



WaterSmart Innovations 2010 Sponsorship Packages

Whether yours is a new company seeking exposure to a global audience or an established organization with a strong track record in the field of water efficiency practices, WaterSmart Innovations provides abundant opportunities for you to set yourself apart from the crowd by becoming an event sponsor.

All Sponsorships include these base benefits:

The right to use a "sponsor" title (WaterSmart Innovations 2010 Sponsor) in your own promotional materials

- Company logo on the WaterSmart Innovations 2010 Convention web page and link to your website
- Company name on sign at event entrance
- Recognition in the WaterSmart Innovations 2010 Official Conference Program book on the Sponsor page
- Company name by sponsored activity in the Official Conference Program book.
- Company logo will be displayed on podiums in all session rooms.
- Recognition on signage during the conference.

Additional benefits based on level of sponsorships are listed under each sponsorship level below.

Sponsorship levels

- Platinum \$15,000+
- Gold \$10,000 - \$14,999
- Silver \$5,000 - \$9,999
- Bronze \$1,000-\$4,999

Platinum sponsorship level \$15,000+

- Company logo on cover of on-site program
- Company logo on banner placed in registration area
- Company logo on kiosks placed in key areas of the conference center
- Company logo on event banner
- Sponsorship recognition package above
- **Exclusive exhibitor benefit:** Company logo with listing in conference program exhibitor directory
- 10' x 20' premium exhibition space
- Four complimentary full-conference registrations

Gold sponsorship level \$10,000+

- Company logo on banner placed in registration area
- Company logo on kiosks placed in key areas of the conference center
- Company logo on event banner
- Company logo featured on the Sponsor web page at www.WaterSmartInnovations.com
- Sponsorship recognition package above
- **Exclusive exhibitor benefit:** Company logo with listing in conference program exhibitor directory
- 10' x 10' standard exhibition space
- Two complimentary full-conference registrations

Silver sponsorship level \$5,000+

- Company logo on kiosks placed in key areas of the conference center
- Sponsorship recognition package above
- **Exclusive exhibitor benefit:** Company logo with listing in conference program exhibitor directory
- One complimentary full-conference registration


Bronze sponsorship level \$1,000+

- Base sponsorship recognition package

Sponsorships

Keynote luncheon and speaker \$25,000

Breaking bread is a great way to forge relationships. The luncheon is included in registration for full-conference attendees, so expect a full house. Additional sponsorship benefits:

- Sponsor prominently identified on two large projection screens before and after session 
- Sponsorship representative addresses attendees and introduces the featured speaker
- Sponsor may collaborate with WSI to select a featured speaker and topic
- Reserved premium seating for ten guests at opening session
- Includes speaker's domestic round-trip airfare, conference registration and lodging
- Complimentary premium full-page placement in conference program

Opening session and speaker \$20,000

Big on first impressions? The sponsor of the opening session will have the opportunity to make the first impact on attendees. Additional benefits of this sponsorship include:

- Sponsor prominently identified on two large projection screens before and after session
- Sponsor representative addresses attendees
- Sponsor and to 
- Sponsor includes sponsor logo
- Reserved premium seating for ten at opening session
- Includes speaker's domestic round-trip airfare, conference registration and lodging
- Complimentary premium full-page placement in conference program



WaterSmart Innovations 2010 Sponsorship Packages

Thursday evening reception \$20,000

Fuel enthusiasm for your brand by hosting Thursday evening's cocktail reception. Held from 4:30 to 6:00 pm, you can be sure the majority of attendees will partake in this networking environment.

Additional benefits:

- Sponsor prominently identified on a large stage backdrop banner
- Two cocktail tickets emblazoned with sponsor's logo issued to each full conference registrant
- Sponsor addresses and welcomes attendees from the stage
- Opportunity for prize drawings at sponsor's discretion
- Sponsor signage at food and drink locations
- "Old Vegas" photo booth will produce complimentary photos of attendees with Elvis or a showgirl. Images will include your corporate logo
- Napkins and decorative balloons with sponsor logo
- Complimentary premium full-page placement in conference program

Conference program book \$10,000

As the official sponsor of the on-site program, your company's message will be delivered to every attendee of the conference.

