



Water Industry Operators Association of Australia



2020 CONFERENCES SPONSORSHIP PROSPECTUS



Who attends the WIOA conference?

WIOA conferences attract a wide range of attendees including key decision makers and many qualified prospects in the water industry. It is anticipated that over 2,750 people with an interest in the water industry will attend a WIOA conference and exhibition in 2019.

Attendees occupations include:

- Account and Business Manager
- Chemical Engineer
- Civil Engineer
- Council Employee
- Electrician
- Engineer
- Environmental Officer
- Environmental Scientist
- Fitter
- Managing Director
- Mechanical Fitter
- Operator
- Planner
- Plumber
- Water & Sewage Inspector
- Scientists
- Superintendent
- Technical Officers
- Trade Waste Officers
- Water & Wastewater Employees
- Water Services Engineer
- Works Supervisor



About WIOA

The **Water Industry Operators Association of Australia (WIOA)** is a national not for profit, members driven Association with a primary role of facilitating the collection, development and exchange of quality information between people undertaking operational roles in the water industry. WIOA stages annual conferences in New South Wales, Queensland and Victoria which include a major exhibition where companies display products, services and innovations.

Sponsorship will align your company as a supporter of the leading non profit organisation serving the needs of operational staff in the Australian water industry and will garner valuable exposure to this targeted audience.

WIOA Conferences

WIOA conferences aim to:

- Distribute the latest technical and research based information through platform and poster presentations.
- Update the knowledge and skills of operational staff through interaction with fellow water industry employees.
- Provide the opportunity to view and discuss the latest advances in technical equipment, products and services with suppliers and industry consultants.

WIOA endeavours to develop our members and the wider water industry by providing a relaxed forum for operations staff to present technical papers (often for the first time) to their peers. In doing so confidence is raised, new skills learnt and the opportunity to discuss real operational issues with their peers can result in the formation of valuable networks. Award winning presenters from other WIOA state conferences as well as New Zealand are invited to deliver their papers in order to share knowledge.

The conferences are the largest annual state based water events held in regional areas and provide a chance to discover and research new technology, equipment, services and ideas.

Extended breaks in the conference technical program are deliberately designed to provide an appropriate amount of time to delegates to interact with the exhibition and inspect all the technology and equipment on display. Exhibition sites are strategically positioned to capitalise on the flow of traffic.

2020 Conferences

<p>NSW Tamworth 1 & 2 April</p>	<p>QLD Toowoomba 3 & 4 June</p>	<p>VIC Bendigo 2 & 3 Sept</p>
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Prime Sponsorship

Being a WIOA **Prime Sponsor** provides your business extensive acknowledgement and promotion in the lead up to, during and after our events. **Prime Sponsorship** across all 3 events contributes to their ongoing success and assists WIOA to keep our costs down for delegates. Your organisation will receive prominent recognition across all three WIOA events in NSW, Queensland and Victoria and you will be provided a choice of sites prior to the exhibition sites going on sale.

Benefits of Prime Sponsorship

- Early access to preferred Exhibition sites
- Build brand awareness through conference promotions in a difficult to reach market
- Gain access to a diverse range of contacts through the WIOA network
- Expose your brand to a state, national and international audience
- Alliance with this premier water industry event helps you increase your credibility and position in the industry.

Inclusions

- Prime sponsorship across all three conferences
- **Choice of Prime Exhibition Site** location in exhibition (limited to 2 sites adjacent to the meals area, standard costs apply) prior to site sales commencing
- Acknowledgement of your organisation as a **Prime Sponsor** in all media releases, event communication and at appropriate times during each event
- Branding on the sponsored item or event
- For dinner sponsors - the opportunity to make a two minute thank you speech on behalf of all sponsors at the dinner
- Logo on all event marketing material, online, event brochures and mail outs
- Logo on the backdrop used at our conferences for award winner photographs
- Recognition as a **Prime Sponsor** on WIOA conference website with web links to your home page from your logo, aimed to assist your organisation's website SEO
- A full page advertisement or company profile in the conference manuscript acknowledging the relevant sponsorship category
- Logo on the cover and the sponsors page in the conference manuscript
- Logo and contact details on conference mouse mat
- Stand-alone banner displayed in the papers room for the entire event
- Scrolling logo on exhibition area big screen (played during breaks)
- Invitation for two company representatives to attend the exclusive WIOA President's Dinner
- Two complimentary full meals packages for each conference
- Logo recognition on menus at the conference dinners
- Recognition on correspondence for future events and on post conference website.

