



SPONSORSHIP PROSPECTUS

May 18-19, 2020 | San Diego, CA



WELCOME

SOLVING WATER CHALLENGES WITH PUBLIC-PRIVATE PARTNERSHIPS

Why Exhibit and Sponsor?



Connect with over 600 industry professionals



The nation's foremost experts will cover the latest industry developments



Our packages are designed to ensure maximum exposure and visibility before, during and after the event



Many networking opportunities with key decision makers

Public-private partnerships are helping deliver critical water projects across the country. Today, P3s are providing communities new tools and means to meet longstanding water, wastewater, and stormwater system challenges.

The **P3 Water Summit** examines the financial, technical, and legal considerations that go into evaluating a P3. The 2020 agenda focuses on P3 education, project management, resiliency, financing, and policy for owners, industry, lawmakers, labor and trade associations, as well as local, state and Federal government representatives.

With over 600 public and industry leaders attending, our audience represents communities from across the U.S. Attendees join us for unparalleled P3 education while meeting with other public and industry leaders confronting similar development challenges and interesting in networking, seeking expertise, and new partnerships.

Sponsorship packages are specially designed to help you effectively connect and generate visibility of your organization before, during, and after the event.

Sponsorship options fit a range of budgets, and are exclusive opportunities to provide targeted, creative, and direct advertising to maximize visibility and outreach to the Summit audience.

**To book your exhibit space and secure your sponsorships, please contact
Brynja Bogan at bbogan@accessintel.com or 301-354-1771.**



GENERAL OVERVIEW

The **P3 Water Summit** offers the opportunity to learn, discuss and share evolving concepts and state-of-the-art techniques in delivering water partnerships.

The conference agenda has been designed to help you plan and procure successful P3 initiatives, understand documentation, discover industry best practices in selecting and negotiating with prospective partners, and take steps to ensure project success. Over 100 leading practitioners will present their firsthand observations of P3 Water projects of all sizes from around the country, and detail the P3 arrangements employed by agencies to develop and construct water systems.

At the Summit you'll find project stakeholders, utility operators, water agency administrators, general managers, public works directors, and industry professionals who are considering partnerships and want to better understand how the model can address their project delivery objectives.

Program Preview

Our program presents a series of keynotes, case studies, panels, workshops, and networking opportunities designed for attendees to deepen their understanding on the value proposition of P3s, and the role they can play in the delivery of essential water, wastewater, and stormwater infrastructure.

The two day agenda has been designed to help you plan and procure successful P3 initiatives, understand best practices in selecting and negotiating with prospective partners, and take steps to ensure project success. Over 150 leading practitioners will present their firsthand observations of P3 projects of all sizes in different markets. We offer in-depth discussions for owners and public sector delegates with interest in discussing specific P3 issues in a more candid and interactive forum.

Attendees new to the development and operation of the P3 model will benefit from our industry experts presenting their knowledge, and valuable insights into market trends crucial for business decisions.

More seasoned professionals will benefit from our incredible networking opportunities, cultivate relationships with project sponsors, and learn new methods to address complex project delivery goals. The 2020 agenda offers multiple daily breaks, receptions, and specific events designed for you to meet with industry professionals, project sponsors/owners, and a chance to reconnect with old colleagues.

With over 600+ participating delegates, attendees find the **P3 Water Summit** to be one of the most effective places on their event schedule to cultivate relationships and network with the industry's most active and influential professionals.



Summit Agenda

The **P3 Water Summit** agenda features a broad range of topics specifically tailored to the needs of water agencies evaluating P3s. This program will share examples of where P3s can be applicable; and how they can save money and time when dealing with upgrades, repairs, and maintenance. The program will also highlight when P3s do or do not make sense, and what major considerations need to be made once choosing this route, including the first steps.

The agenda will offer numerous case studies (big, medium and small examples of successful and unsuccessful projects) of how P3s can work. We will also provide a perspective on current P3 activities in the market and update on P3's in progress including their challenges and successes.

