



**CWWA Presents**  
**The National Water and Wastewater Conference 2025**



**SPONSORSHIP & EXHIBITOR**  
**PROSPECTUS**

**NOVEMBER 2 - 5, 2025**

**VICTORIA CONVENTION CENTRE**  
**VICTORIA, BC**

**THE NATIONAL WATER & WASTEWATER CONFERENCE 2025**

# NWWC 2025



- Message from the CWWA President.....3
- Message from the CWWA Executive  
Director.....4
- Get Involved.....5
- Sponsorship Benefits.....6-8
- Exhibitor Benefits.....9
- Exhibitor Details.....10
- How to get involved.....11
- Victoria - Where Fun Meets Relaxation..12







## “SEA” YOU IN VICTORIA!

Join us as Canada’s water leaders, from sea to sea to sea, gather on the Pacific coast in Victoria for the National Water & Wastewater Conference (NWWC) November 2 to 5, 2025.

NWWC is Canada’s utility management conference, offering an excellent professional program 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 as an exhibitor in the “marketplace”, places you in the middle of this network. This 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 the coffee breaks will be held. A table in the marketplace creates a space to introduce yourself and your services to Canada’s most influential water leaders.

Most importantly, as a sponsor or exhibitor, you are also a full delegate of the conference and invited to attend all of the technical sessions – you may also be presenting. And of course, you are invited to fully participate in all of the social events – Sunday Night Welcome Reception, Monday Night on the Town and the big gala Tuesday Night Celebration.

I hope you can join us, and I promise, you’ll be impressed by both the quality of the technical program and the caliber of the delegates.

**Ryan Johnson, CWWA President**



## THIS IS NOT YOUR AVERAGE CONFERENCE

Yes, our dedicated committee chairs put together an amazing technical program.  
Yes, there will be over 150 speakers in over 80 sessions aimed at senior water professionals.  
Yes, there is a LOT one will learn at this conference.  
But the greatest benefit of this event is the **NETWORKING!**

As Canada's Utility Management Conference, we draw together over 400 of the most senior water professionals from municipal utilities, provincial and federal governments, national agencies, consulting engineers and private sector entrepreneurs. This is not a conference for students or operators, but an event designed by and for water utility managers and **YOU**, as a sponsor or exhibitor, are **EXPECTED** to fully participate as a delegate.

We start with the Welcome Reception on Sunday to greet everyone upon arrival. Monday Night is designated as "Night on the Town" where delegates go out to discover the best of Victoria. I encourage sponsors and exhibitors to use this open evening as an opportunity to host hospitality events for the delegates or coordinate more targeted dinner parties. Let us know if you need advice or recommendations for a good place to go.

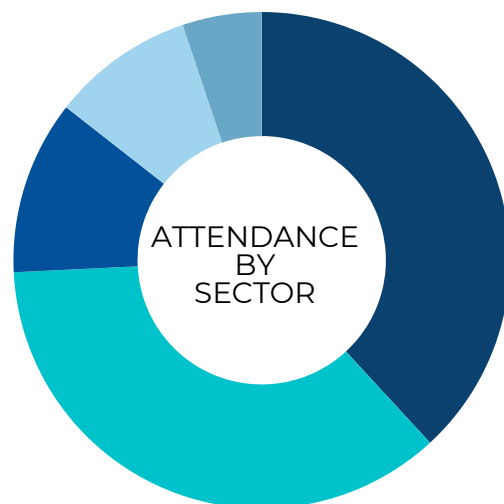
Tuesday night marks the legendary CWWA Celebration Night—a truly unforgettable event filled with fantastic food and lively entertainment. Hosting Canada's premier water-themed party is a source of immense pride for me! This special evening offers yet another wonderful chance to connect, mingle, and foster those lasting business relationships.

**Robert Haller, CWWA Executive Director**



## 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 advocate 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.



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

## WHY SPONSOR AND/OR EXHIBIT



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.

## PLATINUM

**\$15,000\***

**Sponsor the Conference Celebration Event  
or  
the Opening Keynote Speaker**

---

Unlock the maximum visibility for your company by sponsoring the nationally famous Tuesday Night Conference Celebration Event. This event has earned the reputation as the Best Water Networking Event in Canada! This year will be no different with a Speakeasy theme, Big Band Swing and great food.

