

## **SPONSORING AND MARKETING INFORMATION**

### **GENERATE BRAND AWARENESS, NEW LEADS AND MARKET LEADERSHIP AT CLEAN WATERWAYS**

**Improve brand awareness to the inland rivers spill response community with a sponsorship or marketing opportunity at CLEAN WATERWAYS.** CLEAN WATERWAYS sponsorships are packaged to provide you with more benefits, increased exposure, prominent recognition and unmatched value to connect with influential industry and government professionals. You can make no better investment to reach spill prevention and response prospects for inland regions.

#### **HOST OPERATOR SPONSORSHIP**

**\$15,000 (EXCLUSIVE)**

##### **BRAND REACH:**

- Inclusion as a sponsor in all applicable advertising, marketing and promotion of CLEAN WATERWAYS
- Company recognition/logo prominently placed in the sponsor index on the CLEAN WATERWAYS website with reciprocal hyperlink to your company website
- Rotating ad on CLEAN WATERWAYS website homepage – sponsor to provide artwork for ad
- Company recognition/logo included in all pre-show event promotion e-mails. Once contract is signed and logo is received, inclusion will begin.
- Co-branded pre-show email blast with CLEAN WATERWAYS recognizing sponsor as the host operator sponsor of CLEAN WATERWAYS

##### **CONFERENCE & EXHIBITION PRESENCE:**

- Prominent branding onsite:
  - » Company recognition/logo on entrance unit to the exhibit hall
  - » Company logo in prominent position on signage throughout the event space, identifying as the Host Operator Sponsor
  - » Company recognition/logo on podium signs in conference session rooms
  - » Company branding incorporated with CLEAN WATERWAYS branding and styling in registration or conference high-traffic areas (signage type and placement is contingent on hotel setup and rules, i.e., foyer space, escalators, elevators, etc.)
- Company recognition in the show guide: logo, contact information and 50-word description
- Full page ad in the show guide – sponsor to provide artwork for ad
- Option to submit (5) power point slides that will run during the breaks in the conference sessions
- Option to give a 5-minute introduction or video to Keynote or first session
- Company will be recognized, and thanked, during the opening remarks of the Keynote Address or first session

##### **RELATIONSHIP BUILDING:**

- 5 complimentary conference passes
- Reduced rate for additional conference passes purchased

#### **CORPORATE SPONSORSHIP**

**\$10,000**

##### **BRAND REACH:**

- Inclusion as a sponsor in all applicable advertising, marketing and promotion of CLEAN WATERWAYS
- Company recognition/logo prominently placed in sponsor index on the CLEAN WATERWAYS website with reciprocal hyperlink to your company website
- Company recognition/logo included in all pre-show event promotion e-mails. Once contract is signed and logo is received, inclusion will begin.

##### **CONFERENCE & EXHIBITION PRESENCE:**

- Prominent branding onsite:
  - » Company recognition/logo on entrance unit to the exhibit hall
  - » Company recognition/logo on signage throughout event space, identifying as Corporate Sponsor
  - » Company recognition/logo on podium signs in conference session rooms
- Company recognition in the show guide: logo, contact information and 50-word description
- Option to submit (5) power point slides that will run during the breaks in the conference sessions
- Company will be recognized, and thanked, during the opening remarks of the Keynote Address or first session
- Half-page ad in the show guide – sponsor to provide artwork for ad

##### **RELATIONSHIP BUILDING:**

- 5 complimentary conference passes
- Reduced rate for additional conference passes purchased

**INDUSTRY SPONSORSHIP**

**\$7,500**

**BRAND REACH:**

- Inclusion as a sponsor in all applicable advertising, marketing and promotion of CLEAN WATERWAYS
- Company recognition/logo prominently placed in the sponsor index on the CLEAN WATERWAYS website with reciprocal hyperlink to your company website
- Company recognition/logo included in all pre-show event promotion e-mails. Once contract is signed and logo is received, inclusion will begin.