The agenda takes a clear look at current trends in P3s, while examining contract structures, facility types, and financing mechanisms in use. Through conversations with owners, private partners, advisers, and stakeholders, the conference explores best practices and lessons learned from successful partnerships.

UNPARALLELED NETWORKING OPPORTUNITIES

Our audience of public and private water industry leaders provides a unique opportunity to network with utilities, industry experts, project owners, and prospective partners in a development focused forum.

The Summit provides two days of networking functions: including receptions, roundtable sessions, social lunches, 1 on 1's areas, and specific industry events designed for you to connect with speakers, water system operators, industry peers, P3 specialists, and prospective partners.



SPONSORSHIP PACKAGES

The sponsorship program is structured to ensure maximum exposure and visibility for each organization both before and during the conference. All packages are exclusive opportunities to provide targeted, creative, and direct sponsorship options to maximize exposure and outreach to the industry.

CO-CHAIR \$20,000

8 REGISTRATION PASSES

PRE CONFERENCE MARKETING

- ▶ Top sponsorship recognition in program brochure and all promotional material including email campaigns, direct mail campaigns, and on website
- ▶ Your company logo on registration confirmation emails

ONSITE MARKETING

- ▶ Full page advertisement prominently located on the inside cover in the event guide
- ▶ Top sponsorship recognition position during the conference (banner, posters, signage)
- ▶ Meter board display with company advertisement prominently placed on event floor
- ▶ Hospitality suite for two nights at the conference headquarters hotel (excludes food & beverage)
- ▶ Exhibition space location at the event

POST CONFERENCE MARKETING

- ▶ Copy of registration list with names, addresses and phone numbers
- ▶ Company logo on post conference survey

CHOOSE FROM ONE OF THE FOLLOWING (SEE PAGE 8 FOR DETAILS):

- ▶ **REGISTRATION BOOTH SPONSOR:** Have your company logo and artwork be seen first by all conference participants
- ▶ **RECEPTION SPONSOR:** Your company is the sponsor for one of our breakfast or lunch receptions held during the event, includes signage with logo and event recognition
- ▶ **TOTE BAG SPONSOR:** Distributed to all attendees upon arrival at the conference
- ▶ **LANYARD SPONSOR:** Corporate logo displayed on identification badge lanyard, distributed to all attendees upon arrival at the conference
- ▶ **MOBILE APP SPONSOR:** Includes logo recognition each time a user opens the mobile app
- ▶ **CHARGING STATION SPONSOR:** Have your company logo and artwork be seen while attendees charge up
- ▶ **WiFi NETWORK SPONSOR:** Help all conference attendees get connected at the as the official WiFi sponsor
- ▶ **DIRECTIONAL SIGN SPONSOR:** Company logo will be profiled on freestanding directional signs strategically placed in highest traffic areas

COMMIT TO SPONSORSHIP
EARLY AND MAXIMIZE
YOUR VISIBILITY THROUGH
PRE CONFERENCE
MARKETING EFFORTS



DIAMOND \$15,000

6 REGISTRATION PASSES

PRE CONFERENCE MARKETING

- ▶ Top sponsorship recognition in program brochure and all promotional material including email campaigns, direct mail campaigns, and on website

ONSITE MARKETING

- ▶ Full page advertisement prominently located in the event guide
- ▶ Sponsorship recognition position during the conference (banner, posters, signage)
- ▶ Meter board display with company advertisement prominently placed on event floor
- ▶ Exhibition space location at the event

POST CONFERENCE MARKETING

- ▶ Copy of registration list with names, addresses and phone numbers

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- ▶ **DIRECTIONAL SIGN SPONSOR:** Company logo will be profiled on freestanding directional signs strategically placed in highest traffic areas

