

SPONSORS' PACK

2014 World Water Week Energy and Water

August 31-September 5, 2014
Stockholmsmässan



ENGAGE IN THE WORLD'S LEADING WATER EVENT

Being a sponsor of World Water Week enables you to

Network and make quality contacts with
water, environment and sustainable development
professionals

Reach decision-makers, opinion leaders and
experts in various fields

Receive wide-ranging recognition as a key
supporter of the World Water Week in printed
promotions, online and on signage

Showcase your company's work to the World Water
Week's large and diverse audience

Demonstrate your company's strong commitment to
address one of the world's most urgent issues
– the growing water crisis.

2014 WORLD WATER WEEK

Theme: Energy and Water

In 2014, World Water Week in Stockholm will focus on energy and water, addressing some of the most urgent challenges facing our world. Demand for both is projected to increase by over 50 per cent during the coming decades. Water is vital for production of energy and energy is indispensable for water provision. Our economies are entirely dependent on both.

Make quality contacts

By taking part in the world's leading water event, you will meet with a diverse range of international water decision-makers. We expect at least 2,600 professionals to attend, representing organisations, governments, institutions and businesses from all across the world. Taking part of the week as a sponsor offers excellent networking and partnership building opportunities with the wide audience, while demonstrating your engagement in water issues.

World Water Week in Stockholm is the annual meeting place where the planet's most urgent water-related issues are discussed.

The week brings together experts, practitioners, decision-makers and business innovators from around the globe to exchange ideas, foster new thinking and develop solutions.

Several social events and ceremonies highlight the week. They provide great opportunities to mix business with pleasure and build quality contacts with key people.

WORLD WATER WEEK IN NUMBERS

2,600

visitors and **50**
exhibitors from **130**
countries took part
in 2013

95%

of participants rated
the overall organi-
sation of World
Water Week as
Good or **Excellent**

94%

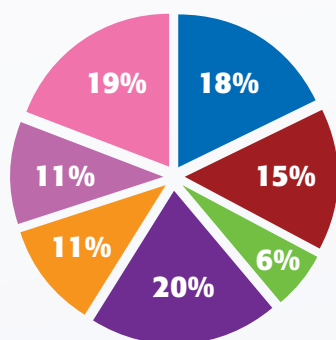
of exhibitors in
2013 rated the
quality of visitors
as **Good** or
Excellent

75%

of participants said
they mostly attended
World Water Week in
order to **network** and
make partnerships

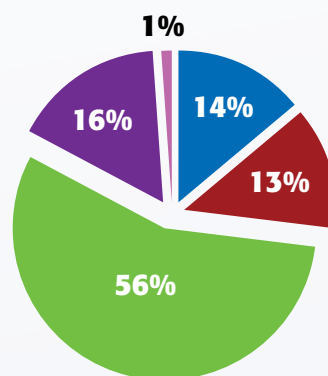
PARTICIPANTS PER ORGANISATION TYPE

- Gov. agency
- Intergov. org.
- Media
- Society
- Other
- Private sector
- Scientific



PARTICIPANTS PER CONTINENT

- Africa
- Asia
- Europe
- Americas
- Oceania



GENDER SPLIT
43% WOMEN
57% MEN



BENEFITS

	Gold 300,000 SEK	Silver 150,000 SEK	Bronze 75,000 SEK
Company logo placement and ads in World Water Week promotions			
World Water Week Announcements	✓	✓	✓
Print and electronic versions of the World Water Week Programme	✓	✓	✓
Print and electronic versions of the Overarching Conclusions distributed to 50,000 recipients	✓	✓	✓
Print and electronic versions of Stockholm Water Front magazine (global circulation 45,000)	✓	✓	✓
Logo promotion on the World Water Week website linked to your company website	✓	✓	✓
World Water Week onsite recognition (more details on following pages)			
Your company logo displayed at the official opening and closing sessions of the World Water Week	✓	✓	✓
Exhibit space at the World Water Week exhibition (at venue and congress centre)	✓	✓	
Opportunity to arrange a cocktail reception connected to your exhibition space	✓	✓	
Promotional insert in conference bag (print material)	✓		
Social events (more details on following pages)			
Enjoy the Stockholm Water Prize Ceremony and Royal Banquet with complimentary tickets. Sponsors also have the opportunity to invite special guests with additional tickets (SEK 3,000)	✓ Four/six additional	✓ Two/four additional	✓ Two
Invite key persons from your company to attend the World Water Week with complimentary registration passes	✓ Six	✓ Four	✓ Two
Organise your own event at the World Water Week (side event for up to 100 guests)	✓		
Additional benefits			
Use of the World Water Week in marketing programs with wording such as "Company Name supports the World Water Week in Stockholm"	✓	✓	✓
Content and photos from SIWI to support company magazines, newsletters, and web sites	✓	✓	✓
Invitations to topical seminars and events conducted or arranged by SIWI	✓	✓	✓
Opportunity to use SIWI speakers or SIWI recommended speakers in programs related to company activities in water and the environment	✓		

WORLD WATER WEEK ONSITE RECOGNITION

Display your company logo at the official opening and closing sessions of the World Water Week

Reach out to a large audience by having your logo appear in the slide show of both the official opening and closing sessions. Both sessions are streamed live and reach out to World Water Week viewers worldwide.

