Suntec Singapore International Convention and Exhibition Centre

22-26 June 2009

Sponsorship Packages

www.siww.com.sg
Brand Investment!

Take advantage of the sponsorship opportunities listed below by being a partner of Singapore International Water Week, which promotes value and prestige for your products and services.

Being a sponsor is a great way to leverage your presence and be recognised by the attendees of SIWW. Your presence will enhance your global brand recognition.

Why Sponsor?

Gives you immediate recognition as an industry leader

A great platform to showcase your latest services, developments and products

Strengthen your existing bonds with your stakeholders

Tap into unrivalled partnerships

Your company will gain merit as a good corporate citizen & positive publicity

Maximize this opportunity now and do not be left behind by your competitors!
Singapore International Water Week

Sponsorship Levels and entitlements

01 Founding Sponsorship

S$ 200,000

02 Platinum Sponsorship

S$ 120,000

(a) Choice of 36sqm of exhibition space or Lunch Sponsor status (at any one of the Water Leaders Summit or Water Convention luncheon).

(b) Invitations to marketing and networking events

• Four (4) invitations to the Lee Kuan Yew Water Prize Award Dinner
• Ten (10) invitations to the closing dinner

(c) Sponsorship Acknowledgement

• Logo on main signage at the event entrance, *conference backdrop, #exhibition hall and registration area
• Logo on all event marketing collaterals, where appropriate
• *Presentation of sponsor video opportunity or Platform to speak at the lunch venue during the sponsorship day
• *Prominent logo display during the sponsored lunch
• *Opportunity to display promotional materials at the lunch venue during the sponsorship day
• Logo on SIWW website hyperlink to sponsor homepage
• Corporate write-up in SIWW website (200 words)
• Advertisement in Official Trade Directory (1 full page, 4 colour)

* Applicable only for conference option
# Applicable only for exhibition booth option
03 Gold Sponsorship  S$ 90,000

(a) Choice of 24sqm of exhibition space or Coffee/Tea Sponsor status [at any one of the Water Leaders Summit or Water Leaders Summit coffee/tea sessions (by day)]

(b) Invitations to marketing and networking events
   • Two (2) invitations to the Lee Kuan Yew Water Prize Award Dinner
   • Five (5) invitations to the closing dinner

(c) Sponsorship Acknowledgement
   • Logo on main signage at the event entrance, *conference backdrop, #exhibition hall and registration area
   • Logo on all event marketing collaterals, where appropriate
   • *Prominent logo display during the sponsored coffee/tea break session
   • *Opportunity to display promotional materials at the coffee/tea break venue during the sponsorship day
   • Logo on SIWW website hyperlink to sponsor homepage
   • Corporate write-up in SIWW website (100 words)
   • Advertisement in Official Trade Directory (1/2 page, 4 colour)

* Applicable only for conference option
# Applicable only for exhibition booth option
Singapore International Water Week
On Site Sponsorship

01 Lift Dress-up
Capturing Eye Ball of Many People! (150,000). Attendees will have to “get” to facilities in order to attend the programmes, where better to advertise than such mode of accessibilities. Your company branding will be featured on the 4 passengers’ lifts. Door Locations: Level B1, B2, 1, 2, 3, 4 and 6 (Total 7 locations) Branding will also be greatly noticed by the general public. Don’t miss out on your opportunity to “lift” your success!

(Sponsorship value excludes production)
Principal Sponsor (exclusive)

02 Suntec Entrance - Driveway Pillar Warp
Capturing Eye Ball of Many People! (380,931). A great investment where your company branding will not go unnoticed! Be Singapore International Water Week - “Pillar of Strength”

(Sponsorship value excludes production)
Principal Sponsor (exclusive)
**Singapore International Water Week**

**On Site Sponsorship** (continued)

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**03 Main Lobby Escalator Dress-up**

S$ 100,000

Capturing Eye Ball of Many People! (450,000). All attendees will have to “get” to facilities in order to attend the programmes, where better to advertise than such mode of accessibilities. Your company branding will be featured on the 4 pairs of escalators. Branding will also be greatly noticed by the general public. Don’t miss out on your opportunity to “ride” your success!

*(Sponsorship value excludes production)*

Principal Sponsor (exclusive)

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**04 Wall Banner**

S$ 40,000

You are guaranteed of immediately recognition! Your business will achieve great results from sponsoring the Wall Banner. ‘V’ Wall Banners will be located at the levels - Water Expo (8 units per levels)

*(Sponsorship value excludes production)*

Principal Sponsor (exclusive)
05 Seat Cover - “DOUBLE HIT” Conferences and in the Opening Ceremony

Another great way to be noticed! Elevate your presence in the conferences and in the Opening Ceremony. Your company branding will be ‘placed’ on the conference seat back.

