



Singapore International Water Week

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

Singapore International Water Week Sponsorship Levels and entitlements (continued)

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

Sponsorship Price
S\$ 180,000

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

Sponsorship Price
S\$ 140,000

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)

03 Main Lobby Escalator Dress-up

Sponsorship Price
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)



04 Wall Banner

Sponsorship Price
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)



Singapore International Water Week On Site Sponsorship (continued)

05 Seat Cover - ‘DOUBLE HIT’ Conferences and in the Opening Ceremony

Sponsorship Price
S\$ 35,000

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.

06 Lanyards

Sponsorship Price
S\$ 30,000

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)



Singapore International Water Week On Site Sponsorship (continued)

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)

Sponsorship Price
S\$ 30,000



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)

Sponsorship Price
S\$ 30,000



Singapore International Water Week On Site Sponsorship (continued)

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)

Sponsorship Price

S\$ 25,000



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)

Sponsorship Price

S\$ 20,000



Singapore International Water Week On Site Sponsorship (continued)

11 Conference Seat (Back Stickers)

Sponsorship Price
S\$ 20,000

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



12 Opening Ceremony Seat (Back Stickers)

Sponsorship Price
S\$ 20,000

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



Singapore International Water Week On Site Sponsorship (continued)

13 Conference Table Cloth (Stick On)

Sponsorship Price
S\$ 20,000

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

Sponsorship Price
S\$ 20,000

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

3 Issues - 1 ad in each issue

Principal Sponsor

15 Mint Sweets

Sponsorship Price
S\$ 15,000

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

Principal Sponsor

Singapore International Water Week On Site Sponsorship (continued)

16 Recycling Bin

Sponsorship Price
S\$ 15,000

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)



17 AISLE Banners in the Exhibition Hall

Sponsorship Price

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

1 Aisle Sign - S\$ 5,000

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)

18 Washroom Advertisement

Sponsorship Price
S\$ 15,000

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)

Singapore International Water Week On Site Sponsorship (continued)

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



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.

Sponsorship Price
S\$ 500

Principal Sponsor (exclusive for each conference track)

Singapore International Water Week On Site Sponsorship (continued)

21 Street Banners

Sponsorship Price
Per Street - S\$ 15,000

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

Sponsorship Price
S\$7,500

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

Sponsorship Price
S\$3,000

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)

Singapore International Water Week Marketing and Networking Sponsorships

01 Welcome Reception or Closing Dinner Sponsorship Price S\$ 150,000

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.



Principal Sponsor (exclusive)

- 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)

Singapore International Water Week Marketing and Networking Sponsorships

(continued)

02 Conference Luncheon

Sponsorship Price
S\$ 80,000

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.



Principal Sponsor
(exclusive on luncheon sponsored day)

- a) Two (2) passes to Water Convention
- b) Five (5) 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 lunch venue during the sponsorship day
- e) Prominent logo display during the sponsored lunch
- f) Opportunity to display promotional materials at the lunch venue during the sponsorship day
- g) Logo on SIWW website hyperlink to sponsor homepage
- h) Advertisement in Official Trade Directory (1 full page, 4 colour)

Singapore International Water Week Marketing and Networking Sponsorships

(continued)

03 SIWW Golf Classic

Sponsorship Price
S\$ 60,000

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.



Principal Sponsor (exclusive)

- 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 acknowledgement 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

Sponsorship Price
S\$ 30,000

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.



Singapore International Water Week Marketing and Networking Sponsorships

(continued)

05 Conference Tea & Coffee Break

Sponsorship Price
S\$ 15,000

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



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%.

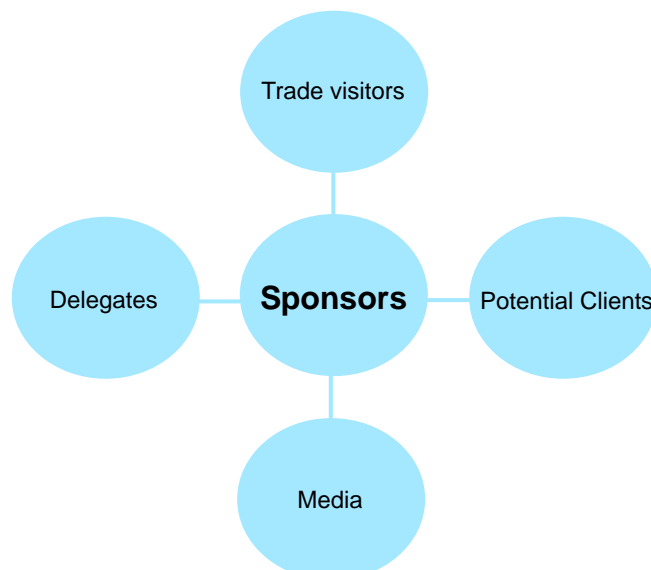
Singapore International Water Week

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	Managing Directors
Chairmen / Presidents	Manufacturer Representatives
Consultants	Marketing Directors / Marketing Managers
Contractors	Mayors / Governors
Decision-makers	Municipal / District Officials
Developers	Operations Managers
Distributors / Importers	Policy / Regulators
Energy-Users	Public Officials
Engineers	Researchers
Environmental Authorities	Sales Directors / Sales Managers
Facilities Managers	Technicians
General Managers / Commercial Directors	Town Planners
Government Officials	Utility Managers
Land / Transport Planners	Venture Capitalists / Investors



