



SPONSORSHIP OPPORTUNITIES

Several high profile sponsorship and exhibition opportunities are now available for the Western Canada Water Conference and Trade Show September 21-24, 2010. All packages are designed to offer premium levels of representation and exposure to suit all budgets.

The 2010 Western Canada Water Conference is an unrivalled and cost-effective sales and marketing solution, providing you with new contacts and great exposure, culminating in an event which will bring you face-to-face with your key customers and prospects. With more than 600 delegates expected from the three Prairie Provinces, North West Territories and Nunavut, representing large and small municipal water utilities, government, engineering and consulting firms, industry suppliers and educational institutes, your sponsorship at the 2010 Western Canada Water Conference will provide you with:

- An unparalleled platform to network and do business with industry colleagues and stakeholders.
- The ability to capture new prospects whilst enhancing your corporate profile to existing clients.
- The opportunity to increase your brand recognition in the region with a decision-making audience.
- Exposure to your target market away from everyday distractions.
- Recognition as a major industry leader.

A complete list of sponsorship opportunities and an application form are attached and are also available on our web site www.wcwwa.ca.

Two sponsorship categories have been designed:

- General sponsorships with levels of commitment from Ruby to Diamond.
- Specific sponsorships to support a particular conference activity.

In addition to the attached sponsorship package, we can tailor a package to best suit your needs and maximize your ROI. Some points we encourage you to share with us are:

- What would be your desired business goals/outcomes through your participation at the 2010 WCW Conference?
- At what level of sponsorship would you like to be represented at?
- What level of financial support do you envisage to offer through a sponsorship at the 2010 WCW Conference?
- Are there any particular or unique entitlement opportunities you would like to see included into your sponsorship package?

Sponsorship applications will be processed in a strict order of receipt since many of the opportunities have been limited in order to provide the best sponsorship benefits. We look forward to working with you to make the 2010 WCW Conference a memorable event for the delegates. If you wish to discuss sponsorship opportunities in greater detail, please contact us.

Sincerely,

Bob McAlpine

WCW 2010 Conference Planning Committee

E-Mail bob.mcalpine@shaw.ca

Phone 403.971.4317

WESTERN CANADA WATER
2010 CONFERENCE AND TRADESHOW





Sponsors will be acknowledged in of the Western Canada Water magazine if sponsorship received prior to:

- February 5, 2010 for the Spring issue,
- April 26, 2010 for the Summer issue,
- June 21, 2010 for the Fall issue.

Sponsors will be acknowledged in the On-Site Conference Program if sponsorship is received prior to July 2010.

Sponsors are welcome to become general conference sponsors or to select particular conference components that offer additional recognition opportunities.

1. GENERAL SPONSORSHIP CATEGORIES

Diamond	\$12 000
Sapphire	\$6 000
Emerald	\$4 000
Ruby	\$2 000



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Sponsorship Categories	Diamond	Sapphire	Emerald	Ruby
Conference Program (if received prior to August 2010) Name and logo by category	on Cover page	½ page	Business card	Line
Conference Website Name, logo, and link by category	✓	✓	✓	✓
Sponsor Signs at Venue Logo (size by category)	✓	✓	✓	✓
Conference Program CD (if received prior to August 2010) Logo	✓	✓	✓	✓
Conference Media Acknowledgment of sponsorship on event media screens	✓	✓	✓	✓
One item inserted in Delegate Bag Item must be approved by Conference Co-ordinator	✓	✓	✓	✓
Complimentary Registrations	4	2	1	
Welcome Banner Logo	✓	✓		
Banquet Tickets (2)	✓	✓		
Special Sponsorship Badge	✓	✓		
Sponsor Table Sponsor Table in pre-function area during Tradeshow for brochure distribution and/or a display	✓	✓		
Recognition at Opening Ceremonies Name mentioned by category	✓			

NOTE: The conference organizers would be pleased to speak with you if your organization would like to be recognized in an alternate way.





2. SPECIFIC SPONSORSHIPS

OPENING CEREMONIES/AWARDS \$5 000 (one sponsor)

This function is Wednesday morning, beginning with a Breakfast at the Conference Venue and ending with our Keynote Speaker – Chris Turner. Special Award recipients will be honoured during the proceedings. This event is available to all conference registrants. The sponsor will receive:

- Company’s name and logo prominently displayed in the function area and acknowledgement cards on all the tables.
- Acknowledgement at the Opening Ceremonies by the Conference Chairman.
- Company name and logo signage displayed in the breakfast area.
- Company information (if desired) to be available at the entrance to the breakfast area.
- One (1) complimentary conference registration per sponsorship. (Registration includes access to the icebreaker, technical sessions and exhibit area, daily luncheon, daily coffee/tea breaks, and one CD-ROM Program).
- One reserved table (seats eight) at the breakfast.
- Acknowledgement of Sponsorship in Conference Program.
- Acknowledgment of sponsorship on event media screens



TRADE SHOW LUNCH \$4 000 (one sponsor)

The Trade Show Lunch is Wednesday in the exhibition hall at the Telus Convention Centre. It offers a great opportunity to view the exhibits, meet with delegates and exhibitors. The sponsor will receive:



- Company’s name and logo prominently displayed in the lunch & entrance of the exhibit area.
- Acknowledgement at the Opening Ceremonies by the Conference Chairman.
- One (1) complimentary full conference registration. (Registration includes access to the icebreaker, technical sessions and exhibit area, daily luncheon, daily coffee/tea breaks, and one CD-ROM Program).
- Acknowledgement of Sponsorship in Conference Program.

