



COME TO LAS VEGAS. SHOW YOUR STUFF.

YOU'RE INVITED TO JOIN A NEW WAVE

IN URBAN WATER EFFICIENCY.

**11TH ANNUAL WATERSMART INNOVATIONS
CONFERENCE AND EXPOSITION**

South Point Hotel and Conference Center
Las Vegas, Nevada, USA

OCTOBER 3-4, 2018

The world's premier urban water-efficiency
conference has the leads you seek.

Reserve your booth space today at **WaterSmartInnovations.com**.



Across the country and around the world, communities face mounting challenges to meet their current and future water-supply demands. With drought and climate change affecting millions, there is a pressing need for water professionals to find, develop and implement long-term solutions to these challenges.

To foster these potential solutions, the WaterSmart Innovations Conference and Exposition (WSI) unites professionals in a wide range of disciplines to share their expertise and successes, and enhance their mutual understanding of urban water-efficiency policies, programs and products.

Since its debut in 2008, WSI has established itself as the world's premier event of its kind devoted to urban water efficiency, serving as a platform for participants to interact in an atmosphere of networking, collaboration and learning. This is achieved through comprehensive professional sessions and workshops, informative technical tours, and an expansive exhibit hall showcasing the latest in water-efficiency technology and services.

By exhibiting at WSI, you'll have an opportunity to reach hundreds of dedicated professionals—many of whom have purchasing authority from their employers and organizations, including water agencies; property management companies; plumbing, landscaping and facility management; and architecture, construction and land development. More importantly, you'll also establish your company or organization as an international leader in innovative water-efficiency technology and services.

WSI: WHERE THE WORLD FINDS WATER-EFFICIENCY SOLUTIONS

At WSI 2017, nearly all conference attendees—99 percent—visited the Expo Hall during the show. In total, exhibitors had access to more than 1,000 high-value prospects.

NON-COMPETE TIME = MORE OPPORTUNITIES FOR YOU

WSI will present two sponsored refreshment breaks and an evening cocktail reception in the Expo Hall, along with our poster sessions—offering invaluable non-compete time for exhibitors. These breaks provide invaluable networking opportunities for you to meet WSI attendees.

WHY WSI?

The benefits you can glean from exhibiting at WSI are many; the following are just a few:

- Establish contact with important decision-makers for governmental agencies
- Heighten and support brand awareness with influential markets
- Introduce new and reintroduce established product lines and services
- Check out what your competition is up to
- Expose your business to and network with prospective customers from around the world

Exhibiting at WSI 2018 could benefit you and your business if you are in one of these fields:

- 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)
- Sustainability products not directly related to water efficiency (solar, wind, etc.)

Our event planners are carefully balancing the ratio of conference attendees to exhibitors to provide your company with ample contact opportunities. The initial release of exhibition space will be slightly more than 22,000 square feet and limited to a maximum of 88 booths sized 10' x 10'.

Also, as an exhibitor or sponsor at WSI 2018, you'll be given a preferential opportunity to secure space at future conferences.

Exhibit Information

\$18.45 per square foot (10' x 10' booth minimum)

Corners: \$100 per open corner

Exhibit booth includes carpet; pipe; drape; two chairs; one 6' table; one trash can; one identification sign (not applicable to island spaces); and two full-conference badges that include the Keynote Luncheon and all professional sessions (if reserved with deposit before May 1, 2018). Bookings after May 1, 2018, will receive one free, full-conference registration. 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 - act now and reserve your space!

Our show floor is on a pace to sell out again this year, so act now before it's too late. To reserve your spot today, give us a call at **888-293-9845** or email **Jennifer Picchione** at jen@lvmanagement.com. For contracts and show floor availability, visit WaterSmartInnovations.com.

REACH DECISION MAKERS FROM AROUND THE WORLD

In 2017, WSI drew 1,000 participants from 39 states and the District of Columbia, as well as a record 21 foreign nations, including Canada, India, Brazil, the United Kingdom, South Korea, and Saudi Arabia. These professionals work in a wide range of disciplines; importantly for you, many of them have the authority to make purchasing decisions for their employers or organizations.

A breakdown of WSI 2017 participants includes:

• Water agency/utility	29%
• Product development/manufacturing/sales	14%
• Government/legislative/regulatory	13%
• Private consultant or service provider	13%
• Research/faculty/student	7%
• Advocacy/nonprofit	7%
• Irrigation/landscape professional	6%
• Construction/development/planning	2%
• Plumbing	1%
• Utility-energy	1%
• Facility operator	1%
• Other	6%

WATERSMART INNOVATIONS CONFERENCE AND EXPOSITION

South Point Hotel and Conference Center | Las Vegas, Nevada

October 3–4, 2018 | Preliminary Schedule

(NO SETUP ON MONDAY)

Tuesday, Oct. 2

- 8 a.m. to 5 p.m. Exhibitor Registration Open
- 8 a.m. to 5 p.m. Exhibitor Setup
- 12-6 p.m. Conference Registration Open

Wednesday, Oct. 3

- 7 a.m. to 5 p.m. Conference Registration Open
- 8 a.m. to 5 p.m. Exhibitor Desk Open
- 10 a.m. to 5 p.m. Exhibit Hall Open
- 10 a.m. to 12 p.m. Sponsored Break/Prize Drawing, WSI Expo Hall
- 11 a.m. to 12 p.m. Poster Sessions, WSI Exhibit Hall
- 2:05-3:05 p.m. Sponsored Break/Prize Drawing, WSI Expo Hall

Thursday, Oct. 4

- 7 a.m. to 5 p.m. Conference Registration Open
- 10 a.m. to 5 p.m. Exhibit Desk Open
- 1:30-6:30 p.m. Exhibit Hall Open
- 4:45-6:30 p.m. Sponsored Cocktail Reception/Prize Drawing, WSI Exhibit Hall
- 7-8:30 p.m. Booth Dismantle (No materials will be removed from the show floor at this time.)

Friday, Oct. 5

- 8-10 a.m. Booth Dismantle
- All booths must be fully dismantled no later than 10 a.m.

Tap into the prospects you seek!

Get more info at WaterSmartInnovations.com.

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.

Move Out

Friday, October 5
8-10 a.m.

Thursday, October 4
1:30-6:30 p.m.

EXHIBIT INFORMATION

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CONFERENCE, EXPOSITION AND ACTIVITIES INFORMATION

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Reserve your exhibit space today at
WaterSmartInnovations.com.