PLATINUM

\$10,000

4 REGISTRATION PASSES

ONSITE MARKETING

- ▶ Full page advertisement in event guide
- ▶ Exhibit space at the event
- ▶ Sponsorship recognition position during the conference (banner, posters, signage)
- ▶ 24" by 36" poster with company advertisement strategically placed on event floor

POST CONFERENCE MARKETING

- ▶ Copy of registration list with names, addresses and phone numbers

CHOOSE FROM ONE OF THE FOLLOWING:

- ▶ **REGISTRATION BOOTH SPONSOR:** Have your company logo and artwork be seen first by all conference participants
- ▶ **METER BOARD ADVERTISEMENT:** Standing meter board with company advertisement strategically placed on event floor
- ▶ **MOBILE APP SPONSOR:** Includes logo recognition each time a user opens the mobile app
- ▶ **NETWORKING RECEPTION SPONSOR:** Your company is the sponsor for our evening networking receptions held during the event, includes signage with logo and event recognition
- ▶ **REFRESHMENT BREAK SPONSOR:** Your company is the sponsor for our refreshment breaks held during the event, includes signage with logo and event recognition

GOLD

\$8,000

3 REGISTRATION PASSES

ONSITE MARKETING

- ▶ Full page advertisement in event guide
- ▶ Exhibit space at the event
- ▶ Sponsorship recognition position during the conference (banner, posters, signage)

POST CONFERENCE MARKETING

- ▶ Copy of registration list with names, addresses and phone numbers

CHOOSE FROM ONE OF THE FOLLOWING:

- ▶ **NETWORKING RECEPTION SPONSOR:** Your company is the sponsor for our evening networking receptions held during the event, includes signage with logo and event recognition
- ▶ **REFRESHMENT BREAK SPONSOR:** Your company is the sponsor for our refreshment breaks held during the event, includes signage with logo and event recognition
- ▶ **METER BOARD ADVERTISEMENT:** Standing meter board with company advertisement strategically placed on event floor
- ▶ **DIRECTIONAL SIGN SPONSOR:** Company logo will be profiled on freestanding directional signs strategically placed in highest traffic areas

SILVER

\$6,000

2 REGISTRATION PASSES

ONSITE MARKETING

- ▶ Full page advertisement in event guide
- ▶ Exhibit space at the event
- ▶ Sponsorship recognition position during the conference (banner, posters, signage)

POST CONFERENCE MARKETING

- ▶ Copy of registration list with names, addresses and phone numbers



Interested in an opportunity that isn't listed here?

Our team will work with you to customize a sponsorship package to pinpoint your audience and support your business goals.

DELIVERABLES

REGISTRATION BOOTH SPONSOR

Have your company logo and artwork be seen first by all conference participants. Upon arrival all attendees must check-in here and attendees return here throughout the conference. Your company name and logo are presented on a large, impossible-to-miss banner and you can place collateral at the registration desk.



RECEPTION SPONSOR

(MULTIPLE OPPORTUNITIES)

Have your logo be prominent during one of our breakfast, lunch, or networking receptions. This presentation is directly near our meal tables, one of the key high-traffic areas in full view to all attendees as they arrive to our dining area.



TOTE BAG SPONSOR

This is one of our highest profile sponsorships. Your company logo adorns these bags, which are given to attendees as they pick up their badges. These bags — customized for the conference — have a long shelf life post-show, keeping your brand visible.



