



# WISA | 2020 CONFERENCE

Water Institute of  
Southern Africa

6 - 9 December 2020 | JHB | South Africa



WWW.WISA2020.ORG.ZA





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Sponsorship & Exhibition Booking Form - Separate Document

# WELCOME LETTER

## From the Organising Committee Chair

The WISA Biennial Conference and Exhibition is the region's biggest water conference – bringing together water sector professionals and other stakeholders from across the country and beyond. Next year's conference is expected to be bigger and better than ever before.

Our past conferences have provided a platform to discuss problems and solutions facing the water and related sectors. Now is the time to create mechanisms and an enabling environment to set us on a path of implementation and impact. Water is everyone's business and everyone should be involved in ensuring we have water security. This is now more important than ever as we need to navigate issues of climate change, weather variability, demand growth, infrastructure needs and so forth. For this reason, our 2020 conference will be held under the theme 'All hands on deck' and our sub-themes which will read as a to-do list:

1. Reduce water demand and increase supply
2. Manage the resource for a capable ecology
3. Manage and monitor effective water and sanitation services and infrastructure
4. Govern and regulate the sector
5. Improve raw water quality and management
6. Develop skills and technology innovations and disruptors

The conference will consider the broader impacts of water on society and the environment. With this in mind we hope to have as many as eight government departments on board, reflecting the integral role of water in all that we do. The need to close the science-policy-implementation chasm is of a high priority.

As always, the next instalment of the WISA Conference will feature informative site visits, fun social and networking opportunities as well as several conference tracks to ensure that there is something for everyone. Based on your feedback, we will also be increasing the number of workshops for a more interactive experience.

We hope that you will join us in Sandton in 2020 for an exciting, insightful and educational instalment of this premier water meeting on the continent. It is time to action change in the water sector; we hope you will respond to the clarion call to get all hands on deck!

Dr Shafick Adams  
Chair of the OC



## From the WISA Chief Executive Officer

It is imperative that South Africa embraces a few fundamental shifts around water. Our water resources are limited, and we have to start doing more with less.

Urbanisation is both an opportunity for economic growth and a threat to liveability, and we find that an uncertain future underpins the planning of our cities and the management of our ecosystems. With increasing numbers of people living in metropolitan areas, water, energy and materials need to be carefully used, reused and renewed.

Water is an integral part of all sectors, and it is time to stop looking at it in isolation. We hope that by expanding the 2020 conference to include a broader range of governmental departments we will be able to ensure that water is valued, conserved and protected across all sectors.

In a country such as South Africa, the work done by the water sector has a major influence on the sustainability and success of our communities and our economy. For WISA, our biennial conference is a reflection of the vital role that we have to play, as factors such as climate change and an ever-burgeoning population have necessitated an adaptation to the new, water-constrained normal.

I invite you to attend the 2020 WISA Biennial Conference and Exhibition, and immerse yourself in the discussions, interact with fellow delegates and speakers at our social functions, and expand your horizons during the technical tours and workshops. Help us action the change that South Africa needs to ensure that the country has access to clean, safe water that is preserved and protected by all of society.

Lester Goldman  
WISA CEO



# MOTIVATION AND RATIONALE

## 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.

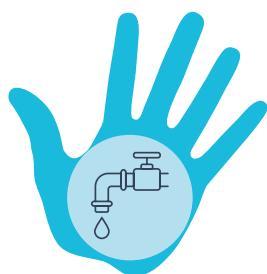
## ABOUT WISA

The Water Institute of Southern Africa (WISA) was formed in 1987 when the Southern African branch of the Institute of Water Pollution Control, originally founded in 1937, was disbanded. At the beginning of 2000, WISA was incorporated as a Non-Profit Company under the Companies Act of 2008. This means that WISA shall use its funds and assets solely to further its stated aims and objectives and no funds or assets shall be distributed to any other person or body. WISA has also been recognised as a professional body by SAQA in 2013.

Currently, the institute has approximately 3300 members and is growing steadily on an annual basis. The institute embodies a multidisciplinary approach and as such, members are drawn from all spheres of employment and varying disciplinary backgrounds.

