain available to attendees OnDemand for one (1) year. Following the conclusion of the event, you will be provided analytics on your booth traffic.

CONFERENCE PLATFORM & DATE

NEWEA's 2021 Annual Conference will be held virtually using a virtual platform called Pheedloop. The event will be held January 26 & 28th and February 2 & 4th, 2021 from 11:30 am - 3:00 pm ET.

LIVE EVENT HOURS

Tues., January 26, 2021; 11:00 am – 2:30 pm ET
Thurs., January 28, 2021; 11:00 am – 2:30 pm ET
Tues., February 2, 2021; 11:00 am – 2:30 pm ET
Thurs., February 4, 2021; 11:00 am – 2:30 pm ET

NO CONFLICT EXHIBIT HOURS

The exhibit hall will be open from 11:00 am - 11:30 am for attendees to meet with exhibitors prior to the technical presentations for each live session.

ON DEMAND EXHIBIT HOURS

Tuesday, January 26; 11:00 am ET – Thursday, February 4; 2:30 pm ET

TRAINING AVAILABLE

NEWEA will hold training sessions to assist exhibitors who wish to exhibit. Dates and times to follow.

[SECURE YOUR EXHIBIT BOOTH >>](#)

If you have any questions, please contact Janice Moran, jmoran@newea.org

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EXAMPLE OF VIRTUAL EXHIBIT BOOTH

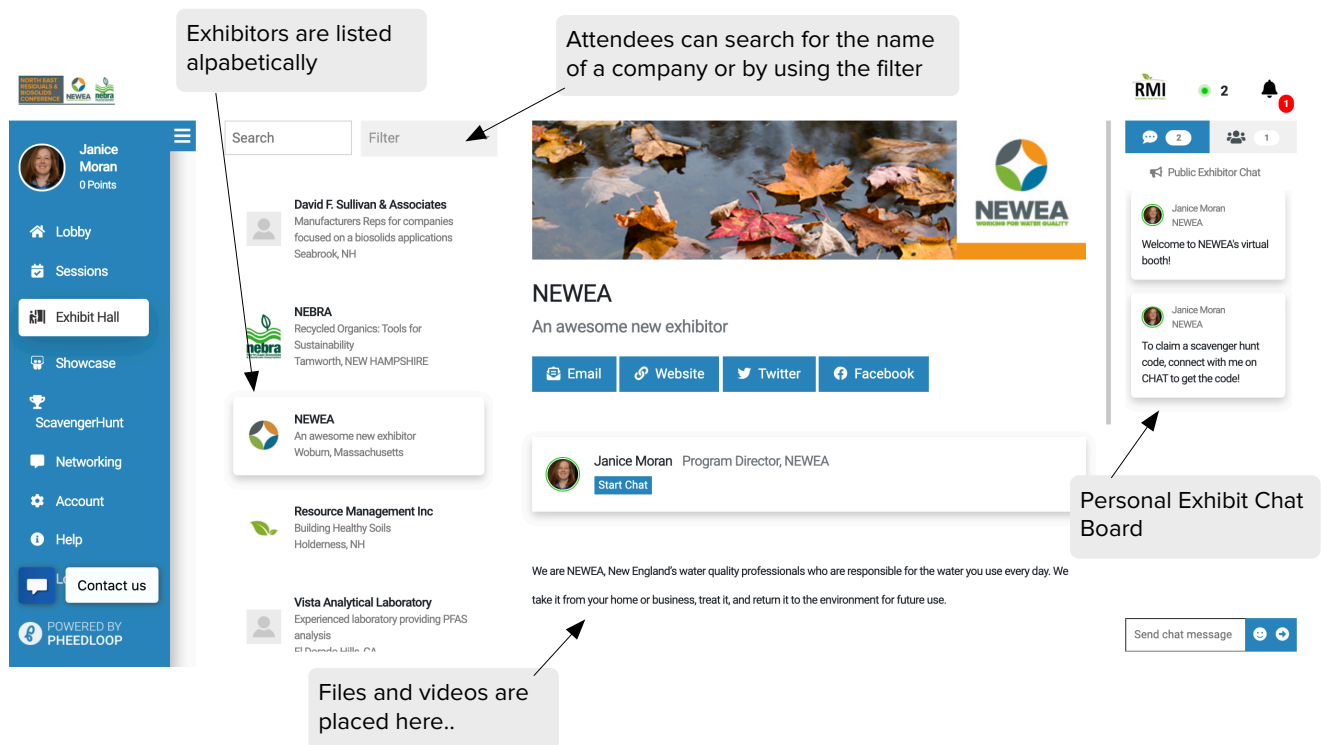


EXHIBIT BOOTHS ARE CUSTOMIZABLE

- Add your company logo and banner image
- Include company name and tagline
- Insert your contact information and social media accounts
- Include representatives. Chat is automatically available
- Add a brief company bio
- Upload files for attendees to download and post videos

CONNECT IN ALL OF THESE WAYS

- Real-time virtual booth visitor tracking information
- Live public booth chat with attendees
- One-on-one conversation in private chat or video call
- Additional representatives may be registered to participate at the booth only – without access to technical content for no additional fee (visible in booth and in networking module)
- A scavenger hunt code to draw visitors to your booth
- NO-CONFLICT exhibit time (No sessions scheduled during these specific times each day!)
- Listing on the virtual platform and in two issues of NEWEA's Journal

In addition, you'll have the option to purchase lead retrieval, branded sponsorship opportunities. All of this without the time and expense related to travel!

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ADDITIONAL EXHIBIT OPPORTUNITIES

In addition to exhibiting, NEWEA offers a variety of opportunities to advertise or sponsor at the conference. Sponsors will be recognized in the conference program and will receive the following benefits according to support level:

BRANDED SPONSORSHIP OPTIONS:

Sponsor Announcements \$750

Reach all registered attendees by sending a notification via email and the virtual event platform during one of the Annual Conference event days. (Limited to six companies)

Scavenger Hunt \$300

Provide a prize for the winner of our digital scavenger hunt.

Session Sponsors \$500

Display your company logo next to the session title on the virtual event platform and session page. Logo visible above presentation video for the entirety of session. (Limited 14 companies)

Digital Sponsorship \$750

Get exclusive access to share messages and promote your brand to NEWEA's audience of followers and subscribers for one week. Select from four (4) different weeks.

Sponsor Spotlight \$1,000

Present a unique and refreshing 10-minute educational session (TED style) or product demonstration during the Annual Conference. (Limited). [Must apply for to be considered >>](#)

Session Pre-Roll Video Ads \$1,000

Screen a one-minute commercial promoting your products, services, job openings, etc. Video will play on loop prior to one session in the conference schedule. (Limited to 14 companies)

À La Carte Sessions \$150

Logo appears on screen before presentation plays. Select from seven (7) different sessions.

[SECURE YOUR SPONSORSHIP >>](#)

If you have any questions, please contact Jordan Gosselin, jgosselin@newea.org