



waterSMART | 2011
INNOVATIONS

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 5 – 7, 2011

**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



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Communities around the globe face mounting challenges to meet current and future water supply demands through improved efficiency. The fourth annual WaterSmart Innovations Conference and Exposition offers an 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 industries and businesses 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 2010, nearly all conference attendees – 99 percent – visited the expo hall during the course of the show. All together, exhibitors had access to more than 1,000 high-value prospects.

Extensive noncompete time in 2011

WSI will present two (2) sponsored refreshment breaks including one (1) breakfast and an evening cocktail reception in the expo hall during WSI 2011, offering invaluable noncompete time for exhibitors. These breaks will provide additional and invaluable networking opportunities for you to meet WSI attendees. Additionally, local association and professional groups will be invited to a breakfast meeting and will be given free passes to the exhibit hall on Thursday morning.

- Wednesday, October 5, 10 a.m. to noon, following keynote opening speaker
- Thursday, October 6, 8-9 a.m. special local association and professional group breakfast exhibit hall passes
- Thursday, October 6, 4:30-6 p.m. cocktail reception for all attendees and exhibitors

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 2011 could benefit you and your business if you are in one of these fields:

- Sustainability products not directly related to water efficiency (solar, wind, etc.)
- 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)



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 22,000 square feet and limited to a maximum of 85 10'x10' booths.

As an exhibitor or sponsor at WSI 2011, 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 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 full conference badge that includes the keynote luncheon and all the professional sessions. Additional "exhibit only" badges may be requested for company personnel and booth setup. Electricity, additional furnishings and supplemental services are available at additional charge. For contracts and show floor availability, go to www.WaterSmartInnovations.com.

space is limited!

To reserve your spot today, call Patty Cerajewski at 888-293-9845 or e-mail patty@WaterSmartInnovations.com.
For contracts and show floor availability, go to www.WaterSmartInnovations.com.

wsi attendees = buying power

WSI 2010 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 2010 participants includes:

Manufacturing	22%
Water utility	19%
Government/legislative/regulatory	10%
Landscape/irrigation professional	9%
Construction/engineering/architectural	7%
Plumbing	5%
Education/faculty/student	2%
Others*	26%

* Includes water-efficiency management and consultants, nonprofits, restaurant operators, facility and property management, and media.

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Preliminary Schedule

tue october 4

- 8 a.m. to 6 p.m. Exhibitor registration open
- 8 a.m. to 5 p.m. Exhibitor setup
- Noon to 6 p.m. Conference registration open

wed october 5

- 7 a.m. to 5 p.m. Conference and exhibitor registration open
- Time TBD Opening session
- 10 a.m. to noon Sponsored break, WSI 2011 Expo Hall
- 10 a.m. to 5 p.m. Expo Hall open
- 1-4:15 p.m. Professional sessions

thur october 6

- 7 a.m. to 6 p.m. Conference and exhibitor registration open
- 8-9 a.m. Sponsored coffee/breakfast, WSI 2011 Expo Hall
- 9 a.m. to 6 p.m. Expo Hall open (closed 11:30 a.m. to 1:30 p.m.)
- 9-11:40 a.m. Professional sessions
- Noon to 1:30 p.m. Keynote luncheon
- 2-4:20 p.m. Afternoon professional sessions
- 4:30-6 p.m. Sponsored cocktail reception, WSI 2011 Expo Hall
- 7-9 p.m. Booth move out begins

fri october 7

- 7 a.m. to 5 p.m. Booth dismantle

find the prospects
you seek!

Log on to www.WaterSmartInnovations.com

exhibit hours

Exhibit Hours

Set Up:

Tuesday, October 4 8 a.m. to 5 p.m.

Show Floor Open Hours:

Wednesday, October 5 10 a.m. to 5 p.m.

Thursday, October 6 9-11:30 a.m.
1:30-6 p.m.

Move Out:

Thursday, October 6 7-9 p.m.

Friday, October 7 7 a.m. to 5 p.m.

Exhibit Information

Patty Cerajewski, Account Executive
Creative Endeavors & Las Vegas Management

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Conference, Exposition and Activities Information:

Doug Bennett, Conservation Manager
Southern Nevada Water Authority

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Las Vegas, NV 89193-9956

Direct: 702-862-3777

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www.snwa.com

reserve your space on the exhibit floor now!



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don't miss the exhibition of the year!

For more information go to www.WaterSmartInnovations.com
or to reserve your spot call 888-293-9845.