## TECHNICAL PROGRAMME

The central theme for WISA 2020 is "#All Hands on Deck" with the following sub-themes running through the programme (detailed information can be found on the page on the website [www.wisa2020.org.za](http://www.wisa2020.org.za)):



**Reduce water demand and increase supply**



**Manage resources for a capable ecology**



**Manage and monitor effective water and sanitation services and infrastructure**



**Govern and regulate the sector**



**Improve raw water quality and management**



**Develop skills and technology innovations and disruptors**

# PROGRAMME OUTLINE



## Sunday, 6 December 2020

07:00 – 14:00	Custom Stands Set-up
07:00 – 14:00	Shell Scheme Stands Set-up
11:00 – 18:00	Registration Open (Registration Foyer, Sandton Convention Centre)
14:00 – 15:00	Health & Safety Inspection
15:00 – 17:00	Set up for Cocktail Party (Meet & Greet)
18:00 – 21:00	Official Opening & Meet & Greet in Exhibition Hall

## Monday, 7 December 2020

07:30 – 18:00	Registration & Exhibition
09:00 – 17:30	Conference
13:30 – 18:00	Exhibition open for public

## Tuesday, 8 December 2020

07:30 – 17:30	Registration & Exhibition
08:30 – 17:00	Conference
19:00 – late	WISA 2020 Conference Dinner

## Wednesday, 9 December 2020

07:30 – 14:00	Registration & Exhibition
08:30 – 17:00	Conference
14:00 – 23:00	Exhibition breakdown
17:00 – 18:00	Farewell Function

## Thursday, 10 December 2020

Technical tours

## DELEGATES

WISA expects in excess of 1,500 delegates to attend across a wide variety of disciplines within the water sector.

## MARKETING

WISA will be actively marketing the WISA 2020 Biennial Conference & Exhibition to water professionals within South Africa and the rest of the SADC region, using

The following mediums:

- Targeted emailers
- Social Media Campaigns (Facebook, Twitter and Instagram)
- Advertising in water-related print media and journals
- Listing local & international on event calendars
- Promote WISA2020 at other related conferences, both nationally & internationally, taking place during the months leading up to the event.

# 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 creditability 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

## **How do you book your place?**

1. Complete the sponsorship and exhibition booking form
2. Sign your exhibition / sponsorship contract
3. Pay your first deposit
4. Enjoy your sponsorship benefits!



# PRIMARY SPONSORSHIP BENEFITS

DESCRIPTION	ANCHOUR	PLATINUM	GOLD	SILVER	BRONZE
Value (Excludes VAT at 15%)	R800,000	R650,000	R330,000	R190,000	R110,000
Number Available	1 (Exclusive)	1xSOLD 1xAVAIL	4	2xSOLD 4xAVAIL	8
PRE-CONFERENCE EXPOSURE					
Logo on Conference website with URL link and company description	Yes (300 Words)	Yes (220 Words)	Yes (110 Words)	Yes (80 words)	Yes (50 words)
Video on Conference Website	Yes (to be supplied by sponsor)	N/A	N/A	N/A	N/A
Logo to appear on all marketing material distributed prior to the Conference	Yes – in a prominent position	Yes	Yes	Yes	N/A
AT CONFERENCE EXPOSURE					
Listing in Conference Programme / Book of Abstracts (Sponsor & Exhibitor section)	Yes (300 words)	Yes (220 words)	Yes (150 words)	Yes (80 words)	Yes (50 words)
Exhibition / Display	6m x 6m (36m <sup>2</sup> ) (includes 8 exhibitor delegates)	9 x 3m (27m <sup>2</sup> ) (includes 6 exhibitor delegates)	6m x 3m (18m <sup>2</sup> ) (includes 4 exhibitor delegates)	3m x 3m (9m <sup>2</sup> ) (includes 2 exhibitor delegates)	3m x 3m (9m <sup>2</sup> ) (includes 2 exhibitor delegates)
Complimentary delegates (includes conference session access and excludes travel and accommodation)	10	6	3	2	1
Company free standing roll up banner (maximum 2m high x 800mm wide)	In plenary hall	In breakaway venue	In breakaway venue	In breakaway venue	N/A
Function / Product Branding (non-Exclusive)	Opening Session (includes 5 min presentation slot)	N/A	N/A	N/A	N/A
Acknowledgement in Plenary session (includes Logo on looped presentation in plenary session)	Yes – prominent position	Yes	N/A	N/A	N/A
Logo on Conference signage and banners	Yes – prominent position	Yes	Yes	Yes	N/A
Informational items/brochures to be included in delegate packs	Yes – 2 x inserts	Yes – 1 x insert	Yes – 1 x insert	Yes – 1 x insert	N/A
Opportunity to host breakfast or lunch symposium (additional cost to be covered by sponsor)	Yes (no royalty fee)	Yes (royalty fee of R15,000)	Yes (royalty fee of R20,000)	No	No
POST CONFERENCE EXPOSURE					
E-mail to attendee database with sponsorship/exhibitor acknowledgement	Yes	Yes	Yes	Yes	Yes
Post Conference exposure on WISA 2020 website for 2 years	Yes	Yes	Yes	Yes	Yes

