



come to las vegas. show your stuff.

YOU'RE INVITED TO JOIN A NEW WAVE

IN URBAN WATER EFFICIENCY.

next ►

# WaterSmart Innovations Conference and Exposition

South Point Hotel and Conference Center  
Las Vegas, Nevada

OCTOBER 6-8, 2010

don't miss the single most influential  
water efficiency event of the year!

To reserve your spot today, sign up online at  
[www.WaterSmartInnovations.com](http://www.WaterSmartInnovations.com)



**watersmart**2010™  
INNOVATIONS

Communities around the globe face mounting challenges to meet current and future water supply demands through improved efficiency. The third WaterSmart Innovations Conference and Exposition offers a broad array of water efficiency expertise and products to meet this growing need, via professional sessions, workshops, technical tours and an expansive exhibit hall – all in an atmosphere of networking, collaboration and learning.

WSI is the world's only major urban water efficiency conference designed for an interdisciplinary audience, bringing together diverse disciplines to enhance mutual understanding of urban water efficiency policy, programs and products.

Today's water challenges can't be addressed by water agencies alone. Water efficiency decisions permeate dozens of professions, including architecture, construction, land development, property management, plumbing, landscaping and facility management, to name but a few.

WSI also is the premier venue for showcasing new water-efficiency technology and services to industry and business from around the globe; sharing information about effective conservation programs and policies; building and strengthening effective, interdisciplinary relationships; and establishing your company as an international leader in innovative water efficiency technology and services.

# Need more convincing?

If you bring it, they will come: At WSI '09, nearly all conference attendees – 99 percent – visited the Expo Hall during the course of the show. All together, exhibitors had access to more than 1,200 high value prospects.

## Expanded non-compete time in 2010

WSI will present three sponsored refreshment breaks (including two breakfasts) and an evening cocktail reception in the Expo Hall during WSI 2010, offering invaluable non-compete time for exhibitors. These breaks will provide additional and invaluable networking opportunities for you to meet WSI attendees.

- Wednesday, October 6 from 10-1 p.m.
- Thursday, October 7, from 8-9 a.m. (breakfast) and from 4:30-6 p.m. (cocktails)
- Friday, October 8, from 8-9 a.m. (breakfast)

# take your company to the next level

## Benefits of exhibiting at WSI include...

- Contacts with important decision-makers for governmental agencies
- Heighten and support brand awareness with influential markets
- Introduce new and established product lines and services
- An opportunity to see what your competition is up to
- Exposure to and networking with prospective customers from around the globe

## Exhibiting at WSI 2010 could benefit you and your business if you are in one of these fields:

- Irrigation components
- Landscaping equipment
- Engineering and consulting firms
- Appliances
- Residential and commercial plumbing components
- Rainwater harvesting
- On-site water reclamation
- Restaurant products
- Commercial laundry equipment
- Cooling tower technology
- Evaporative cooling technology
- Heating boilers
- Steam generators
- Construction (dust suppression)
- Sustainability products not directly related to water efficiency (solar, wind, etc.)



# endless opportunities, limited exhibitors

Our event planners are carefully balancing the ratio of conference attendees to exhibitors to assure your company ample contact opportunities. The initial release of exhibition space will be slightly more than 40,000 square feet and limited to a maximum of 155 – 10' x 10' booths.

As an exhibitor or sponsor at WSI 2010, you'll be given a preferential opportunity to secure space at future conferences as well.

## Exhibit Information

\$18.45 per square foot (10'x10' booth minimum)

Corners: \$100.00 per open corner

Exhibit booth includes carpet, pipe, drape, two chairs, one 6' table, one trash can and one identification sign (not applicable to island spaces) and one (1) full conference badge that includes the Keynote Luncheon and all the professional sessions. Additional "Exhibit Only" badges may be requested for company personal and booth set up. Electricity, additional furnishings and supplemental services are available at additional charge.

**space is limited!**

To reserve your spot today, sign up online at  
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# wsi attendees = buying power

The second WSI in 2009 drew more than 1,200 participants from 40 states and 14 nations. These participants came from a variety of backgrounds and professions; many have the authority to make purchasing decisions for their employers or organizations.

## A breakdown of WSI '09 participants includes:

Water Agencies	15%
Manufacturing	14%
Plumbing	12%
Government/Legislative/Regulatory	9%
Construction/Contracting/Architectural	8%
Landscape/Irrigation Professionals	7%
Other	35%

“Other” includes suppliers, retail, educators/students, property managers, NGOs and media.

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OCTOBER 6-8, 2010  
Preliminary Schedule

## mon oct 4

12 pm – 6 pm Exhibitor registration open  
2 pm – 6 pm Exhibitor setup

## tue oct 5

8 am – 6 pm Exhibitor registration open  
8 am – 5 pm Exhibitor setup  
12 pm – 6 pm Conference registration open

## wed oct 6

7 am – 5 pm Conference and exhibitor registration open  
Time TBD Opening session  
10 am – 11 am Sponsored break, WSI 2010 Expo hall  
10 am – 5 pm Exhibit Hall open  
1 pm – 4:15 pm Professional sessions

## thur oct 7

7 am – 6 pm Conference and exhibitor registration open  
8 am – 9 am Sponsored coffee/breakfast, WSI 2010 Expo Hall  
8 am – 6 pm Exhibit Hall open (closed 11:30 am - 1:30 pm)  
9 am – 11:40 am Professional sessions  
12 pm – 1:30 pm Keynote luncheon  
2 pm – 4:20 pm Afternoon professional sessions  
4:30 pm – 6 pm Sponsored cocktail reception, WSI 2010 Expo Hall

## fri oct 8

7 am – 12 pm Conference and exhibitor registration open  
8 am – 9 am Sponsored coffee/breakfast, WSI 2010 Expo Hall  
9 am – 11:15 am Professional sessions  
8 am – 12 pm Exhibit hall open  
11:30 am – 3:30 pm Airport shuttles depart  
12 pm Exhibit tear-down

find the prospects  
you seek!

Log on to [www.WaterSmartInnovations.com](http://www.WaterSmartInnovations.com)

# exhibit hours

## Exhibit Hours (preliminary)

Wednesday, October 6 10 am – 5 pm  
Thursday, October 7 8 am – 11:30 am  
1:30 pm – 6 pm  
Friday, October 8 8 am – 12 pm

## Move In:

Monday, October 4 2 pm – 6 pm  
Tuesday, October 5 8 am – 5 pm

## Move Out:

Friday, October 8 Begins at 12 pm

## Exhibit Information

Patty Cerajewski, Account Executive  
Creative Endeavors & Las Vegas Management

2408 Chapman Dr.  
Las Vegas, NV 89104-3455

Direct: (702) 836-1104  
Toll-free: (888) 293-9845  
Fax: (702) 734-0636

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www.watersmartinnovations.com

## Conference, Exposition and Activities Information:

Doug Bennett, Conservation Manager  
Southern Nevada Water Authority

P.O. Box 99956  
Las Vegas, NV 89193-9956

Direct: (702) 862-3777

Doug.Bennett@snwa.com  
www.snwa.com

reserve your space on the exhibit floor now!

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to reserve your spot today



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INNOVATIONS

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