



WESTERN CANADA WATER  
2012 CONFERENCE AND EXHIBITION

## SPONSORSHIP OPPORTUNITIES

Several high profile sponsorship and exhibition opportunities are now available for the Western Canada Water Conference and Exhibition 18 - 21, 2012. All packages are designed to offer premium levels of representation and exposure to suit all budgets.

The 2012 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 400 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 2012 Western Canada Water Conference will provide you with:

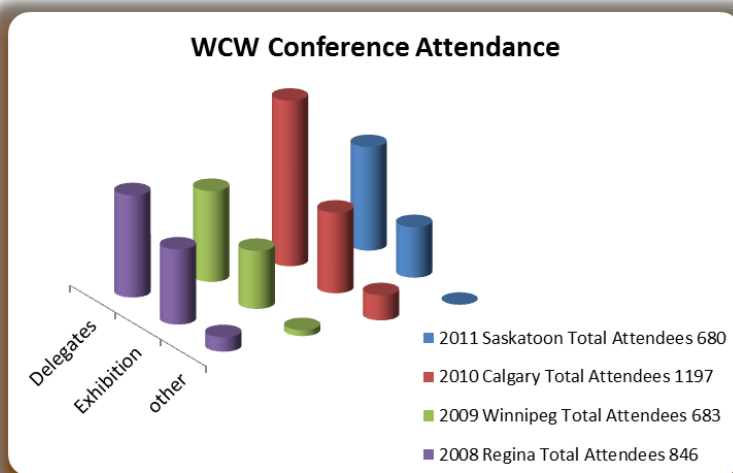
- An unparalleled platform to network and do business with industry colleagues and stakeholders.
- The ability to capture new prospects whilst enhancing your corporate profile to existing clients.
- The opportunity to increase your brand recognition in the region with a decision-making audience.
- Exposure 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](http://www.wcwwa.ca).

Two sponsorship categories have been designed:

- General sponsorships with levels of commitment from Bronze to Platinum
- Specific sponsorships to support a particular conference activity

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 2012 WCW Conference a memorable event for the delegates. If you wish to discuss sponsorship opportunities in greater detail, please contact us.



Alfred Begin  
Chair, 2012 Sponsorship  
Committee  
E-Mail: [al.beghin@stantec.com](mailto:al.beghin@stantec.com)  
Phone: (204) 489-5900

Ken Mattes  
Vice- Chair, 2012 Sponsorship  
Committee  
E-Mail: [kmattes@mts.net](mailto:kmattes@mts.net)  
Phone: (204) 832-2312



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

## 1. GENERAL SPONSORSHIP CATEGORIES

Sponsorship Categories	Platinum	Gold	Silver	Bronze
Fee	\$12 000	\$6 000	\$4 000	\$2 000
<b>Conference Program</b> Name and logo by category (if received prior to August 2012)	on Cover page	½ page	Business card	Line
<b>Conference Website</b> Name, logo, and link by category	✓	✓	✓	✓
<b>Sponsor Signs at Venue</b> Logo (size by category)	✓	✓	✓	✓
<b>Conference Program CD</b> Logo (if received prior to August 2012)	✓	✓	✓	✓
<b>Conference Media</b> Acknowledgment of sponsorship on event media screens	✓	✓	✓	✓
<b>One item inserted in Delegate Bag</b> Item must be approved	✓	✓	✓	✓
<b>Complimentary Registrations</b>	4	2	1	
<b>Welcome Banner</b> Logo	✓	✓		
<b>Banquet Tickets (2)</b>	✓	✓		
<b>Special Sponsorship Badge</b>	✓	✓		
<b>Recognition at Opening Ceremonies</b> Name mentioned by category	✓			

**NOTE:** 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 Winnipeg Convention Centre and ending with our Keynote Speaker - James G. Workman. 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. (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 and Web Site.
- Acknowledgment of sponsorship on event media screens.



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## EXHIBITION LUNCH

**\$4 000 (ONE SPONSOR)**

The Exhibition Lunch is Wednesday in the exhibition hall at the Winnipeg 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 and Web Site.