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

Item	DELEGATE PACK ITEMS	Cost	Detail
1.	SOLD Conference Notepads	R50,000	Logo on notepad along with Conference branding – A5, 20 page Acknowledgement on Conference website and in final Conference programme book (logo, URL link)
2.	Mousepad with wireless optic mouse	R150,000	Co-branding on mousepad and mouse Logo and URL on conference website & final programme book / app
3.	SOLD Conference pens	R50,000	Branding on Conference pen 1 x Insert into delegate bag Acknowledgement on conference website and final programme book (Logo and URL link)
4.	Conference Bags	R205,000	Branding on the Conference bag (community project support – hand-made bag) / tablet 1 x Insert into Conference bag Electronic brochure on mobile app under sponsors section Logo, 110 word write-up and URL link on website & in final programme 1 x Complimentary Delegate
5.	SOLD Delegate Gifts	R132,000	Logo on delegate gift (sourced by the committee in consultation with the sponsor) Sponsor provided opportunity to supply branded packaging for the gifts. Logo and URL on conference website & final programme book / app
6.	Colourful socks (South African made)	R 150,000	Co-branding on socks Acknowledgement on Conference website and in final Conference programme book (logo, 100-word write-up and URL link) One complimentary delegate Electronic brochure on mobile app under sponsors section 1 x Insert into delegate packs
7.	Delegate Pack Inserts	R9,350	Company to supply 1,500 copies of the insert A4 size (1 insert only)
8.	SOLD Mini Programme	R75,000	Sponsor logo on the front of the mini programme (to be inserted into each delegate's badge) Logo & URL on conference website & final programme book / app

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

Item	REGISTRATION	Cost	Detail
1.	Registration	R155,000	<p><b>SOLD</b></p> <p>Branding of registration area – along with Conference branding Opportunity to display brochures and banners in registration area Opportunity to provide branded shirts for registration staff 1 x Insert into delegate packs Half page advertisement in final programme / abstract book One complimentary delegate Company write-up (80 words), logo and URL link on Conference website and in trade section of final programme book</p>
2.	Name Badges & Lanyards	R75,000	<p><b>SOLD</b></p> <p>Logo included on name badge and lanyard (to be designed and sourced by the LOC) Logo and URL on conference website &amp; final programme book / app 1 x insert into delegate bag</p>
Item	Travel Grants	Cost	Detail
1.	Travel Grants for bursaries	Registration, travel and Accommodation per delegate	<p>Acknowledgement according to contribution value Acknowledgement on Conference website and in final Conference programme To be used to fund students and delegates from developing countries</p>
2.	Keynote Speakers	Speaker flight / accommodation / registration fees PLUS R10,000 for the advertising / branding opportunity	<p>Acknowledgement according to contribution value Acknowledgement in programme and mini programme, and electronic branding inside venue where the sponsored speaker is presenting. Acknowledgement on Conference website and final programme book / app</p>
Item	CATERING & EVENTS	Cost	Detail
1.	1x Cappuccino bar during refreshment breaks	R30,000 per day	<p>Co-branding on cappuccino bar Branded apron for barista Product samples can be handed out (sponsor to provide) 2 x free standing pull up banners in next to cappuccino bar Acknowledgement on conference website and in final conference programme book / app (logo and URL link)</p>
2.	Welcome Cocktail Sponsorship	R75,000	<p>Logo included on all materials relating to the meet &amp; greet (including invitations, tickets, etc.) Acknowledgement on conference website and in final programme book / app (Logo, 120 word write-up and URL link) Electronic brochure on mobile app under sponsors section 6 x complimentary tickets to event</p>
3.	Conference Dinner	R250,000	<p>NOTE: This opportunity can be shared with another company Logo on all items related to the gala dinner, including programmes / menus / invitations / tickets Logo, company write up (350 words) and URL on conference website and in final programme book / app 2x free standing banners Opportunity to place gifts on the tables for the delegates 5 Minute welcome speech at gala dinner 10 x tickets for guests of your choice</p>
4.	Farewell Reception	R65,000	<p>Acknowledgement as sponsor on website and in final Conference programme book / app (Logo, 80 word company write up &amp; URL link) Acknowledgement at Farewell Reception Branding on all materials related to the farewell reception (invitations, tickets, etc.) &amp; 2 free standing banners 4 complimentary tickets to attend the function</p>