**CONFERENCE & EXHIBITION PRESENCE:**

- Company recognition/logo on entrance unit to the exhibit hall
- Company logo on signage throughout the event space, identifying as an Industry Sponsor
- Company recognition/logo on podium signs in conference session rooms
- Company recognition in the show guide: logo, contact information and 50-word description
- Option to submit (3) power point slides that will run during the breaks in the conference sessions
- Company will be recognized, and thanked, during the opening remarks of the Keynote Address or first session

**RELATIONSHIP BUILDING:**

- 3 complimentary conference passes
- Reduced rate for additional conference passes purchased

**WELCOME RECEPTION SPONSORSHIP**

**SOLD**

**\$15,000 FOR EXCLUSIVE OR 2 AVAILABLE AT \$7,500 EACH**

**BRAND REACH:**

- Inclusion as a sponsor in all applicable advertising, marketing and promotion of the conference; company recognition/logo included in all pre-show event promotion e-mails.
- Company recognition/logo in the sponsor index on the CLEAN WATERWAYS website with reciprocal hyperlink to your company website
- Company recognition/logo included in all pre-show event promotion e-mails. Once contract is signed and logo is received, inclusion will begin.
- One dedicated HTML email to pre-registered attendees, inviting to CLEAN WATERWAYS reception (email designed by CLEAN WATERWAYS show management)

**CONFERENCE & EXHIBITION PRESENCE:**

- Company recognition in the show guide: logo, contact information and 50-word description
- Company recognition/logo on sponsorship signage at the event
- Company recognition/logo on entrance unit to the exhibit hall
- Company logo on signage in reception area, identifying as Reception Sponsor
- Company logo on beverage napkins at reception
- Company recognized as a sponsor in the power point presentation that runs during breaks in the conference sessions
- Marketing Material Distribution — Option to place literature, bar item, or giveaway on a table in the reception area.

**RELATIONSHIP BUILDING:**

- 1 complimentary conference pass for shared option or 3 complimentary conference passes for exclusive option
- Reduced rate for additional conference passes purchased

### LUNCH SPONSORSHIP

**\$5,000 (2 AVAILABLE)**

#### BRAND REACH:

- Inclusion as a sponsor in all applicable advertising, marketing and promotion of the conference; company recognition/logo included in all pre-show event promotion e-mails.
- Company recognition/logo in the sponsor index on the CLEAN WATERWAYS website with reciprocal hyperlink to your company website
- Company recognition/logo included in all pre-show event promotion e-mails. Once contract is signed and logo is received, inclusion will begin.

#### CONFERENCE & EXHIBITION PRESENCE:

- Company recognition in the show guide: logo, contact information and 50-word description
- Company recognition/logo on sponsorship signage at the event
- Company logo on signage in lunch area, identifying as Lunch Sponsor
- Company recognized as a sponsor in the power point presentation that runs during breaks in the conference sessions
- Option to place a marketing piece or giveaway on all tables in the lunch area. Company is responsible for providing material. Show management will distribute.

#### RELATIONSHIP BUILDING:

- 1 complimentary conference pass
- Reduced rate for additional conference passes purchased company

### WI-FI SPONSORSHIP

**\$5,000 (EXCLUSIVE)**

#### BRAND REACH:

- Inclusion as a sponsor in all applicable advertising, marketing and promotion of the conference; company recognition/logo included in all pre-show event promotion e-mails.
- Company recognition/logo in the sponsor index on the CLEAN WATERWAYS website with reciprocal hyperlink to your company website
- Company recognition/logo included in all pre-show event promotion e-mails. Once contract is signed and logo is received, inclusion will begin.

#### CONFERENCE & EXHIBITION PRESENCE:

- Your company name will be used as password for Wi-Fi login
- Looping power point slide promoting Wi-Fi in all sessions
- Company recognized on signage throughout the event space
- Wi-Fi informational flyer with company recognition distributed at registration
- Company recognition in the show guide: logo, contact information and 50-word description

#### RELATIONSHIP BUILDING:

- 1 complimentary conference pass
- Reduced rate for additional conference passes purchased

### POST-SHOW WEBINAR SPONSOR

**\$5,000**

Continue the conversations that you started at the Conference! Solidify your position in the market by connecting directly with the community in the weeks following the event. *Note: Could be positioned as a virtual roundtable discussion as well*

- Webinar topic and speaker(s) up to you to determine
- Sponsor gets full webinar registration list with contact details
- Promotion via email, social media posts, and banner ads
- Sponsoring company to receive post-event webinar access for marketing purposes
- Logo and company description on website

### PADFOLIO SPONSORSHIP

**\$6,000 (EXCLUSIVE)**

#### BRAND REACH:

- Inclusion as a sponsor in all applicable advertising, marketing and promotion of the conference; company recognition/logo included in all pre-show event promotion e-mails.
- Company recognition/logo in the sponsor index on the CLEAN WATERWAYS website with reciprocal hyperlink to your company website
- Company recognition/logo included in all pre-show event promotion e-mails. Once contract is signed and logo is received, inclusion will begin.