**This can be YOUR event to co-host the delegates.**

- The event will be branded with your company
- You will be introduced at the party and have time to speak
- You can speak and/or show a video at the Opening Plenary
- Includes a spot in the Exhibitor Marketplace and 3 passes

**Or**

Sponsor the Keynote Speaker at the Opening Plenary. Your best chance to catch almost every delegate AND all the exhibitors when you introduce the keynote speaker.

- You can speak and/or show a video at the Opening Plenary
- Includes a spot in the Exhibitor Marketplace and 3 delegate passes

**\* Two opportunities (each can be shared by two companies)**



## GOLD

\$10,000\*

**Sponsor the Welcome Reception or one of the Lunches**

Help us to welcome all the delegates to Victoria at the Sunday Night Welcome Reception.

This is always a fun evening as old friend reunite and new friendship are forged.

The event will be branded with your company  
You will be introduced at the Reception and have time to speak  
You will be recognized and thanked at the Opening Plenary  
Includes 2 delegate passes

\* Two opportunities – one reception (Sun) and two lunches (Mon or Tue)

## SILVER

\$5,000\*

**Sponsor the mobile app, the badge holders, the lanyards  
or one of the breakfasts or coffee breaks**

Amplify your company's presence and get your name and logo in front of every delegate by sponsoring one of the three breakfasts, five coffee breaks or have your name always present on the program app, the badge holders or the lanyards.

- See the chart below for corporate placement

\* Eleven opportunities – 3 breakfasts, 5 breaks, 1 badge, 1 lanyard, 1 mobile app
































## FRIEND

\$1,500

**Show your support for CWWA and the National Conference**

Looking for an effortless way to elevate the visibility of your company AND show your support for the CWWA and this national conference? Friends will be recognized throughout the conference.

- See the chart below for corporate placement

<div>SPONSORSHIP BENEFITS</div> 	PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000	FRIEND \$1,500
	2 opportunities Conference Social Event or Keynote Speaker	3 opportunities Welcome Reception or Lunch [2]	11 opportunities Breakfast [3], Conference Mobile App, Lanyard/Badge Holder or Breaks [5]	
NWWC 2025				
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	1	1		
Opportunity to place Promotional Material On Ballroom tables				
Sponsor profile included in CWWA newsletters	2	1		
Complimentary Conference passes to NWWC 2025	3	2	1	
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	1	1	1	1
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 3  
0800 - 1830

Tuesday, November 4  
0730 - 1530

Scheduled hours with delegates includes: 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 - \$3,100 | Regular Fee - \$3,400

### NON MEMBERS:

Early Bird Fee - \$3,200 | Regular Fee - \$3,800

**Early bird rates end August 29, 2025**

## 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.



## LEARN & ENGAGE

Join us in the sessions to learn  
when the exhibition hall is  
closed

### CANCELLATION

If tabletop space is cancelled on or before **July 18, 2025**, a full refund less an administrative charge of \$350.00 will apply. If space is cancelled between **July 18 and September 5, 2025**, 50% of the tabletop fees will be refunded. No refunds will be given for cancellations received after **September 6, 2025**. Notice of cancellation of tabletop space and/or tabletop personnel must be submitted in writing by email to [lynne@intuitivece.com](mailto:lynne@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 2025**. 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

Please stay in either of the conference room blocks and receive a special hotel rate of \$249 at the Fairmont Empress Hotel or \$219 at the Marriott Victoria on bookings made before **Monday, October 10, 2025**. 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). (Tax and associated fees are additional.)



## RESERVE YOUR EXHIBIT SPACE NOW

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:

Lynne Coyne

Intuitive Conferences + Events

e: [lynne@intuitivece.com](mailto:lynne@intuitivece.com) c: 519-502-7360

Sign up here...

→ [To become a Sponsor](#)

→ [To become an Exhibitor](#)

HEAD OFFICE

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





[Click here to see all the  
Victoria's Offers & Deals](#)

## Victoria's VIP Program

Victoria Conference Centre, Destination Greater Victoria and its local partners would like to say 'Thank You' by presenting you with our exclusive Victoria VIP Program. Our VIP Program quickly and easily points you to the best deals and discounts at restaurants, shops, attractions, tours, transportation and more.