Sponsorship Price
S$ 35,000

06 Lanyards

Be noticed & go places! - wore on everyone attending Singapore International Water Week!
Lanyards are distributed upon registration and are good for show entrance. An instant billboard displayed on all visitors. There would be endless exposure throughout the show! Your company’s logo will either be embossed or imprinted on the lanyards

Principal Sponsor (exclusive)

Sponsorship Price
S$ 30,000
07 Internet Kiosks

Everybody wants to stay connected! Sponsor the internet centre and enjoy acknowledgment from endless visits by visitors and delegates checking their emails or surfing the net, whilst learning the services and products offered by your company. The internet centre is a hotspot that is well-equipped with multi internet connection made possible through your company’s generosity. Your company’s logo and website will be displayed prominently on each screen.

Principal Sponsor (exclusive)

08 Conference Bag

Branding of Sponsor and SIWW logos are on this conference bag, given to all Water Convention delegates. Focus: Water Industry experts, practitioners, researcher and academic

Principal Sponsor (exclusive)
09 Media Centre

Build relationships with influential media outlets through your sponsorship. The Media Centre is a designated area set aside for the working press covering SIWW09. This is your opportunity to expose your brand to both trade and consumer media. Branding privileges are sighted within the interior and exterior of the media centre.

Principal Sponsor (exclusive)

10 ‘‘Green’’ Show Carrier Bags

You will be ‘carried away’ with this sponsorship! The bags will be used throughout and after the event. All visitors will be given the show carrier bags at registration. The show carrier bag will carry both your company's logo/image and the Singapore International Water Week logo/image.

(Sponsorship price excludes production of the bags)

Principal Sponsor (exclusive)
11 Conference Seat (Back Stickers)

A great way to be noticed! Elevate your presence in the conferences and your company branding will be ‘placed’ on the conference seat back.

(Sponsorship value is for a maximum of 1000 seats)
Principal Sponsor

Sponsorship Price

S$ 20,000

12 Opening Ceremony Seat (Back Stickers)

A great way to be noticed! Elevate your presence in the conferences and your company branding will be ‘placed’ on the conference seat back.

(Sponsorship value is for a maximum of 1000 seats)
Principal Sponsor

Sponsorship Price

S$ 20,000
13 Conference Table Cloth (Stick On)

A great way to be noticed! Elevate your presence in the conferences and your company branding will be ‘placed’ on the conference table.

Principal Sponsor

14 Show Daily

Bookmark with your company’s logo distributed to all SIWW attendees.

3 Issues - 1 ad in each issue

Principal Sponsor

15 Mint Sweets

‘Sweeten’ the attendees with this sponsorship by having your company branding labeled on the cover.

Principal Sponsor
16 Recycling Bin

Tell others that you care! Enhance your company’s presence by sponsoring the recycle bins displayed at strategic locations in the venue. Recycling and environment is a global issue that matters to all. Your company logo will be branded on the recycling bins.

Principal Sponsor (exclusive)

Sponsorship Price

$15,000

17 AISLE Banners in the Exhibition Hall

Attendees in the Exhibit Hall are guaranteed to look at the Aisle Signage which navigates their path through the hall. Be the name that they stare at each time they look at these directional.

(Sponsorship value excludes production)

Sponsorship Price

Per Aisle (5 Aisle Signs)- $15,000

1 Aisle Sign - $5,000

18 Washroom Advertisement

The nature of the environment allows your message to be noticed with little distraction other than your message. They can’t change the station or turn the page. Unless their eyes are closed they will see it. The private nature of this medium means greater creative!

Branding will be located at the levels - Water Expo

(Sponsorship value excludes production)

Principal Sponsor (exclusive)

Sponsorship Price

$15,000
19  **Exhibition Floor stickers**

Attendees will be led right to your booth with these graphic floor stickers that have your company name, logo and booth number printed in any shape you choose — footprints, ovals, etc. They will be placed at the entrance to the exhibit hall and lead to your booth. Approximately 25 stickers will be printed and placed - each sponsorship.

Sponsorship Price
S$ 10,000

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20  **Speakers’ company advertising - Displayed before and during the break sessions**

Have your company brand ‘displayed’ in front of targeted attendees in the sessions of your choice (based on availability) with a track Sponsorship.