2020 Prime Sponsors

WIOA is pleased to have the support of the following **Prime Sponsors** in 2020.





Prime Sponsor Opportunities (All prices ex GST.)

Prime Sponsors receive a Choice of Exhibition Site location in the exhibition (limited to 2 sites adjacent to the meals area, standard costs apply) prior to site sales commencing.

Satchel / Compendium \$20,000 for all 3 conferences

Satchels are provided to all conference delegates and one for each exhibiting company. As the Satchel Sponsor, your logo will be featured on all satchels. This will provide constant exposure for your brand even after the event when the satchels are often still used.

- Exclusive branding (with WIOA) on conference satchels
- Exclusive branding (with WIOA) on visitor bags
- Full page advertisement in conference manuscript
- 2 full delegate registrations including 2 meals packages

Lunch \$20,000 for all 3 conferences

WIOA conference lunches allow attendees the time to network with exhibitors and peers over a meal. This sponsorship presents an ideal opportunity for an organisation to have their name and brand recognised as the prime lunch time sponsor. The opportunity includes the placement of company logos as table centerpieces during lunch on both days of each conference.

- Recognition as lunch sponsor on both conference days
- Opportunity for a branded centerpiece for the lunch
- Full page advertisement in conference manuscript
- 2 full delegate registrations including 2 meals packages



Sponsor Case Study

- 5% of our sales (revenue) was generated from contacts/leads we met at a WIOA conference.
- 13% of our deals for one major product came out of WIOA
- Our BDMS have won on average 89% of the deals that came out of WIOA.

Award Sponsor Opportunities

WIOA has an opportunity for sponsors to support the work of WIOA in the sharing of experiences of operational employees across the water industry in Australia.

Best Paper Overall Award

\$5,000 for all 3 conferences

The opportunity to present the award and say a few words at each event is included. In return WIOA will recognise the sponsor as a Major Sponsor of the WIOA events.

The winner of the Best Paper Overall receives an all expenses paid opportunity to attend an interstate WIOA conference to deliver the paper again



2019 Conference Attendance



Why Sponsor?

Being aligned with our annual events, our sponsors are provided with unprecedented cross-state market branding opportunities that other events cannot provide.

WIOA events are supported by state based peak bodies, government bodies and service providers to ensure that our sponsors' investments reach the maximum target audience. Your brand will be seen by the key decision makers in your market... and that's before you even get to the conference!

Our goal is to establish long term relationships with our sponsors. Long-term relationships can only be built and maintained if the sponsorship packages sold are effectively fulfilled and our sponsors gain optimal service, branding, exposure and networking opportunities.

WIOA sponsorship:

- Strengthens and confirms your market position through consistent and continual branding awareness and networking opportunities with decision-makers
- Leverages the events marketing to add value to your organisations marketing strategy leading up to the event
- Reach important targeted commercial prospects face to face in a social, relaxed environment. The ideal platform to build strong business friendships
- Increased profile to provide your organisation a direct advantage over your competitor to a highly targeted audience

The majority of our sponsors return each year to our well established annual events due to the ROI and increased brand awareness that they experience.

All 3 Conference Sponsors Process

- 1 @ 4 weeks from site sales - Prime Sponsors select sites.
- 2 @ 2 weeks from site sales - Major Sponsors select sites. The order of selection will be randomly drawn for each conference.

Major Sponsor Opportunities

Only Major Sponsors who sign on for all 3 conferences will receive a Choice of Exhibition Site location in exhibition (limited to 2 sites adjacent to the meals area, standard costs apply) prior to site sales commencing.

2020 NEW

As a WIOA Major Sponsor, your organisation will receive prominent exposure before and during the event. WIOA will give preference to companies wishing to sponsor the same item at all our three conferences held in NSW, Queensland and Victoria.

(All prices are ex GST.)



Welcome Reception

\$9,000 all 3 or \$4,000 per conference

The welcome reception is held on the Tuesday evening of each conference. Guests enjoy finger food, beer and wine and the opportunity to mingle after a site tour for delegates and the bump in for exhibitors. It is the first time participants come together at each event.



Morning & Afternoon Teas

\$9,000 all 3 or \$4,000 per conference

Morning and afternoon tea times are savored by WIOA attendees as a time to stretch the legs from listening to the papers, refuel, visit the exhibition, network and enjoy a break. Morning and afternoon tea sponsorship can include centerpieces or table runners.