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## WATER FOR PEOPLE BREAKFAST

**\$4 000 (ONE SPONSOR)**

The Water for People Breakfast is held Thursday to promote awareness of WCW's Charity of Choice. Delegates must purchase tickets for this event, which includes breakfast and a special speaker. The sponsor will receive:

- Company's name and logo prominently displayed in the Breakfast area and acknowledgement cards on all the tables.
- Acknowledgement at the event by the MC.
- Company information (if desired) to be available at the entrance to the Breakfast area.
- One reserved table (seats eight) at that day's Breakfast.
- 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 and Web Site.
- Acknowledgment of sponsorship on event media screens.
- Any funds in surplus of event and speaker costs will be donated to WFP Canada on behalf of the Company.

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## CONFERENCE LUNCHEONS

**\$4 000 EACH (TWO SPONSORS)**

Each luncheon will be provided at the Winnipeg Convention Centre 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.
- 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 and Web Site.
- 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 and Web Site.
- 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 and Web Site.

**DELEGATE BAGS**

**\$3 000 (ONE SPONSOR)**

Each delegate and Exhibition 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 and Web Site.

**PORTFOLIO**

**\$800 (FOUR SPONSORS)**

Each delegate and Exhibition booth will receive a conference portfolio in their delegate package. Portfolio will be provided by WCW. Each sponsor will receive:

- Company name and logo printed on one quadrant of the rear cover panel of the WCW portfolio provided to registered delegates.
- Acknowledgement of sponsorship in Conference Program and Web Site.

**BAG STUFFERS**

**\$750**

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

- Approximately 600 items will be required
- Item to be approved by WCW

**KEY DATES**

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

- February 1, 2012 for the Spring issue,
- April 22, 2012 for the Summer issue,
- July 8, 2012 for the Fall issue.

Sponsors will be acknowledged in the On-Site Conference Program if sponsorship is received prior to July 2012.

In order to maximize your organization's visibility, please adhere to materials deadlines provided.



## SPONSORSHIP COMMITMENT

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Web URL: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

Please indicate desired Sponsorship:

- |                       |                                       |          |          |
|-----------------------|---------------------------------------|----------|----------|
| <input type="radio"/> | Platinum                              | \$12 000 |          |
| <input type="radio"/> | Gold                                  | \$6 000  |          |
| <input type="radio"/> | Silver                                | \$4 000  |          |
| <input type="radio"/> | Bronze                                | \$2 000  |          |
| <input type="radio"/> | Opening Ceremonies/Awards Wed Sept 19 | \$5 000  |          |
| <input type="radio"/> | Exhibition Lunch Wed Sept 19          | \$4 000  | SOLD OUT |
| <input type="radio"/> | WFP Breakfast Thurs Sept 20           | \$4 000  | SOLD OUT |
| <input type="radio"/> | WCWEA Lunch Thurs Sept 20             | \$4 000  | SOLD OUT |
| <input type="radio"/> | WCS AWWA Lunch Fri Sept 21            | \$4 000  | SOLD OUT |
| <input type="radio"/> | Gala Reception & Dinner Thurs Sept 20 | \$6 000  |          |
| <input type="radio"/> | Nametag Lanyard                       | \$4 000  | SOLD OUT |
| <input type="radio"/> | Delegate Bags                         | \$3 000  |          |
| <input type="radio"/> | Portfolio                             | \$800    | SOLD OUT |
| <input type="radio"/> | Bag Stuffers                          | \$750    |          |

By signing here, I am confirming that I am an authorized agent of the above indicated organization and have the authority to commit to this sponsorship on their behalf. I understand there will be no cancellation or refund after sponsorship form has been received and that payment in full is due at this time to confirm sponsorship. I also understand sponsorships are non-refundable and non-transferable and all promotional content must be pre-approved by WCW. I understand booth and exhibitor personnel costs are extra. I have read and agree to all deadlines and conditions.

We hereby agree to abide by all rules and regulations in this package.

Signature: \_\_\_\_\_ Print Name \_\_\_\_\_ Date \_\_\_\_\_

**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 at [www.westerncanadawater.ca](http://www.westerncanadawater.ca)*

**NOTE:**

- Sponsorship applications will be processed in strict order of receipt.
- Upon receipt of your notification of sponsorship by fax or mail, a confirmation letter with invoice will be forwarded to your organization.
- WCW reserves the right to terminate the Sponsorship Agreement for failure to meet the terms of this agreement of for other reasonable cause.

