



Water Industry Operations Conference & Exhibition



TAKE YOUR BRAND TO THE
AUSTRALIAN WATER INDUSTRY

2021 SPONSORSHIP PROSPECTUS



BE COVIDSAFE

Version 2 March 2021



Major Sponsor Opportunities (All prices are ex GST.)

Major Sponsors will be guaranteed a site if they would like to exhibit (site fees apply), and will receive a Priority Choice of Exhibition Site location in exhibition (limited to 2 sites adjacent to the meals area, standard costs apply) in the site allocation process.



***Victorian Satchel/Compendium \$9,000**

***NSW Satchel/Compendium \$9,000**

Delegates are provided a exclusive conference bag on entry to the event. the bags are keep sakes that are used well after the events. Exclusive branding (with WIOA) on conference bags is included



***COVIDSAFE Support \$9,000 all 3 events**

This category has been introduced in 2021 to assist WIOA conduct these events in a COVID safe manner. Branding will be positioned near hand sanitiser stations and support the management of safety and compliance of events.



***Thursday Evening Entertainment \$9,000 all 3 events**

WIOA conferences have a long tradition of providing exceptional performers who entertain guests during the dinners. Sponsors of the entertainer are recognised during the evening.

***INCLUDES PRIORITY SITE ALLOCATION**

★ ★ ★ Major Sponsor Benefits



- Pre site sales - site selection
- Logo on sponsors page in conference manuscript
- Exclusive branding on sponsored item
- A half page company profile in the manuscript
- Recognition on menu at the conference dinners
- Recognition as Sponsor on WIOA Website
- Hyperlink to your own website
- Logo and contact details on sponsors mouse mat
- Logo included on sponsors banners displayed in venue
- Recognition during the event
- Scrolling logo on exhibition big screen during breaks
- Invitation for one representative to attend Presidents Dinner



Supporting Sponsor Opportunities

Supporting Sponsors do not receive a Priority 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).



Thursday Evening Drinks \$4,000 per conference (2 opportunities remain - NSW & QLD)

Guests will enjoy beer, wine and soft drink during the evening dinner. Drinks sponsors will be recognised during the evening, on the menu and acknowledged during the evening dinner.



Courtesy Buses \$5,000 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.



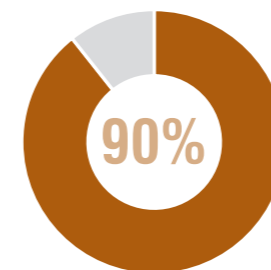
Women in Water (WOW) Breakfasts \$3,000 all conferences

The breakfasts are an opportunity for women from different organisations to meet up prior to the event and have an opportunity to meet conference companions. This will assist everyone in feeling valued, respected and comfortable to contribute.

★ ★ ★ Supporting Sponsor Benefits



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



2021 Water Industry Operations Conference & Exhibition



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 2021.

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, member driven Association with a primary role of facilitating the collection, development and exchange of information between people undertaking operational roles in the water industry.

WIOA stages annual conferences in Queensland, Victoria and New South Wales 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.

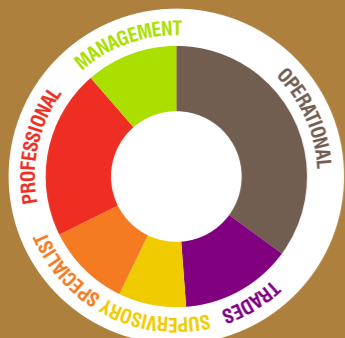
Extended breaks in the conference technical program are deliberately designed to provide an appropriate amount of time to delegates to interact with the exhibitors and inspect all the technology and equipment on display. Exhibition sites are strategically positioned to capitalise on the flow of traffic.

2019 Conference Attendance

NSW
ORANGE
628

QLD
BUNDABERG
602

VIC
BENDIGO
1368



SPONSORSHIP PROSPECTUS



2021 Conferences

QLD
2+3 JUNE

VIC
1+2 SEPT

NSW
27+28 OCT



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
- Reaches important targeted commercial prospects face to face in a social, relaxed environment. The ideal platform to build strong business friendships
- Increases 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.

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.





Water Industry Operators Association of Australia (WIOA)
PO Box 6012, Shepparton 3632
24 New Dookie Road, Shepparton 3630
P 03 5821 6744 | E info@wioa.org.au | W www.wioa.org.au

2021 Water Industry Operations Conference & Exhibitions	QLD 2+3 JUNE	VIC 1+2 SEPT	NSW 27+28 OCT
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2021 Prime Sponsors



2021 Sponsors

