

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 include a marketing piece or giveaway in the attendee bags distributed at registration
- 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
- Option to include a marketing piece or giveaway in the attendee bags distributed at registration
- 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
- Option to include a marketing piece or giveaway in the attendee bags distributed at registration
- 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

MONDAY WELCOME RECEPTION SPONSORSHIP

**\$12,000 FOR EXCLUSIVE
OR 2 AVAILABLE AT \$6,000 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****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 seats or 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

SANITIZING STATIONS SPONSOR**\$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 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 recognition/logo at sanitizing stations throughout event space
- Promotion of sanitizing stations included in power point presentation that runs during breaks in the sessions

RELATIONSHIP BUILDING:

- 1 full conference pass
- Reduced rate for additional 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**\$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:

- 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

RELATIONSHIP BUILDING:

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

LANYARD SPONSORSHIP**\$4,000****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

RELATIONSHIP BUILDING:

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

ATTENDEE BAG SPONSORSHIP**\$ 4,000 (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 logo printed on the bag containing the literature for each CLEAN WATERWAYS conference attendee
- Company recognized on signage throughout the event space
- Company recognition in the show guide: logo, contact information and 50-word description
- Option to include a marketing piece or giveaway in the attendee bags distributed at registration
- 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 LOUNGE SPONSOR**\$4,000 (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 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
- Option to include a marketing piece or giveaway in the attendee bags distributed at registration. Company is responsible for providing material
- 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
- Option to include a marketing piece or giveaway in the attendee bags distributed at registration. Company is responsible for providing material

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

RELATIONSHIP BUILDING:

- Reduced rate for conference passes

**BEVERAGE STATION
SPONSORSHIP****\$1,500****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 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

RELATIONSHIP BUILDING:

- Reduced rate for conference passes

REGISTRATION PEN SPONSOR**\$1,200 (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 pens with company logo on pens at registration desk for attendees at check-in to use and take-away with them

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.

ATTENDEE BAG INSERT OR GIVEAWAY ITEM

\$500

Include a marketing piece or giveaway in the attendee bags distributed at registration.

SHOW GUIDE ADVERTISEMENT

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

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