Pre-Dinner Hospitality

\$9,000 all 3 or \$4,000 per conference (2 opportunities - Wednesday or Thursday)

Guests will enjoy finger food, beer and wine and the opportunity to mingle prior to the evening dinner. Sponsors logo will be positioned on serving trays used during this part of the conference, as well as shown on screen during breaks.



Entertainment

\$9,000 all 3 or \$4,000 per conference (2 opportunities - Wednesday or Thursday)

WIOA conferences have a long tradition of providing exceptional performers who entertain guests during the evening dinners. Sponsors of the entertainer are clearly recognised during the evening by having their logo on screen and through announcements.



Major Sponsor Benefits

- Logo on sponsors page in conference manuscript
- Exclusive branding on sponsored item
- A half or quarter page advertisement or company profile acknowledging the relevant sponsorship category in the manuscript
- Recognition on menu at the conference dinners
- Recognition as Sponsor on WIOA Website, including a hyperlink to your own website
- Logo and contact details on sponsors mouse mat
- Logo included on sponsors banners displayed prominently in various areas of venue
- Logos on service trays for welcome reception and pre-dinner hospitality packages
- Recognition during the event, list of sponsors read out at each dinner
- Scrolling logo on exhibition area big screen (during breaks)
- Invitation for one company representative to attend the exclusive WIOA Presidents Dinner
- Recognition on correspondence for future events



Supporting Sponsor Opportunities

Supporting Sponsors do not receive a Choice of Exhibition Site location in exhibition prior to site sales commencing but will be guaranteed a site if they would like to exhibit (site fees apply).



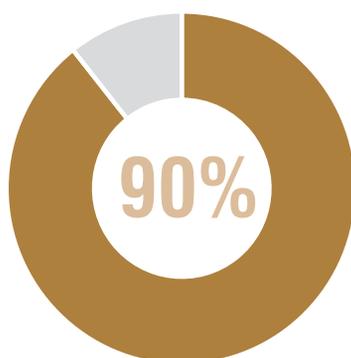
Courtesy Buses

\$5,000 all 3 or \$2,000 per conference

What better way to support attendees than by ensuring they find their way home safely after the event. The sponsors logo will be shown on screen during breaks.

Supporting Sponsor Benefits

- Logo on sponsors page in manuscript
- Exclusive branding on sponsored item
- A half advertisement or company profile in the manuscript
- Recognition on conference menus
- Recognition as Sponsor on WIOA Website, including a hyperlink to your own website
- Logo and contact on mouse mat
- Logo included on sponsors banner
- Recognition at each dinner
- Scrolling logo on exhibition area big screen (during breaks)
- Invitation for one representative to attend the WIOA Presidents Dinner



of exhibitors in 2019 rated the WIOA
conference experience excellent or very good

WIOA Sponsorship Expression of Interest

Company _____

Contact Name _____

Mobile _____

Email _____

Prime Sponsorship	All Conferences	Please tick	Single	NSW	QLD	VIC
Satchel / Bags	\$20,000	<input type="checkbox"/>	\$7,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conference Lunches	\$20,000	<input type="checkbox"/>	\$7,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Major Sponsorship

Welcome Reception	\$9,000	<input type="checkbox"/>	\$4,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Morning & Afternoon Teas	\$9,000	<input type="checkbox"/>	\$4,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pre-Dinner Hospitality (Wednesday)	\$9,000	<input type="checkbox"/>	\$4,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pre-Dinner Hospitality (Thursday)	\$9,000	<input type="checkbox"/>	\$4,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entertainment (Wednesday)	\$9,000	<input type="checkbox"/>	\$4,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entertainment (Thursday)	\$9,000	<input type="checkbox"/>	\$4,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Award Sponsorship

Best Paper Overall Award	\$9,000	<input type="checkbox"/>				
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Supporting Sponsorship

Courtesy Buses	\$5,000	<input type="checkbox"/>				
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Join these companies in supporting the leading conference and exhibitions for the water industry operational employees in Australia.

Prime Sponsors	   
Major Sponsors	        
Award Sponsors	      
Supporting Sponsors	   

CRAIG MATHISEN
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AVOID DISAPPOINTMENT Return your indication of sponsorship ASAP

www.wioa.org.au