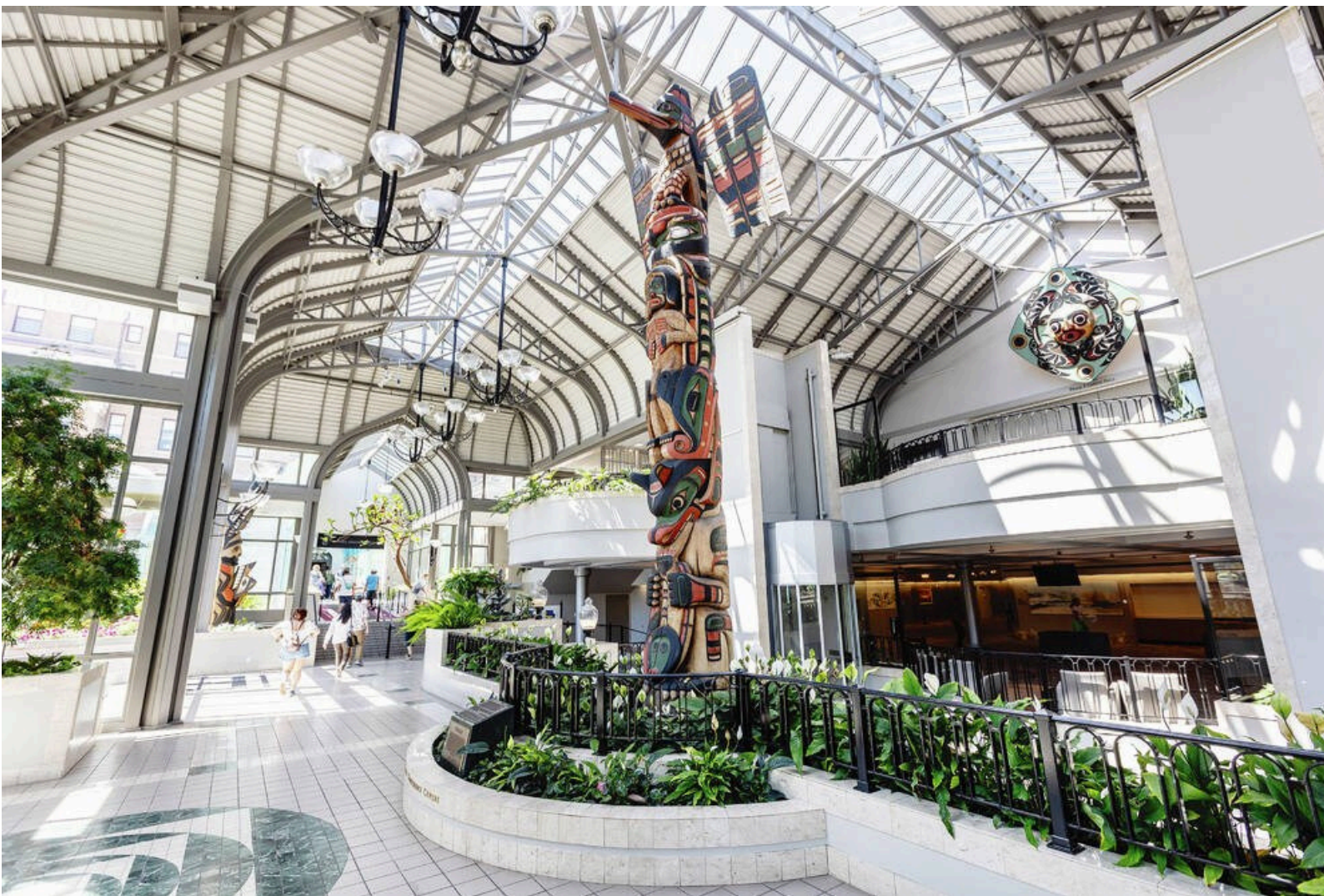




SEE YOU IN VICTORIA, BC



**THANK YOU**



**THE NATIONAL WATER & WASTEWATER CONFERENCE 2025**