Additional benefits:

- Your choice of prime location for a full page placement in the conference program – inside front cover or back cover
- Recognition within program of the sponsorship
- Opportunity to distribute sponsor-provided logo bags at registration

Cybercafé & wireless access \$10,000

Be the preferred communication link for conference attendees. Sponsorship includes a Cybercafé with 6 or more workstations, lounge furnishings and a wireless access point that allows attendees to use their own laptops. Additional benefits:

- Screensavers on workstations progress through images provided by sponsor
- Sponsor's message and the ability to collect user contact information
- Sponsor may require users to visit their exhibit to obtain wireless passwords
- Web browsers open to sponsor's home page (or other page of the sponsor's choice)
- Sponsor's selected websites saved to the "Favorites" toolbar
- Complimentary standard half-page placement in program

Conference bags \$10,000

Make a lasting impression. The first 1,000 conference attendee will receive a high-quality messenger-style bag with your logo prominently displayed in conjunction with the conference logo. You can be assured that this item will be highly visible during the conference and that most will be used daily for years to come.

Additional Benefits:

- Sponsor logo prominently displayed on front of bag
- Recycled notepad and sponsor pen will be inside each bag
- Complimentary standard quarter-page placement in conference

program

- Complimentary 100 square feet of standard exhibition space
- Sponsor recognition package for signage, print materials and website

Ground transportation / shuttle buses \$5,000

As the official transportation sponsor, your company can send a message to attendees as you shuttle them up and down the Las Vegas Strip daily. Additionally, at the conclusion of the conference your sponsored shuttles will provide airport service to attendees, giving you the opportunity to have the last word.

Additional benefits:

- Premium quality motor coaches
- Sponsor video playing on the on-board entertainment systems (sponsor determines content and scheduling of messaging)
- Coach drivers wear sponsor-provided shirts
- Specialized boarding and departure announcements on behalf of the sponsor
- Sponsor has opportunity to place advertising or full-body wraps on coaches (at sponsor expense through arrangement with transportation provider)

Continental Breakfast in Expo Hall (2 available) \$5,000

Sponsor breakfast in the Expo hall on

- Thursday, October 7 (8-9 a.m.)
- Friday, October 8 (8-9 a.m.)

Additional benefits:

- Prominent signs at breakfast stations
- Formal announcements with sponsor name mentions
- Sponsor option to provide custom printed napkins, cups or similar marketing
- Complimentary standard quarter-page placement in program

Refreshment breaks (two available) \$3,500

Sponsor one or more conference refreshment breaks.

- Date / time / location
- Date / time / location

Additional benefits:

- Sponsorship formally announced by session moderators at the time of the break
- Prominent signs at break station and/or sponsor-provided table covering
- Sponsor option to provide custom printed napkins, cups or similar marketing
- Complimentary standard quarter-page placement in conference program



WaterSmart Innovations 2010 Sponsorship Packages

Event staff uniforms \$5,000

Event staff and volunteers will be outfitted with distinctive, high-quality polo shirts. Shirts will have the conference logo over the left breast. Sponsor's name, logo or website embroidered on the right sleeve or

Additional:

- Appro: through
- 10 col (event)
- Shirts given to event staff for personal use following the event



BLACK & VEATCH

Badge lanyards \$2,500

Few things get a badge. Why not add your company logo? Badge lanyards will combine the conference logo with your company's logo. Cost of sponsorship includes production costs of the lanyards.



Hotel key cards \$2,500

Eighty percent of attendees stay at the conference hotel—your corporate logo will greet them every time they enter their room. Cost of sponsorship includes production costs of key cards.

Recycling program \$2,000

Share in making WaterSmart Innovations a conference that not only promotes resource efficiency, but also practices it. Put your brand messaging on recycling collection receptacles in every venue. This is the only persistent marketing opportunity near meeting rooms.