CONFERENCE LUNCHEONS \$4 000 each (two sponsors)

Each luncheon will be provided at the Conference Venue to all conference registrants. These luncheons will provide attendants with the opportunity for networking and offer an opportunity to demonstrate hospitality to conference delegates. The sponsor of each luncheon will receive:

- Company’s name and logo prominently displayed in the luncheon area and acknowledgement cards on all the tables.
- Acknowledgement at the event by the Chairman.
- Company information (if desired) to be available at the entrance to the luncheon area.
- One reserved table (seats eight) at that day’s luncheon.



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- One (1) complimentary conference registration per sponsorship (Registration includes access to the icebreaker, technical sessions and exhibit area, daily luncheon, daily coffee/tea breaks, and one CD-ROM Program.)
- Acknowledgement of Sponsorship in Conference Program.
- Acknowledgment of sponsorship on event media screens

GALA RECEPTION & DINNER \$6 000 (one sponsor)

The Gala will be a celebratory event Thursday evening. Delegates must purchase tickets for this event, which includes a cocktail hour, dinner and entertainment.

The sponsor will receive:



- Company's name and logo prominently displayed in the reception area.
- One (1) complimentary full conference registration. (Registration includes access to the icebreaker, technical sessions and exhibit area, daily luncheon, daily coffee/tea breaks, and one CD-ROM Program.)
- One complimentary table for eight at Gala.
- Acknowledgement of Sponsorship in Conference Program
- Acknowledgment of sponsorship on event media screens

NAMETAG LANYARD \$4 000 (one sponsor)

Utility badge holder (strap) will be attached to the delegate badges. The sponsor will receive:

- Company's name and logo on the utility badge holder (strap).
- Acknowledgement of Sponsorship in Conference Program.

SOLD

DELEGATE BAGS \$3 000 (one Sponsor)

Each delegate and tradeshow booth will receive a conference package contained in a large shopper tote. The sponsor will receive:

- Company's name and logo on the delegate bag.
- Acknowledgement of Sponsorship in Conference Program.

BAG STUFFERS \$750

Provision of a small item to be included in the delegate bags. Item to be provided by Sponsor

If your company sees a sponsorship opportunity not included above, please contact the Conference Sponsorship Chair Bob McAlpine to discuss additional opportunities.

Bob McAlpine
E-Mail bob.mcalpine@shaw.ca
Phone 403.971.4317

**WESTERN CANADA WATER
2010 CONFERENCE AND TRADESHOW**





SPONSORSHIP OPPORTUNITIES

Company: _____

Address: _____

Contact Person: _____

Position: _____

Telephone: _____

Facsimile: _____

E-mail: _____

Type of Sponsorship: _____

Value of Sponsorship: _____

If **Luncheon(s)** please indicate date(s) in order of preference:

- ___ WCWEA – Thursday September 23
- ___ WCS AWWA – Friday September 24

NOTE:

1. Sponsorship applications will be processed in strict order of receipt.
2. Upon receipt of your notification of sponsorship by fax or mail, a confirmation letter with invoice will be forwarded to your organization.
3. In addition to the acknowledgement mentioned for each item, all sponsors will be acknowledged in of the Western Canada Water magazine if sponsorship received prior to:
 - February 5, 2010 for the Spring issue,
 - April 26, 2010 for the Summer issue,
 - June 21, 2010 for the Fall issue.

Please return to:

Western Canada Water
 Box 1708 Cochrane AB T4C 1B6
 Phone: 1.877.283.2003 / 403.709.0064
 Fax: 1.877.283.2007 / 403.709.0068

Online submissions form available www.westerncanadawater.ca

WESTERN CANADA WATER
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WATER for PEOPLE

'Water for People (WFP), is an international humanitarian organization, which helps educate, guide, and connect underprivileged people and communities with necessary human and financial resources to establish their own sustainable water systems.'

In conjunction with the annual conference, a silent auction is held for Water for People. Donations for this worthwhile cause will be recognized:

- Business card attached to item for viewing
- Bidding sheet for items will acknowledge company
- Cash donations are also acceptable

For further information contact:

Darlene Kindrat
 E-Mail darlene.kindrat@calgary.ca
 Phone 403.287.5109



Current Region Sponsorship

North 24 Parganas, India

- Population: about 9 million
- Sanitation Coverage: 39.4%
- Female literacy rate: 32%



As in other less developed countries, provision of food has priority over water supply and sanitation. Access to water and sanitation varies across the Region. Government standards require provision of one water source for 250 people. While this standard is met in the urban areas, rural areas see 350 to 400 people sharing one water source. Water points are spread out, forcing women to travel long distances on nonexistent roads to fetch water. The potable water issue is aggravated by quantity, high salinity and toxicity. High levels of arsenic have been found in 20 of the 22 blocks of the North 24 Parganas district with serious chronic effects on human health.

Water For People – India’s 2009 strategy for North 24 Parganas is to work with local partners to target fourteen schools and two communities in the district, serving over 20,000 beneficiaries. Eight high schools will be provided with access to arsenic-free water and fourteen high schools will receive sanitation facilities with hand-washing stations and separate pour-flush latrines for boys and girls. In addition, the communities of Simulupur and Anandapur will receive arsenic removal filters, providing them with access to arsenic-free water. Both the communities and schools will receive hygiene education and training on the operation and maintenance of their new facilities. Water For People – India will invest significant resources into developing the skills and capacity of partner organization to ensure the sustainability of projects.

Water For People’s Work In North 24 Parganas 2009:

- Two communities and eight high schools will be provided with access to arsenic-free water and hygiene education
- Fourteen high schools will receive hygiene education and sanitation facilities with hand-washing stations and separate pour flush latrines for boys and girls
- Technologies Used: PHE 6 Handpump with AMAL filter; Multi-tap school water system with AMAL filter; Pour flush latrines