Principal Sponsor (exclusive for each conference track)
21 Street Banners

Sponsor’s logo will appear on street banners along with SIWW displayed along major streets in Singapore, leading them to the venue and at the exhibition venue.

*(Sponsorship value excludes production. Banners’ design, technical requirements and location will be provided)*

22 Hotel Room Keys

Your company logo and message will be printed on the Hotel Key issued to the attendees, it will certainly grab their immediate attention! This is a valuable opportunity to make an impression. We will contact you when we have finalized the list of hotels that will be hosting SIWW09 attendees.

*(Sponsorship value is for a maximum of 500 hotel keys)*

Principal Sponsor (exclusive)

*(N.B. Hotel logo must be on the front of the card and artwork must be approved by the Hotel.)*

23 Technical Visit Transport

Your company logo will be branded on the external body of the coaches ferrying our delegates to the interesting technical sites.

A great way to be a part of the Singapore International Water Week.

Principal Sponsor (exclusive)

*(Sponsorship include production)*

*(N.B. Technical Visit occur on Monday 22nd June and Friday 26th June 2009)*
The Welcome Reception and the Closing Dinner is a premier event and this is a great platform for you to brand your company. The event will be attended by key decision makers from the government sectors, utilities and water companies, leading edge water specialists and researchers from the global water industry. This is a great opportunity to enhance and raise your company’s position through various channels e.g. pre-event branding on invitations cards, signage displayed at the event, public acknowledgement, access to special VIP areas and agreed quantity of complimentary tickets.

- a) Three (3) passes to all Conference Sessions
- b) Ten (10) invitations to the conference luncheon
- c) Logo on all event marketing collaterals, where appropriate
- d) Presentation of sponsor video opportunity or Platform to speak at the Reception or Dinner (depending on the sponsored event) venue during the sponsorship day
- e) Prominent logo display during the sponsored event
- f) Opportunity to display promotional materials at the sponsored event during the sponsorship day
- g) Logo on SIWW website hyperlink to sponsor homepage
- h) Advertisement in Official Trade Directory (1 full page, 4 colour)
Conference Luncheon

Lunch sponsor will enjoy branding opportunities at the lunch venue with the advantages of displaying their literature stand and gain exclusive networking opportunity with one to one face-time with key decision makers and or water professionals.

- Two (2) passes to Water Convention
- Five (5) invitations to the Conference luncheon
- Logo on all event marketing collaterals, where appropriate
- Presentation of sponsor video opportunity or Platform to speak at the lunch venue during the sponsorship day
- Prominent logo display during the sponsored lunch
- Opportunity to display promotional materials at the lunch venue during the sponsorship day
- Logo on SIWW website hyperlink to sponsor homepage
- Advertisement in Official Trade Directory (1 full page, 4 colour)
03 SIWW Golf Classic

By sponsoring this specially hosted tournament, you will be reaching out to a selected group of invited guests and exhibitors of the event. Sponsors will also receive two playing flights, giving you the chance to network with this high net-worth group. On-site branding will also give your company visibility a boost and you may include any literature and welcome gift in the welcome pack.

a) 1 Flight
b) Two (2) passes to Water Convention
c) Two (2) passes to the Closing Dinner
d) Logo acknowledgment on Golf prizes
e) Logo acknowledgment on Golf gift pack
f) Prominent logo display at the golf venue
g) Logo on SIWW website hyperlink to sponsor homepage

04 Industry Networking Lounge

Impress the attendees! Establish a long lasting impression and enhance your company’s presence to prospects by sponsoring the exhibition lounge. The exhibition lounge is a great networking and seating area within the exhibition hall. You will enjoy branding opportunities within the interior and exterior of the exhibition lounge.
Conference Tea & Coffee Break

Break time gives sponsor an opportunity to mingle and network with major players from the water industry

a) Acknowledgement on promotional materials mentioning the sponsorship for Coffee & Tea Break
b) Prominent logo display during the sponsored coffee/tea break
c) Opportunity to display promotional materials in the venue during the sponsored day.
d) Logo on SIWW website hyperlink to sponsor homepage

Sponsorship Price

S$ 15,000

Principal Sponsor (exclusive)

- All information is correct at the time of printing and is subject to changes. In some instances, the changes may be required by the organiser and hence the terms contained here cannot form part of an offer or contract.
- All images featured are artist impressions and may be subjected to changes.
- All sponsorship opportunities are stated in Singapore Dollars unless otherwise stated.
- All sponsorship opportunities stated excludes production cost unless otherwise stated.

