



31 May - 4 June 2020 | JHB | South Africa

## WISA 2020 Sponsorship Sneak Preview exclusive to IFAT attendees

### WHAT IS THE WISA BIENNIAL CONFERENCE & EXHIBITION?

The WISA Biennial Conference & Exhibition is one of the largest gatherings where people from all spheres of the water sector get together to share their expertise, knowledge and find probable solutions to our ongoing water challenges.

This conference provides a platform / forum to understand and discuss / debate the current water issues we are facing. This is also a great capacity building and networking opportunity.

### REASONS TO PARTICIPATE IN WISA 2020

#### Why Sponsor?

- Increase your pre-conference exposure through marketing coverage (website / social media / mailers)
- Raise your profile above your competitors
- Increase recognition and drive traffic to your exhibition stand / website
- Marketing platform through branding and acknowledgement
- Contribute to and be actively involved in the development and growth of the industry and those that work in the water sector
- Deliver a greater ROI. Sponsoring an event can often be cheaper and have a higher return on investment than a TV commercial or other advertising methods.
- Contribute to the upliftment of science and technology.
- Increase your company's perceived image – sponsoring such a big, professional and reputable event will provide the impression that your company is a reputable one.
- Gain the respect and credibility of your target audience.

#### Why Exhibit?

- Launch new products
- Strengthen current product popularity
- Generate sales leads
- Reach new specific markets
- Meet with sector specific audience
- Be recognised
- Brand trust: if you exhibit then you are more likely to be considered a serious business player
- Visibility: you might have a strong online presence, but to strengthen and grow, there also needs to be a real visibility. People buy from people.
- Train, coach and motivate staff in communication skills
- Market intelligence – get to know your competitors and their products
- Keep up on industry trends and products that compliment your business

### Pricing

#### Exhibition Options

DESCRIPTION	SIZE	COST (excl. VAT)
<b>Prime Position Stands</b>		
Standard Exhibition Stand	3m x 3m	R49,500
Double Exhibition Stand	6m x 3m	R84,000
Floor Space Only Single Stand	3m x 3m	R46,500
Floor Space Only Double Stand	6m x 3m	R79,500
<b>Standard Position Stands</b>		
Standard Exhibition Stand	3m x 3m	R39,600
Double Exhibition Stand	6m x 3m	R67,200
Floor Space Only Single Stand	3m x 3m	R37,200
Floor Space Only Double Stand	6m x 3m	R63,600

#### Sponsorship Options

DESCRIPTION	Cost (excl. VAT)
Anchor Sponsor	R800,000
Platinum Sponsor	R650,000
Gold Sponsor	R330,000
Silver Sponsor	R190,000
Bronze Sponsor	R110,000
Conference Mobile App	R75,000
Conference Bags	R205,000
Conference Notepads	R50,000
Conference Pens	R50,000
Registration Area	R155,000
Name Badges and Lanyards	R75,000
Mini Programme	R75,000
Hospitality Sponsor	R25,000
Welcome Cocktail Sponsor	R75,000
Gala Dinner Sponsor	R250,000
Branded Charging Stations	R25,000

\*Pricing and Packages subject to change

## Sponsors Breakfast Launch

Johannesburg 14 August 2019 at The Premier Hotel, Midrand

Be first in line to book your favourite spot and package for the WISA2020 Conference



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### **EXPRESSION OF INTEREST**

Please complete this form and email it to [jennymiller@lantic.net](mailto:jennymiller@lantic.net) or [tazz@connect.co.za](mailto:tazz@connect.co.za)

I hereby confirm our interest as a sponsor exhibitor for the above mentioned conference as follows:

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

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

Designation: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Mobile No.: \_\_\_\_\_

### **Expression of Interest**

We are interested in the following packages;

#### **Sponsorship**

Package: \_\_\_\_\_ Value: R \_\_\_\_\_

#### **Additional Opportunity Number**

Opportunity: \_\_\_\_\_ Value: R \_\_\_\_\_

#### **Exhibition Stand**

I will be interested in a 3m x 2m stand  I will be interested in a 2m x 2m stand

Stand Packages: \_\_\_\_\_ Value: R \_\_\_\_\_

Total Value: \_\_\_\_\_

