

Shaping Our Water Future

# IWA World Water Congress & Exhibition 2024

Opportunities for Innovation and Action



# BE A PART OF THE CANADIAN PAVILION EXHIBITOR PROSPECTUS



# TORONTO CANADA



## 11-15 AUGUST 2024



# CANADIAN PAVILION

## Invitation to Exhibit

### North America Hosts the World!

The 2024 IWA World Water Congress & Exhibition (WWCE) will take place in **Toronto, Canada, from 11-15 August 2024**. It will be held in the first-class facilities of the Metro Toronto Convention Centre.

This is one of the greatest global water events, and it is being hosted here in North America by your water associations – CWWA and CAWQ, with the support of WEF and AWWA. As hosts, we need to have a great presence as we welcome the world. The IWA WWCE 2024 therefore presents an opportunity like no other to profile your organization and showcase your technologies, solutions and expertise!

#### Which is true?

- a. North America has a lot we can show to the world
- b. North America can learn a lot from the world
- c. Maybe it's a bit of both!



### What is the WWC&E?

The World Water Congress & Exhibition is the International Water Association's (IWA) premier event. This event is held every two years, but as it moves around the planet, it only comes to North America every 12 years. This is a rare opportunity to participate in such an international event without the hassles of traveling overseas. Instead, the world is coming to us!

The WWC&E brings together close to 10,000 water professionals, from utilities, governments, academia and the private sector to share knowledge on a truly global stage. The 10,000 participants include delegates, exhibitors and thousands of exhibition floor visitors. History of this event shows that while half the participants travel from over 100 countries, the other half are drawn from the host region. So you can introduce yourself to the world while catching up with your domestic market.

For details about the Congress and the Focus of the Technical Program, check out: [IWA World Water Congress & Exhibition, August 2024 - International Water Association \(iwa-network.org\)](https://www.iwa-network.org/).



### 5 Reasons to be an Exhibitor

- 1 Be part of a global event attracting 10,000 participants from around the world – both international and domestic.
- 2 Showcase your innovative products and services to the world and be exposed to international water leaders and the global media.
- 3 Expand your professional and personal networks as you meet delegates, innovators and entrepreneurs from over 100 countries.
- 4 See what is going on around the world as you meet fellow exhibitors and participate in the amazing technical program.
- 5 Exhibiting at the world's premier water event will highlight your organization as a leading entity in your sector.

### 5 Reasons to be in the Canadian Pavilion

- 1 We can help make it a LOT easier as we will handle most of the logistics for you.
- 2 Together, we will have a much bigger presence under a Canada banner.
- 3 We have the support of Global Affairs Canada and Ontario Trade and all of their networks to promote this event and our Pavilion.
- 4 We will be a 'gathering' place with common spaces for face-to-face meetings.
- 5 This will be a social hub of the event as we will host a Canadian Welcome Reception.



# CANADIAN PAVILION REGISTRATION

The Exhibition opening dates are Sunday 11 - Thursday 15 August 2024 (on Sunday 11 August, evening opening only).

## Target Audience

The key target audience for the Exhibition is the Congress delegates - water professionals from across the full water cycle from more than 100 countries worldwide. In addition to Congress delegates, the Exhibition will attract local, regional and international trade visitors. IWA expects over 10,000 participants from the global water sector.

## Exhibition Fees in CDN \$ Floor space in m<sup>2</sup>

### Early Bird rate\*

### Standard rate

6 m<sup>2</sup> \$4,700 CAD + HST

\$5,200 CAD + HST

9 m<sup>2</sup> \$7,000 CAD + HST

\$7,700 CAD + HST

➔ 1 m pillar stands are available - [Contact us](#) if you're interested

## Who will Exhibit?

Technology  
Solution  
Providers

Product  
Manufacturers

Service  
Providers

Water &  
Wastewater  
Utilities

Knowledge  
Research &  
Institutes

Non-  
Governmental  
Organizations  
(NGOs)

International  
Organizations

International,  
Regional and  
Local Trade  
Media

Consultants &  
Contractors

\*Book on or before **January 31, 2024**  
to receive the Early bird rates!

## Booth allocation + inclusions

Application Forms will be numbered upon receipt, and space will be assigned on a first-come, first-paid basis. To reserve space, complete the Application Form below with your payment option noted.

Booth space to include hard wall system, fascia board with name of company and stand number, floor covering, 1 table, 2 chairs, and electrical outlet.

## Payment

Invoices will be sent once the Application Form has been completed. Payment must be received prior to the start of the Congress.

## Cancellation

If booth space is cancelled on or before February 29, 2024, a full refund less an administrative charge of \$750.00 will apply. If space is cancelled between March 1 and April 30, 50% of the fees will be refunded. No refunds will be given for cancellations received after May 1, 2024. Notice of cancellation of booth space must be submitted in writing to CWWA.



HOW TO SIGN UP?  
CLICK BELOW TO REGISTER TODAY!

**BOOK YOUR BOOTH!**

Do not hesitate to reach out to  
Lynn at [lynn@intuitivece.com](mailto:lynn@intuitivece.com)  
if you have any questions!