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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:

Paul Klassen  
E-Mail [paul.klassen@neeganburnside.com](mailto:paul.klassen@neeganburnside.com)  
Phone (204) 949-7110



### WCW Region Sponsorship



In Western Canada, WFP began to focus fundraising efforts on Bolivia in 2011. Bolivia is one of the poorest and least developed countries in Latin America, and limited access to clean drinking water and sanitation is one contributing factor of poverty, especially in rural areas, where access to safe drinking water is as low as 50% and sanitation coverage, as low as 15%.

WFP began working in Bolivia in 1997, and has forged partnerships with key local players such as the local private sector, local governments and NGOs, to better support community water supply and sanitation development. Together with local partners, WFP Bolivia is also implementing water, sanitation and hygiene education programs throughout five regions.

A video about WFP work in Bolivia can be found here:  
<http://www.waterforpeople.org/media-center/videos/>.



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## Rules & Regulations

### Eligibility

**Sponsorships for the 2012 WCW Annual Conference & Exhibition are sold and assigned on a first-come, first-served basis.** WCW reserves the right throughout the course of any WCW event to select eligible sponsors and determine the sponsorship levels available for participation by sponsors.

**Full payment must be received with your application to secure the desired sponsorship.**

### Payment & Cancellation Policy

See deadlines under Key Dates. WCW will not guarantee any of the applicant's selections without full payment. Sponsorships are non-refundable and non-transferable. Any revisions or modifications must be agreed to in writing by both parties.

If for any reason the sponsorship is not available or should other contingencies prevail, which, in the opinion of WCW, would prohibit or greatly limit attendance at the conference, WCW has the right to cancel the event or sponsorship and shall not be liable for any expenses incurred. In the event that WCW cancels an event or sponsorship, sponsorship payment made to WCW will be refunded. WCW will not reimburse other costs incurred by the sponsor (e.g. promotional merchandise orders.)

**WCW reserves the right to terminate the Sponsorship Agreement for failure to meet the terms of this agreement or for other reasonable cause.** In addition, benefits are only available for the 2012 WCW Annual Conference & Exhibition and are not transferable to 2013 or any subsequent WCW event, or redeemable for cash or other benefits.

### Liability

WCW, including its officers, directors, agents, employees, contractors, assignees, other sponsors, the meeting venues and host hotels shall not be held responsible for the efficacy of "product awareness" through the sponsor's use of sponsorship. The sponsorship description, benefit and cost are defined in the attached sponsorship literature; no other benefits are guaranteed or implied.

Each sponsoring company agrees to abide by these rules and regulations when its company representative signs the sponsorship registration form. These rules and regulations become part of the contract between the sponsor and WCW. WCW has full power of interpretation and enforcement of these rules and may amend them at any time. All matters in question not covered here are subject to the decision of WCW and all decisions shall be binding on all parties affected by them. Sponsors or their representatives who fail to observe these conditions of contract or who, in the opinion of WCW, conduct themselves unethically, may be immediately dismissed from the event without refund or other appeal.

### Sponsorship Arrangements

WCW will oversee and implement all event arrangements including, but not limited to, signs and setup of sponsored events with the exception of those delegate bag stuffers and registration bag inserts which are to be supplied by sponsors as outlined in the sponsorship agreement prepared at the time of sponsorship booking.

### Guidelines

- **See Key Dates above.**
- **Promotional Items:** Sponsors should supply 600 of each giveaway item.
- **Logo1 Specifications:** All sponsors must provide print-quality (minimum 300 dpi, .jpg, .tif or .eps format) and web-quality (minimum 72 dpi, .jpg, .tif, .gif or .png format) logos and website URL. Logos will be added to the website as they are received.
- **Once payment in full is received, your sponsorship will be considered 'confirmed'.**
- All sponsor promotions, promotional items, written copy and artwork are subject to final approval by WCW and must be submitted for approval by deadline dates specified by WCW.
- Sponsorships must be professional and tasteful, enhance the conference experience, offer the opportunity for potential sponsors to reach a specialized audience, and complement WCW advertising and exhibit opportunities.
- Sponsorship events may not conflict with posted conference hours.
- For questions regarding the WCW Sponsorship Rules and Regulations, Exhibition and conference inquiries, please contact [aarisman@wcwwa.ca](mailto:aarisman@wcwwa.ca), 1.877.283.2003.