* GST (Goods & Services Tax) is applicable for local Singapore participants/companies and NOT for overseas participants/companies. From 1 July 2007 onwards, GST will be charged at 7%.
Singapore International Water Week

Target Audience - Global Companies

- Expected No. of Participating Countries: 50
- Expected No. of Participating Companies: More than 500
- Expected No. of National / Group Pavilions: 10
- Visitor Targeted Market: International & Regional
- Targeted No. of Trade Visitors: 6,500

People you will meet...

- Architects
- Chairmen / Presidents
- Consultants
- Contractors
- Decision-makers
- Developers
- Distributors / Importers
- Energy-Users
- Engineers
- Environmental Authorities
- Facilities Managers
- General Managers / Commercial Directors
- Government Officials
- Land / Transport Planners

- Managing Directors
- Manufacturer Representatives
- Marketing Directors / Marketing Managers
- Mayors / Governors
- Municipal / District Officials
- Operations Managers
- Policy / Regulators
- Public Officials
- Researchers
- Sales Directors / Sales Managers
- Technicians
- Town Planners
- Utility Managers
- Venture Capitalists / Investors
Hear from some of our participants...

Meeting distinguished professional and political leaders from all over the world - Prof Dr. Peter A. Wilderer (European Academy of Science and Arts)

It's a useful platform to meet peers and colleagues, to exchange news and views of the developments in the water industries - DHI Water and Environment

SIWW2008 brings together governments, industry players and the academia for the betterment of water management for all countries. As a local SME, we benefited from this event with higher profile of our area of expertise in the wastewater recycling for the various industries that face such problems with higher discharge standards and rising cost of treated water - Ultra-Flo

SIWW was incredibly well organised, and appealed to a broad spectrum of the global water community. We look forward to future SIWW's and to participating in their growth. - Water Environment Federation

Summary of overall result - SIWW2008

A SUCCESS

Water Expo @ Singapore International Water Week 2008 has proven to be THE global marketing platform for water solutions.

- More than 350 participating companies from 40 countries
- More than US$270 million in sales transacted
- More than 8,500 delegates and trade visitors from 79 countries
### JOB FUNCTIONS OF OUR VISITORS

<table>
<thead>
<tr>
<th>Job Function</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administration</td>
<td>7.43%</td>
</tr>
<tr>
<td>Architecture</td>
<td>2.38%</td>
</tr>
<tr>
<td>Business Development</td>
<td>15.13%</td>
</tr>
<tr>
<td>Consultant</td>
<td>8.53%</td>
</tr>
<tr>
<td>Contracting / Procedurement</td>
<td>4.11%</td>
</tr>
<tr>
<td>Engineer</td>
<td>20.45%</td>
</tr>
<tr>
<td>Government Official</td>
<td>4.57%</td>
</tr>
<tr>
<td>Legal</td>
<td>0.80%</td>
</tr>
<tr>
<td>Management (CEO / Director / Managing Director)</td>
<td>8.45%</td>
</tr>
<tr>
<td>Manufacturer</td>
<td>4.34%</td>
</tr>
<tr>
<td>Operation / Maintenance</td>
<td>3.62%</td>
</tr>
<tr>
<td>Policy-maker</td>
<td>1.28%</td>
</tr>
<tr>
<td>Production</td>
<td>1.41%</td>
</tr>
<tr>
<td>Purchasing</td>
<td>6.29%</td>
</tr>
<tr>
<td>Regulator</td>
<td>0.51%</td>
</tr>
<tr>
<td>Research &amp; Development</td>
<td>4.14%</td>
</tr>
<tr>
<td>Sales &amp; Marketing</td>
<td>15.57%</td>
</tr>
<tr>
<td>Urban Planner</td>
<td>2.62%</td>
</tr>
<tr>
<td>Water Operator</td>
<td>2.31%</td>
</tr>
<tr>
<td>Others</td>
<td>4.06%</td>
</tr>
</tbody>
</table>

* Percentage adds up to more than 100% because some attendees have more than one job function.
## Areas of Interest for Our Visitors