LANYARD SPONSOR

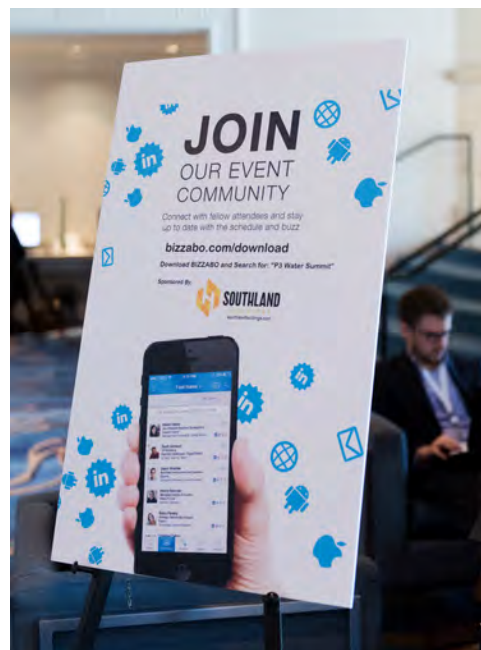
These lanyards are used by all attendees to hold and display their badges. As the sponsor, your company name and logo will be seen throughout the conference — on the floor, in classrooms, at keynote events, and at networking functions. With this sponsorship all conference attendees become a walking “billboard” for your company/firm.



MOBILE APP SPONSOR

The conference mobile app is a valuable tool for attendees, providing quick access to the attendee list, agenda, floor plan, event listings and much more. It is referenced often, ensuring on-going visibility for sponsors.

Your logo appears on the splash screen, and you are entitled to one “push” message to be sent to all app users.



CHARGING STATION SPONSOR

Attendees will appreciate the opportunity to “charge up” and will have extended exposure to your ad while they wait.



WiFi NETWORK SPONSOR

Help all conference attendees get connected at the event as the official WiFi sponsor.

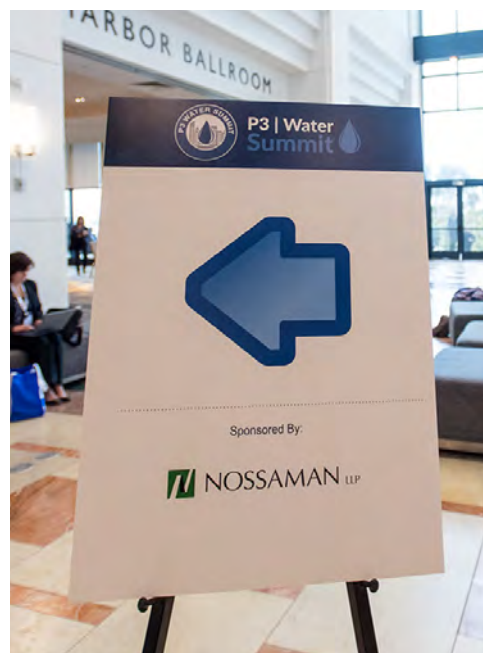
This sponsorship ensures great exposure throughout the event. WiFi access is a very popular feature with our attendees, making this a highly visible sponsorship.

- ▶ Sponsorship recognition in conference program
- ▶ Company logo on signage that includes Wi-Fi login instruction



DIRECTIONAL SIGN SPONSOR

Your company logo will be profiled on freestanding directional signs strategically placed in highest traffic areas.



We are happy to discuss your ideas for a custom sponsorship!
Partial and co-sponsorships are available.

**Contact Contact Brynja Bogan at bbogan@accessintel.com
or 301-354-1771 for pricing & availability.**

Sponsorship Contract

Company Name

Address

City

State/Province

ZIP/Postal Code

Country

Contact Name

Title

Phone

Email

Company Website

SPONSORSHIP LEVELS

- ☐ Co-Chair Partner \$20,000
- ☐ Diamond Sponsor \$15,000
- ☐ Platinum Sponsor \$10,000
- ☐ Gold Sponsor \$8,000
- ☐ Silver Sponsor \$6,000

**Return this contract with
payment to**

Brynja Bogan
bbogan@accessintel.com
301-354-1771

Partner Acknowledgment

I, the authorized representative of the undersigned company, on behalf of said company, subscribe to all terms, conditions, authorizations, and covenants contained in this Contract and the Rules and Regulations governing the 2020 event.

Signature

Date

Payment Information

Payment Type: Check or Credit Card

_____ Visa _____ Mastercard _____ Amex _____ Discover

Credit Card Number

Expiration Date

Security Code

Name (as it appears on card)



www.p3watersummit.com