#### CONFERENCE & EXHIBITION PRESENCE:

- Company recognized on signage throughout the event space
- Company recognition in the show guide: logo, contact information and 50-word description
- Branded padfolios with company logo handed out to all CLEAN WATERWAYS attendees
- Company recognized as a sponsor in the power point presentation that runs during breaks in the conference sessions

#### RELATIONSHIP BUILDING:

- 1 complimentary conference pass
- Reduced rate for additional conference passes

### LANYARD SPONSORSHIP \$4,500 + COST OF LANYARDS (EXCLUSIVE)

**SOLD**

#### BRAND REACH:

- Inclusion as a sponsor in all applicable advertising, marketing and promotion of the conference; company recognition/logo included in all pre-show event promotion e-mails.
- Company recognition/logo in the sponsor index on the CLEAN WATERWAYS website with reciprocal hyperlink to your company website
- Company recognition/logo included in all pre-show event promotion e-mails. Once contract is signed and logo is received, inclusion will begin.

#### CONFERENCE & EXHIBITION PRESENCE:

- Company logo printed on the official CLEAN WATERWAYS lanyard that attendees will wear the entire event
- Company recognized on signage throughout the event space
- Company recognition in the show guide: logo, contact information and 50-word description
- Company logo printed on badges alongside CLEAN WATERWAYS logo
- Company recognized as a sponsor in the power point presentation that runs during breaks in the conference sessions

#### RELATIONSHIP BUILDING:

- 1 complimentary conference pass
- Reduced rate for additional conference passes purchased

### CHARGING STATION SPONSOR \$4,500 (EXCLUSIVE)

#### BRAND REACH :

- Inclusion as a sponsor in all applicable advertising, marketing and promotion of the conference; company recognition/logo included in all pre-show event promotion e-mails.
- Company logo in the sponsor index on the CLEAN WATERWAYS website with reciprocal hyperlink to your company website

#### CONFERENCE & EXHIBITION PRESENCE:

- Company recognition/logo on sponsorship signage at the event
- Company logo on a branded charging station on the exhibit floor in lounge area
- Company logo on signage in lounge identifying as sponsor
- Company recognized as a sponsor in the power point presentation that runs during breaks in the conference sessions

#### RELATIONSHIP BUILDING:

- Reduced rate for conference passes

### BREAKFAST SPONSORSHIP \$3,500 (2 AVAILABLE)

#### BRAND REACH:

- Inclusion as a sponsor in all applicable advertising, marketing and promotion of the conference; company recognition/logo included in all pre-show event promotion e-mails.
- Company recognition/logo in the sponsor index on the CLEAN WATERWAYS website with reciprocal hyperlink to your company website
- Company recognition/logo included in all pre-show event promotion e-mails. Once contract is signed and logo is received, inclusion will begin.

#### CONFERENCE & EXHIBITION PRESENCE:

- Company recognition/logo on sponsorship signage at the event
- Company recognition in the show guide: logo, contact information and 50-word description
- Company logo on signage next to breakfast area
- Company logo on coffee sleeves during breakfast
- Company recognized as a sponsor in the power point presentation that runs during breaks in the conference sessions
- Continental breakfast to be served to all attendees

#### RELATIONSHIP BUILDING:

- 1 complimentary conference pass
- Reduced rate for additional conference passes purchased

### CONFERENCE TRACK SPONSORSHIP \$3,500

#### BRAND REACH:

- Inclusion as a sponsor in all applicable advertising, marketing and promotion of the conference; company recognition/logo included in all pre-show event promotion e-mails.
- Company recognition/logo in the sponsor index on the CLEAN WATERWAYS website with reciprocal hyperlink to your company website
- Company recognition/logo included in all pre-show event promotion e-mails. Once contract is signed and logo is received, inclusion will begin.

#### CONFERENCE & EXHIBITION PRESENCE:

- Company recognition/logo on sponsorship signage at the event
- Company recognition in the show guide: logo, contact information and 50-word description
- Company branded notepads and pens will be placed in the attendee bags handed out to ALL attendees
- Company recognized as a sponsor in the power point presentation that runs during breaks in the sponsored track
- Option to submit (2) power point slides that will run during the breaks in the track room

#### RELATIONSHIP BUILDING:

- 1 complimentary conference pass
- Reduced rate for additional conference passes purchased

## NETWORKING BREAK SPONSORSHIP

**\$2,500 (3 AVAILABLE)**

### BRAND REACH:

- Inclusion as a sponsor in all applicable advertising, marketing and promotion of the conference; company recognition/logo included in all pre-show event promotion e-mails.
- Company recognition/logo in the sponsor index on the CLEAN WATERWAYS website with reciprocal hyperlink to your company website
- Company recognition/logo included in all pre-show event promotion e-mails. Once contract is signed and logo is received, inclusion will begin.

