



**watersmart** | 2012  
INNOVATIONS

**come to las vegas. show your stuff.**

YOU'RE INVITED TO JOIN A NEW WAVE

IN URBAN WATER EFFICIENCY

next ▶

The background is a solid light blue color. In the upper left quadrant, there is a cluster of white-outlined water droplets of various sizes, some falling and some floating. At the bottom of the page, there is a pattern of white-outlined, interconnected shapes resembling a network or a cellular structure, possibly representing water molecules or a water treatment process.

## WaterSmart Innovations Conference and Exposition

South Point Hotel and Conference Center  
Las Vegas, Nevada

OCTOBER 3 & 4, 2012

**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).



Communities around the globe face mounting challenges to meet current and future water supply demands through improved efficiency. The fifth 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, both domestically and internationally, 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 is also the world's 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?

At WSI 2011, 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 non-compete time in 2012

WSI will present two (2) sponsored refreshment breaks including one (1) breakfast and an evening cocktail reception in the expo hall during WSI 2012 – along with this year's poster sessions – offering invaluable non-compete time for exhibitors. These breaks provide invaluable networking opportunities for you to meet WSI attendees.

- Wednesday, October 3, 10 a.m. to noon, following keynote opening speaker
- Thursday, October 4, 8-9 a.m. special local association and professional group meetings (breakfast) with free passes to the exhibit hall.
- Thursday, October 4, 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 2012 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 2012, 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 two (2) full conference badges that include the keynote luncheon and all the professional sessions (if reserved with deposit before May 1, 2012). Additional "exhibit only" badges may be requested for company personnel and booth setup. Electricity, additional furnishings and supplemental services are available at additional charge.

**space is limited!**

To reserve your spot today, give us a call at 888-293-9845 or email Patty Cerajewski at [patty@ce1.com](mailto:patty@ce1.com).  
For contracts and show floor availability, go to [www.WaterSmartInnovations.com](http://www.WaterSmartInnovations.com).

# the leads you seek

WSI 2011 drew more than 1,000 participants from more than 30 states and nine foreign 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:

Water agency/utility	25%
Manufacturing	21%
Government/legislative/regulatory	15%
Landscape/irrigation professional	6%
Construction/engineering/architectural	5%
Education/faculty/student	5%
Plumbing	1%
Others*	22%

\*includes water efficiency management and consultants, non profits, restaurant operators, facility and property management and media.

# WaterSmart Innovations Conference and Exposition

South Point Hotel and Conference Center  
Las Vegas, Nevada

**OCTOBER 3 & 4, 2012**  
(No Setup on Monday)  
Preliminary Schedule

## tue **october 2**

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

## wed **october 3**

- 7 a.m. to 5 p.m. Conference and exhibitor registration open
- Time TBD Opening session
- 10 a.m. to noon Sponsored break, WSI 2012 Expo Hall
- 10 a.m. to 5 p.m. Expo Hall open
- 11 a.m. to noon Poster sessions
- 1-4:15 p.m. Professional sessions

## thur **october 4**

- 7 a.m. to 5 p.m. Conference and exhibitor registration open
- 8-9 a.m. Sponsored coffee/breakfast, WSI 2012 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
- 4:30-5:30 p.m. Poster sessions
- 4:30-6 p.m. Sponsored cocktail reception, WSI 2012 Expo Hall
- 6:30-8:30 p.m. Booth dismantling (no materials will be removed from the show floor at this time).

## fri **october 5**

- 7 a.m. to noon Booth dismantle. All booths must be fully dismantled no later than noon.

find the prospects  
you seek!

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

# exhibit hours

## Exhibit Hours

### Setup:

Tuesday, October 2 8 a.m. to 5 p.m.

### Exhibit Floor Opens:

Wednesday, October 3 10 a.m. to 5 p.m.

Thursday, October 4 9-11:30 a.m.

1:30-6 p.m.

### Move Out:

Friday, October 5 7 a.m. to noon

## 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

patty@ce1.com  
www.ce1.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!  
for information on how, visit  
[www.WaterSmartInnovations.com](http://www.WaterSmartInnovations.com).



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# don't miss the exhibition of the year!

For more information go to [www.WaterSmartInnovations.com](http://www.WaterSmartInnovations.com)  
or to reserve your spot call 888-293-9845.