Exhibit at the World Water Week exhibition (at venue and congress centre)

The exhibition plays an essential role in offering networking opportunities to participants. Daily coffee breaks and scientific poster exhibitions are located in the exhibition area to draw delegates to the lively networking zone. The exhibition area is located in the B-hall at Stockholmsmässan venue. For more information about exhibition opportunities, please contact ania.andersch@siwi.org.

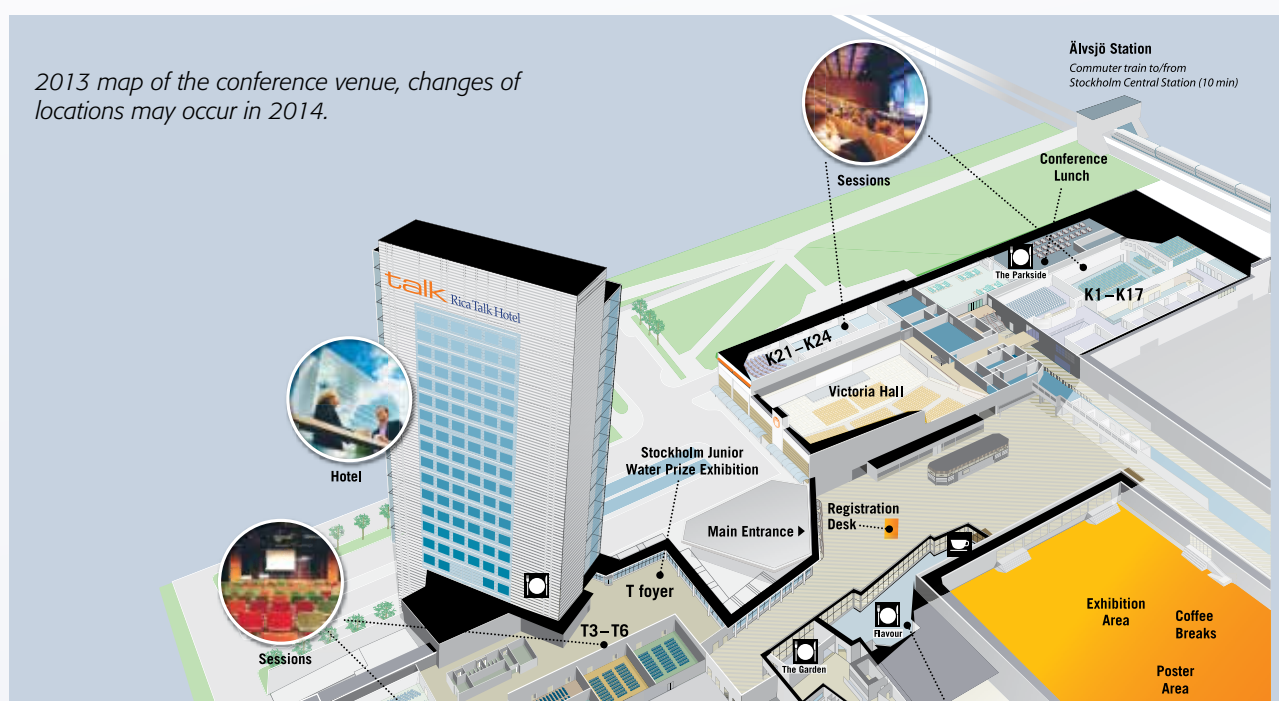
Arrange a cocktail reception connected to your exhibition space

Take the opportunity to meet and greet with the participants and arrange a cocktail reception in connection to your exhibition space. We can make recommendations and assist with planning. Costs for food and drinks are not included in the sponsorship.

Promotional insert in conference bag (printed material)

Promote your World Water Week events or your company's achievements related to water and development through your own produced printed material inserted in the conference bag.

2013 map of the conference venue, changes of locations may occur in 2014.



SOCIAL EVENTS

Enjoy the **Stockholm Water Prize Ceremony** and **Royal Banquet** with complimentary tickets

Sponsors have the opportunity to invite special guests with additional tickets (SEK 3,000). The Stockholm Water Prize Ceremony and the Royal Banquet offer an evening that treats its guests to a culinary experience and fantastic entertainment in the company of H.M. King Carl XVI Gustaf of Sweden, the Patron of the Stockholm Water Prize. The Stockholm Water Prize is the world's most prominent award for outstanding achievements in water-related activities.

Invite key persons from your company to attend the **World Water Week** with complimentary registration passes

The complimentary World Water Week tickets let you invite key representatives from your company to engage in the event. The tickets include registration to the entire World Water Week, lunches and to the "Mingle & Dance" event on Tuesday evening. "Mingle & Dance" offers the perfect atmosphere to meet and greet with important contacts, while enjoying good food and entertainment!

Organise your own event at the World Water Week (side event for up to 100 guests)

Organising your own event at the World Water Week is the perfect opportunity to launch new initiatives, products or partnerships to a specific target group of your choice or broadly to the diverse range of participants present during the week. It is also yet another great networking opportunity. Your event will be promoted in both the printed copy of the final program and on the web. Costs for food and drinks to the event are not included in the sponsorship.



CONTACT

Would you like to be a sponsor of the World Water Week in Stockholm?

Do you want to discuss our sponsorship opportunities?

Do you have any additional sponsorship ideas that you would like to elaborate on?

Please get in touch and we'll be happy to assist you.



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