<table>
<thead>
<tr>
<th>Area of Interest</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catchment Management</td>
<td>11.99%</td>
</tr>
<tr>
<td>Disposal and Recycling</td>
<td>17.68%</td>
</tr>
<tr>
<td>Sanitation / Cleaning</td>
<td>18.04%</td>
</tr>
<tr>
<td>Collection / Treatment</td>
<td>19.81%</td>
</tr>
<tr>
<td>Energy and Water-Saving Devices</td>
<td>15.54%</td>
</tr>
<tr>
<td>Sludge Handling and Treatment Wastewater</td>
<td>22.84%</td>
</tr>
<tr>
<td>Consultancy and Engineering Services</td>
<td>21.09%</td>
</tr>
<tr>
<td>Equipment / Control Systems / Instrumentation</td>
<td>21.02%</td>
</tr>
<tr>
<td>Water Distribution</td>
<td>12.79%</td>
</tr>
<tr>
<td>Desalination</td>
<td>15.49%</td>
</tr>
<tr>
<td>Pumps and Process Systems</td>
<td>17.19%</td>
</tr>
<tr>
<td>Water Reuse</td>
<td>21.35%</td>
</tr>
<tr>
<td>Others</td>
<td>13.4%</td>
</tr>
</tbody>
</table>

* Percentage adds up to more than 100% because some attendees have more than one area of interest.

## Purpose of Visit for Our Visitors

<table>
<thead>
<tr>
<th>Purpose of Visit</th>
<th>%</th>
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<tbody>
<tr>
<td>Evaluate show for future participation</td>
<td>12.38%</td>
</tr>
<tr>
<td>Look for Market Representative</td>
<td>46.40%</td>
</tr>
<tr>
<td>Visit Exhibitor / Supplier</td>
<td>12.26%</td>
</tr>
<tr>
<td>Gather Information</td>
<td>22.74%</td>
</tr>
<tr>
<td>Source for Products / Services</td>
<td>40.83%</td>
</tr>
<tr>
<td>Others</td>
<td>11.51%</td>
</tr>
</tbody>
</table>

* Percentage adds up to more than 100% because some attendees have more than one purpose for their visit.
Where our delegates and visitors came from

More than 8,500 delegates and visitors from 79 countries!

Europe / Middle East / Africa
Africa Albania Angola Armenia Austria Belgium Columbia Denmark Egypt Finland France Germany Ghana Hungary Ireland Israel Italy Jordan Kenya Kuwait Lebanon Lithuania Netherlands Nigeria North Korea (DPRK) Norway Oman Portugal Qatar Rwanda Saudi Arabia Scotland Sierra Leone Slovenia South Africa South Korea (ROK) Spain Sweden Switzerland Turkey United Arab Emirates United Kingdom

Americas
Canada Cuba Mexico Panama Trinidad and Tobago United States of America

Asia / Oceania
Australia Bangladesh Bhutan Brunei Cambodia China Hong Kong SAR India Indonesia Japan Laos Macao SAR Malaysia Maldives Myanmar Nepal New Zealand North Korea (DPRK) Pakistan Philippines Singapore Solomon Islands South Korea (ROK) Sri Lanka Taiwan Thailand Uzbekistan Vietnam

International, 35% & Local, 65%
International Participating Companies

382 exhibiting companies from 40 countries participated in Water Expo 2008

Europe / Middle East / Africa
Abu-Dhabi, Austria, Bahrain, Belgium, Denmark, Egypt, France, Germany, Ireland, Israel, Italy, Kenya, Kuwait, Netherlands, Norway, Saudi Arabia, South Africa, Spain, Switzerland, Turkey, United Arab Emirate, United Kingdom

Americas
Canada, Chile, United States of America

Asia / Oceania
Australia, China, Hong Kong SAR, India, Indonesia, Japan, Malaysia, Nepal, Philippines, Singapore, South Korea (ROK), Sri Lanka, Taiwan, Thailand, Vietnam

International 39% & Local 61%

Sponsorship - Marketing Campaigns

- Direct Mail
- Advertisement & Editorial Coverage in major trade publications
- E-mail marketing campaigns
- Public relations
- Internet - www.siww.com.sg
Don't miss out on the sponsorship opportunities and garner global recognition for your company @ Singapore International Water Week

Branding opportunities and other benefits will be customized to meet your marketing objective and budget.

For sponsorship, please contact Monica Lim @

email monicalim@siww.com.sg, +65 6542 8660 (ext. 162)

Interested to be a part of SIWW? Please complete the form and select your preference now!

Name of Company : ___________________________________________________________
Contact Person : ______________________________________________________________
Email : ______________________________________________________________________
Tel : _____________________ Fax : _____________________

The area of sponsorship package that I am interested in:

<table>
<thead>
<tr>
<th>Elite Sponsorship</th>
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<tbody>
<tr>
<td>Platinum Sponsor Level</td>
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<th>On-Site Event Sponsorship</th>
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<tbody>
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<td>Lift Dress-up</td>
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<td>Conference Luncheon - Water Leaders Summit</td>
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