



CANADIAN WATER AND WASTEWATER ASSOCIATION

**NWWC**  
**2024**



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SPONSORSHIP AND EXHIBITOR  
**PROSPECTUS**

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**NOVEMBER 3 - 6, 2024**  
RBC CONVENTION CENTRE  
WINNIPEG, MB

**THE NATIONAL WATER & WASTEWATER CONFERENCE 2024**

# NWWC 2024



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## MEET US IN THE MIDDLE!

Canada's water leaders, from coast to coast to coast, will gather in the very center of our great country, in Winnipeg, Manitoba, November 3rd to 6th. The NWWC is Canada's utility management conference and, by far, the best national networking event for the water and wastewater sector – bringing together over 400 senior utility leaders, consultants, entrepreneurs, academics and government policy makers. You'll want to be part of this.

Your support as a sponsor or your participation in the “marketplace” puts you in the middle of this network. Our exhibitor space is not off in a separate trade show room, but has been purposefully designed as a marketplace that serves as a hub of the entire conference - where most of the meals and coffee breaks are held. A table in the marketplace gives a space to introduce yourself and your services to Canada's most influential water leaders.

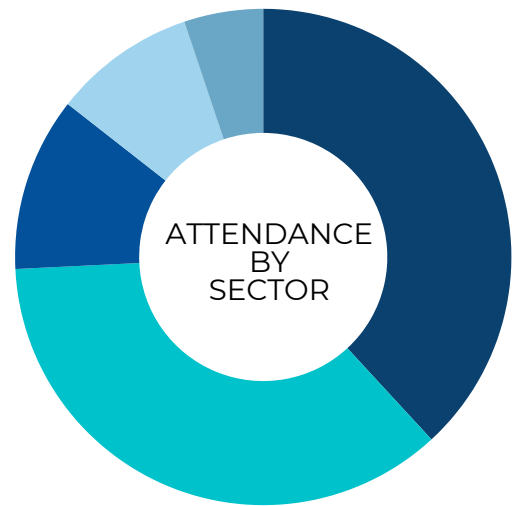
We start with an Opening Reception on Sunday night to welcome our delegates from across Canada. Monday night is dedicated to our exhibitors with a Power Hour in the exhibitor space, then an open night to invite potential clients to dinner. Our Conference Celebration on the Tuesday night is always a memorable experience, and this year might top them all! I hope you can join us and I promise you will be impressed by both the quality of the technical program and the calibre of the delegates.

**JESSE HULSMAN, CWWA PRESIDENT**



## THE CANADIAN WATER AND WASTEWATER ASSOCIATION (CWWA)

The CWWA is Canada’s national professional association for the municipal water and wastewater sector and THE national voice for this sector. We are a not-for-profit corporation, established in 1986, to represent the common interest of Canada’s public sector water and wastewater systems at the federal level; to promote the best possible national policies, programs, codes, standards, and legislation; and to facilitate national networking and knowledge sharing. Our corporate membership includes Canada’s municipal utilities; federal, provincial and territorial government departments and agencies; private sector consultants and suppliers; academics; and NGO’s. CWWA has been hosting successful national conferences for over 30 years.



- UTILITY LEADERS - MUNICIPAL SECTOR
- UTILITY LEADERS - PRIVATE SECTOR
- NGO AND ASSOCIATIONS
- GOVERNMENT – FEDERAL AND PROVINCIAL
- ACADEMIC

## WHY SPONSOR AND/OR EXHIBIT

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Sponsorship and exhibiting will put you in touch with our elite range of delegates, offering a number of benefits including:

The opportunity to present your products, services, and newest innovations directly to senior managers.

Access the water and wastewater managers on a one-to-one basis who make the decisions about products and services.

Develop a higher profile within the water and wastewater arena.

Strengthen existing relationships and create new ones nationally.



# SPONSORSHIP BENEFITS



**\$15,000**  
2 opportunities  
Conference Social Event  
or Keynote Speaker

**\$10,000**  
3 opportunities  
Welcome Reception  
or Lunch [2]

**\$5,000**  
11 opportunities  
Breakfast [3]  
Conference Mobile App  
Lanyard Sponsor  
Badge Holder Sponsor  
Breaks [5]

**\$1,500**

**NWWC 2024**































**PLATINUM**

**GOLD**

**SILVER**

**FRIEND**

**Sponsorship Benefits: As a Sponsor, you will receive recognition throughout the year based on the below marketing opportunities:**

Complimentary Tabletop in the Marketplace				
Ability to play 2-4 minute video or provide remarks during the Opening Session				
2-4 minute welcome remarks at Social Event				
Logo banner ad on mobile app				
Reserved seating in plenary				
Opportunity to send out email blast to members via CWWA before the end of the fiscal year	<b>1</b>	<b>1</b>		
Opportunity to place Promotional Material On Ballroom tables				
Sponsor profile included in CWWA newsletters	<b>2</b>	<b>1</b>		
Complimentary Conference passes to NWWC 2024	<b>3</b>	<b>2</b>	<b>1</b>	
Logo placement in all pre-conference communications				
Full attendee email list ahead of event and post event (as per privacy legislation)				
Dedicated post about your participation in CWWA's LinkedIn account	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
Company logo listed on the NWWC Conference event pages on the CWWA website				
Acknowledgement in opening and closing remarks				
Logo listed on the mobile app				
Rotating digital signage during breaks on the main stage				