### CONFERENCE & EXHIBITION PRESENCE:

- Company recognition/logo on sponsorship signage at the event
- Company recognition in the show guide: logo, contact information and 50-word description
- Company logo on signage in networking break area, identifying as networking break sponsor
- Company recognized as a sponsor in the power point presentation that runs during breaks in the conference sessions

### RELATIONSHIP BUILDING:

- Reduced rate for conference passes purchased

## REGISTRATION SPONSOR

**\$2,500**

### BRAND REACH:

- Inclusion as a sponsor in all applicable advertising, marketing and promotion of the conference; company recognition/logo included in all pre-show event promotion e-mails.
- Company logo in the sponsor index on the CLEAN WATERWAYS website with reciprocal hyperlink to your company website

### CONFERENCE & EXHIBITION PRESENCE:

- Logo recognition in online registration system
- Your company logo on kick panel of the CLEAN WATERWAYS registration desk
- Company recognized as a sponsor in the power point presentation that runs during breaks in the conference sessions

### RELATIONSHIP BUILDING:

- Reduced rate for conference passes

## BEVERAGE STATION SPONSORSHIP

**\$1,750**

### BRAND REACH:

- Inclusion as a sponsor in all applicable advertising, marketing and promotion of the conference; company recognition/logo included in all pre-show event promotion e-mails.
- Company recognition/logo in the sponsor index on the CLEAN WATERWAYS website with reciprocal hyperlink to your company website
- Company recognition/logo included in all pre-show event promotion e-mails. Once contract is signed and logo is received, inclusion will begin.

### CONFERENCE & EXHIBITION PRESENCE:

- Company recognition/logo on sponsorship signage at the event
- Company recognition in the show guide: logo, contact information and 50-word description
- Company logo on signage next to your sponsored beverage station
- Company logo on napkins at bar
- Option to place koozies or cups with company branding at sponsored beverage station
- Company recognized as a sponsor in the power point presentation that runs during breaks in the conference sessions

### RELATIONSHIP BUILDING:

- Reduced rate for conference passes

## REGISTRATION PEN SPONSOR

**\$1,200 (EXCLUSIVE)**

**SOLD**

### BRAND REACH:

- Inclusion as a sponsor in all applicable advertising, marketing and promotion of the conference; company recognition/logo included in all pre-show event promotion e-mails.
- Company recognition/logo in the sponsor index on the CLEAN WATERWAYS website with reciprocal hyperlink to your company website
- Company recognition/logo included in all pre-show event promotion e-mails. Once contract is signed and logo is received, inclusion will begin.

### CONFERENCE & EXHIBITION PRESENCE:

- Company recognized on signage throughout the event space
- Company recognition in the show guide: logo, contact information and 50-word description
- Branded pens with company logo on pens at registration desk for attendees at check-in to use and take-away with them
- Company recognized as a sponsor in the power point presentation that runs during breaks in the conference sessions

### RELATIONSHIP BUILDING:

- Reduced rate for conference passes

## ADD-ONS AND ADVERTISING

### PRE-SHOW E-MAIL BLAST

**\$1,200**

One dedicated email blast to all registered CLEAN WATERWAYS attendees (at your choice of time). Your company must provide the content and we launch it through our database.

### POST SHOW E-MAIL BLAST

**\$1,500**

One dedicated e-mail blast to all registered CLEAN WATERWAYS attendees post-show. Your company must provide the content. Show management will launch it through our database

### WEB BANNER/CLEAN WATERWAYS HOMEPAGE

**\$1,000**

Prominently display your banner ads on our event website. Get your banner ads active now as we'll keep them active through the show dates, encouraging attendees to visit the URL of your choice. The CLEAN WATERWAYS event website received roughly 6,000 new visitors to the site in the 4 months leading up to the 2022 event.

### SHOW FLOOR DECALS

**\$750**

Floor decals with company logo and booth number placed in 3 locations on the exhibit floor or conference area.

### SHOW GUIDE ADVERTISEMENT

Purchase a full-page advertisement in the show guide — **\$750**

Purchase a half-page advertisement in the show guide — **\$450**