Singapore International Water Week is your advantage

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

Singapore International Water Week is your advantage (continued)

JOB FUNCTIONS OF OUR VISITORS

Job Function %

Administration	: 7.43%
Architecture	: 2.38%
Business Development	: 15.13%
Consultant	: 8.53%
Contracting / Procurement	: 4.11%
Engineer	: 20.45%
Government Official	: 4.57%
Legal	: 0.80%
Management (CEO / Director / Managing Director)	: 8.45%
Manufacturer	: 4.34%
Operation / Maintenance	: 3.62%
Policy-maker	: 1.28%
Production	: 1.41%
Purchasing	: 6.29%
Regulator	: 0.51%
Research & Development	: 4.14%
Sales & Marketing	: 15.57%
Urban Planner	: 2.62%
Water Operator	: 2.31%
Others	: 4.06%

* Percentage adds up to more than 100% because some attendees have more than one job function.

Singapore International Water Week is your advantage (continued)

AREAS OF INTEREST FOR OUR VISITORS

Area of Interest %

Catchment Management	: 11.99%
Disposal and Recycling	: 17.68%
Sanitation / Cleaning	: 18.04%
Collection / Treatment	: 19.81%
Energy and Water-Saving Devices	: 15.54%
Sludge Handling and Treatment Wastewater	: 22.84%
Consultancy and Engineering Services	: 21.09%
Equipment / Control Systems / Instrumentation	: 21.02%
Water Distribution	: 12.79%
Desalination	: 15.49%
Pumps and Process Systems	: 17.19%
Water Reuse	: 21.35%
Others	: 13.4%

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

PURPOSE OF VISIT FOR OUR VISITORS

Purpose of Visit %

Evaluate show for future participation	: 12.38%
Look for Market Representative	: 46.40%
Visit Exhibitor / Supplier	: 12.26%
Gather Information	: 22.74%
Source for Products / Services	: 40.83%
Others	: 11.51%

* Percentage adds up to more than 100% because some attendees have more than one purpose for their visit.

Singapore International Water Week is your advantage (continued)

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%

Singapore International Water Week is your advantage (continued)

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:

Elite Sponsorship

Platinum Sponsor Level Gold Sponsor Level

On-Site Event Sponsorship

- | | | | |
|---|--|--|--|
| Lift Dress-up <input type="checkbox"/> | Conference Bag <input type="checkbox"/> | Internet Kiosks <input type="checkbox"/> | Recycling Bin <input type="checkbox"/> |
| Wall Banners <input type="checkbox"/> | Show Carrier Bag <input type="checkbox"/> | Media Centre <input type="checkbox"/> | Show Daily <input type="checkbox"/> |
| Conference Table Cloth (Stick On) <input type="checkbox"/> | Street Banners <input type="checkbox"/> | Mini Sweet <input type="checkbox"/> | |
| Suntec Entrance: Driveway Pillar Warp <input type="checkbox"/> | Washroom Advertisement <input type="checkbox"/> | | |
| Seat Cover: Conference & Opening Ceremony <input type="checkbox"/> | Main Lobby Escalator Dress-up <input type="checkbox"/> | | |
| Conference Seat (Back Stickers) <input type="checkbox"/> | Opening Ceremony Seat (Back Stickers) <input type="checkbox"/> | | |
| Exhibition Floor Stickers <input type="checkbox"/> | AISLE Banners in the Exhibition Hall <input type="checkbox"/> | | |
| Speakers' company advertisement - Displayed before and during the break sessions <input type="checkbox"/> | | | |

Marketing & Networking Sponsorship

- | | |
|--|---|
| Welcome Reception <input type="checkbox"/> | Conference Luncheon - Water Leaders Summit <input type="checkbox"/> |
| Closing Dinner <input type="checkbox"/> | Conference Coffee & Tea Break - Water Leaders Summit <input type="checkbox"/> |
| SIWW Golf Classic <input type="checkbox"/> | Conference Luncheon - Water Convention <input type="checkbox"/> |
| | Conference Coffee & Tea Break - Water Convention <input type="checkbox"/> |
| | Industry Networking Lounge <input type="checkbox"/> |