## SHOW HOURS

Monday, November 4  
0730 - 1830

Tuesday, November 5  
0730 - 1530

Wednesday, November 6  
0730 - 13:30

Scheduled hours with delegates include breakfasts for 3 days, refreshment breaks for 3 days and lunches for 2 days, with a Reception Monday evening in the Exhibitor Marketplace.

## EXHIBITOR MARKETPLACE FEES

### MEMBERS:

Early Bird Fee - \$2,900 | Regular Fee - \$3,200

### NON MEMBERS:

Early Bird Fee - \$3,100 | Regular Fee - \$3,600

Early bird rates end August 30, 2024

## Exhibitor Marketplace Space

### Your exhibitor tabletop package includes:

- 2 Complimentary full conference registrations with access to conference programming and social events;
- Carpeting;
- Electrical outlet;
- 1 skirted table (6' long) and two (2) chairs;
- Complimentary meals including breakfasts, lunches, refreshment breaks and Welcome Reception;
- Overnight security in the exhibit area for the duration;
- Listing on conference website;
- Profile on Conference app with logo;
- Name badges for all exhibit representatives (max. 2 per table); and
- Company description (max. 50 words) in the conference app.

### The following is NOT included in your booth package:

- Material handling, additional equipment/supplies or drayage costs;
- Individual tabletop lighting, transportation, warehousing, brokerage services, special materials, carpets or furnishings beyond those already specified, and the movement, transfer, removal, storage, setup and dismantling of customer exhibits;
- Telephone, computer data lines and specialized telecommunication services; and
- Specialized security staffing requirements for individual exhibits, either overnight or during the event, in addition to the general level of security provided by the Conference Management.

All necessary forms for the above services can be found online in the Exhibitor Service Kit as of early September 2024.





## RESERVE YOUR EXHIBIT SPACE NOW

### CANCELLATION

If tabletop space is cancelled on or before July 19, 2024, a full refund less an administrative charge of \$350.00 will apply. If space is cancelled between July 19 and September 8, 2024, 50% of the tabletop fees will be refunded. No refunds will be given for cancellations received after September 9, 2024. Notice of cancellation of tabletop space and/or tabletop personnel must be submitted in writing by email to [lynn@intuitivece.com](mailto:lynn@intuitivece.com).

### INSURANCE

Each exhibitor must maintain in force, during the days of the exhibition and during the two weeks preceding and succeeding those days, insurance in an amount not less than \$2,000,000 of liability for injury to persons and loss of or damage to property. The insurance must include coverage for product's liability and all operations connected with the exhibition.

### BOOTH AVAILABILITY

Application forms will be numbered upon receipt, and space will be assigned on a first-come, first-paid basis according to your choice. To reserve an exhibit space, complete the Exhibitor Application Form with your online payment to CWWA.

### EXHIBITOR SERVICES KIT

Once the application is received and tabletops are confirmed, an electronic Exhibitor Services Kit will be available as of early September 2024. A tabletop confirmation email will be sent at that time to the identified contact person who will be given the link to the Exhibitor Services Kit.

The Exhibitor Services Kit includes the show's Rules and Regulations, a tabletop confirmation and agreement form and various other important order forms relating to equipment and tabletop set-up. In the Exhibitor Services Kit you will also find contact information for the Show Suppliers, their services and applicable order forms, shipping instructions and a deadline checklist.

### ACCOMMODATION

Exhibitors can receive a special hotel rate at the Delta Hotels by Marriott Winnipeg on bookings made before Monday, October 11 2024. Availability and rates cannot be guaranteed after this date. Please make your reservations directly with the hotel and request the NWWC room block or visit the accommodation link at [www.cwwa.ca](http://www.cwwa.ca).

Guestroom Rate: \$229.00 (plus taxes)



For the most up to date information,  
please visit the conference website at  
<https://cwwa.ca/nwwc/>

CONTACT OUR CONFERENCE  
MANAGER FOR MORE INFORMATION  
AND TO CUSTOMIZE YOUR SPONSOR  
OR EXHIBITOR PACKAGE:

Lynn Jack  
Intuitive Conferences + Events  
e: [lynn@intuitivece.com](mailto:lynn@intuitivece.com)  
c: 905-464-6049

Sign up here...

- [To become a Sponsor](#)
- [To become an Exhibitor](#)

HEAD OFFICE  
CWWA, Unit 11, 1010 Polytek Street, Ottawa, ON K1J 9H9 Canada





**THANK  
YOU**