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

Item	OTHER OPPORTUNITIES	Cost	Detail
1.	Mint Tins	R22,000	Logo on mint tin to be handed to delegate in plenary Conference session Acknowledgement on Conference website and in final conference programme (Logo, URL link)
2.	Branded Charging Stations	R25,000	Logo on all the charging stations situated in the exhibition hall Acknowledgement on Conference website and in final conference programme (Logo, URL link)
3.	Branded water stations	R16,500 per day	Logo on water stations scattered throughout the venue Acknowledgement on Conference website and in final Conference programme book (logo and URL Link)
4.	Speaker gifts	Tbc – dependent on number of speakers	Branding of speaker gifts Acknowledgement upon handing over of speaker gift Acknowledgement on Conference website and in final Conference programme (Logo and URL link)
5.	Mobile Phone / Tablet Application	R65,000	Branding on Mobile Application (all pages) – co-branding with Conference branding 1 x Insert into delegate bag Branding on Conference website and in final programme book with URL link and 50 word write-up Branding on banners with mobile app information Branding on all marketing materials relating to the mobile application
6.	Electronic Posters – branding of a pod of 6 Screens	R165,000	Branding of electronic poster pod, logo on screens. Acknowledgement on Conference website (logo, 100 words and URL Link) Acknowledgement in final programme book. 1 x Complimentary delegate
7.	Electronic brochure on mobile app	R6,350	Electronic brochure on mobile app under sponsors section
8.	Transport	TBC	ROI dependent on contribution. This will be quoted closer to the time and once the exact requirements have been determined. This can also be split per event.
9.	Prizes for presentations	TBC	Company name to be associated with prize. Opportunity to had the prize over at the Gala Awards Dinner
10.	WiFi	R110,000	Acknowledgement as bronze sponsor Acknowledgement as WiFi sponsor on Conference programme Branding of login screen
11.	LOC Branded Clothing	R94,000	Co-branding of uniform (OC to source in conjunction with the sponsor) Acknowledgement on conference website & final programme book / app (logo & URL link)
12.	Sponsored Satellite Meetings / Workshops	R22,000	Breakfast, Lunch and Dinner slots available Venue provided – all additional expenses to be covered by the sponsor Inclusion on satellite meetings page on the conference website Inclusion on the programme as an official satellite meeting 1 x electronic invitation to be distributed to registered delegates prior to the conference (within last month prior) 1 x invitation insert into delegate bag (to be provided by sponsor) Branding of venue for duration of satellite meeting Inclusion in final conference programme / app Subject to T&C's Subject to availability outside the conference programme and Subject to approval by the Technical Committee

## EXHIBITION INFO

It is true that the better you know your customer – and the better your customer knows you – the more likely you are to make that first sale and the increasingly profitable sales that follow. Exhibitions are more about relationship-building than selling a product. They are the most explicit form of direct marketing.

When it comes to the total quantity of a marketing interaction, nothing holds a candle to exhibitions. Exhibitions have a number of advantages over other media. They are powerful tools for:

- Bringing your customers and most active prospects to you
- Meeting pre-qualified prospects
- Allowing you to meet your market face-to-face
- Allowing you to demonstrate products, answer questions and overcome objections
- Using all five senses to communicate a message
- Representing the marketplace in one place and time, bringing together suppliers, buyers, purchase influencers, consultants and media

**Exhibitions also produce tangible results, making it easy to measure the medium's return on investment.**

The WISA Biennial Conference & Exhibition 2020 will provide companies in the following fields an opportunity to participate in their exclusive exhibition, focused on all facets of the water sector.



## OPPORTUNITIES AVAILABLE

DESCRIPTION	SIZE	COST (excl. VAT)
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

### INCLUDED IN EACH STAND:

Shell Scheme – 2,500 mm high  
 Fascia Board with your company name printed on it in black Arial font  
 1 x Plug Point  
 2 x Spotlights  
 2 x Chairs  
 1 x Table  
 2 x Exhibitor passes to man the stand for the duration of the Conference  
 (includes access to Conference sessions)  
 3<sup>rd</sup> delegate @ R5,500.00 excl. VAT each (excludes paid for social events i.e. Technical Tour, Conference Dinner)

### PAYMENT TERMS:

Payment Terms will be as follows:  
 25% deposit on signing of contract to secure your stand  
 Further 25% payable by 31 May 2020  
 Balance (25%) payable by 30 September 2020

### FOR MORE INFORMATION CONTACT:

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## NOTES





Conference Secretariat:  
Scatterlings



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