Additional benefits:

- Highly-visible recycling stations in conference and exhibit areas with sponsor recognition
- Acknowledgement in meeting "housekeeping" announcements
- Opportunity to collaborate with WSI and host hotel on waste reduction concepts

Conference program event listing \$1,000

Hosting a reception, special seminar or other event? List it in the conference program. Two listings will be made in the conference program. First, a listing will be made to the appropriate day's event schedule. Second, a special display advertisement will list all hosted events and include the date, time, location, event description and contact information. Events may not conflict with the primary conference schedule.

Conference supporters

- Interested in being WSI supporter but don't see a sponsorship package that suits your organization?
- Does your company have an affiliate? Join together for a joint sponsorship!
- For customized sponsorships, please contact Patty Cerajewski (patty@ce1.com) or LeeAnne Short (leeanne@ce1.com) or by phone at 888.293.9845.

Deadline for sponsorships

Deadline for sponsorships is August 20, 2010. Early reservations receive earlier and longer promotional value.

Complete the form and return with your payment and logo no later than August 20, 2010 for recognition in the Conference Program Book.

Governing rules, regulations and policies

Sponsors have first right of refusal for one additional year on sponsorships, subject to a commitment deadline of January 1, 2010. After the deadline, un-renewed sponsorship opportunities will be opened to general selection on a first-request basis.

WaterSmart Innovations staff must approve final copy, layout, design and products of all sponsorships prior to production. WSI reserves the right to restrict content for any sponsorship.

Final decision on any issues regarding WaterSmart Innovations Convention Sponsorships rests with WSI event management.



WaterSmart Innovations 2010 Sponsorship Packages

**Sponsorship Agreement
Company Information**

Company Name _____
 Address _____
 City _____
 State or Province/Country _____
 Zip/Postal Code _____
 Telephone _____
 Facsimile _____
 Website _____

**Sponsorship Contact Information
(Person to receive future sponsorship communication)**

Name _____
 E-mail _____
 Telephone _____

Please complete information below if contact information
and address are different from above.

Company Name _____
 Department/Division _____
 Address _____
 City _____
 State or Province/Country _____
 Zip/Postal Code _____
 Facsimile _____

Logo Submission

Your sponsorship includes both print and web recognition. Please submit logo to Kristen.Howey@snwa.com in both formats:

For Web use: jpg or gif format at a maximum of 120 pixels wide by 70 pixels high.

For print use: eps vector format or tif format no less than 300 dpi, 3 inches x 3 inches.

Please indicate item and amount of your sponsorship
To discuss a customized sponsorship, contact the WSI Sales Department at 888-293-9845.

| | |
|--|-----------------|
| Keynote luncheon and speaker \$25,000 | \$ _____ |
| Opening session and speaker \$20,000 | \$ _____ |
| Thursday evening reception \$20,000 | \$ _____ |
| Conference program book \$10,000 | \$ _____ |
| Cybercafé & wireless access \$10,000 | \$ _____ |
| Conference bag \$10,000 | \$ _____ |
| Ground transportation/shuttle buses \$5,000 | \$ _____ |
| Continental Breakfasts in Expo Hall \$5,000 each | \$ _____ |
| Refreshment breaks \$3,500 each | \$ _____ |
| Event staff uniforms \$5,000 | \$ _____ |
| Badge lanyards \$2,500 | \$ _____ |
| Hotel key cards \$2,500 | \$ _____ |
| Recycling program \$2,000 | \$ _____ |
| Conference program event listing \$1,000 | \$ _____ |
| Conference supporter \$TBA | \$ _____ |
| Total contribution | \$ _____ |

Payment Information

- Check enclosed (payable to WaterSmart Innovations)
- Charge my credit card (check one):
 - Visa MasterCard American Express

Card No. _____
 Expiration Date (month/year) _____
 Signature _____
 Name of Cardholder _____
 Billing Address _____

Completed forms and payment must be received by August 15, 2010. Early reservations receive earlier and longer promotional value.

Send to: WaterSmart Innovations, 2408 Chapman Drive, Las Vegas, NV 89104 Fax: 702.731.3580.

Contact us:
 Phone: 888.293.9845
 Email: patty@ce1.com or leeanne@ce1.com