

# SINGAPORE INTERNATIONAL WATER WEEK 2018



THE GLOBAL PLATFORM TO SHARE AND  
CO-CREATE INNOVATIVE WATER SOLUTIONS

8 - 12 JULY 2018

Sands Expo & Convention Centre  
Marina Bay Sands, Singapore

SPONSORSHIP  
OPPORTUNITIES



#SIWW2018



# BE PART OF A GLOBAL EVENT FOR WATER

## THE SINGAPORE INTERNATIONAL WATER WEEK

The Singapore International Water Week is the world's premier global platform to share and co-create innovative water solutions. The biennial event connects opinion leaders and water industry leaders for strategic discussions, showcase latest technologies and tap business opportunities, for a more sustainable future.



### CAPTURE THE ACTION



INTERNATIONAL  
EVENT

OVER **125**  
COUNTRIES & REGIONS



GLOBAL  
REACH

MEET OVER  
**21,000** & **1,000**  
PARTICIPANTS & COMPANIES



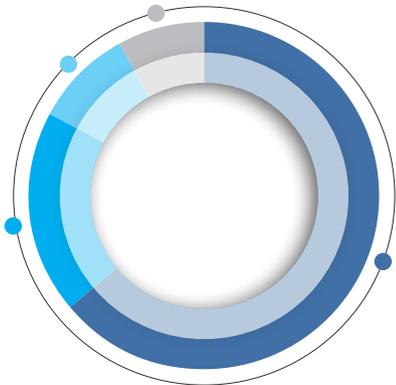
BUSINESS  
OPPORTUNITIES

OVER **S\$55BIL**  
OF BUSINESS ANNOUNCEMENTS  
*SINCE 2008*

Statistics reflected are based on Singapore International Water Week 2016

# VISITORSHIP: PROFILE AND SECTORS

## PURCHASING DECISIONS



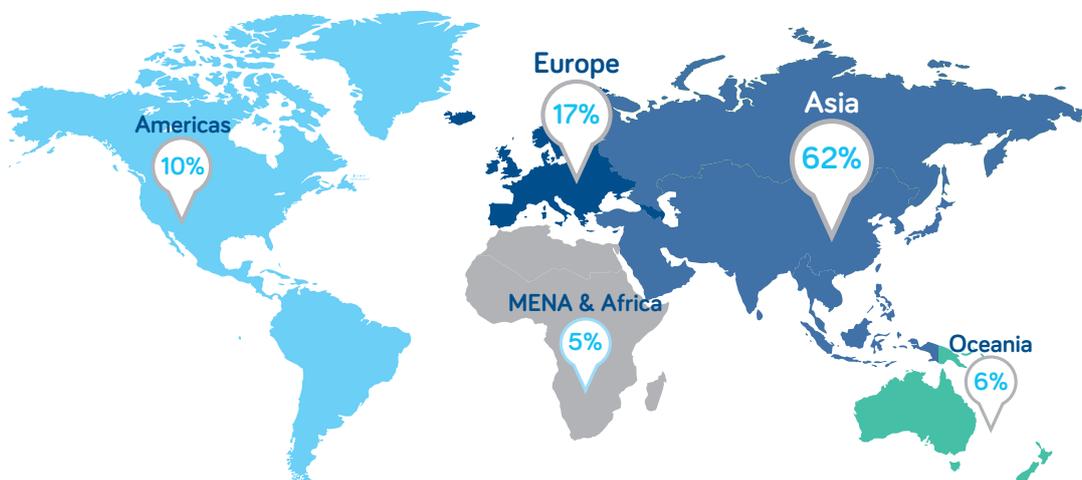
- 64% Decision Makers
- 19% Makes Initial Recommendations
- 9% Key Influencers
- 8% Look Out for New Products

## SECTOR BREAKDOWN



- 39% Water Industry
- 37% Government
- 21% International Organisations & Academia (includes Associations and Research Institutes)
- 3% Others (includes industrial water users and investors)

## TOP REGIONS AT SIWW 2016 (EXCLUDING SINGAPORE)



Statistics reflected are based on Singapore International Water Week 2016

# SPONSORSHIP BENEFITS

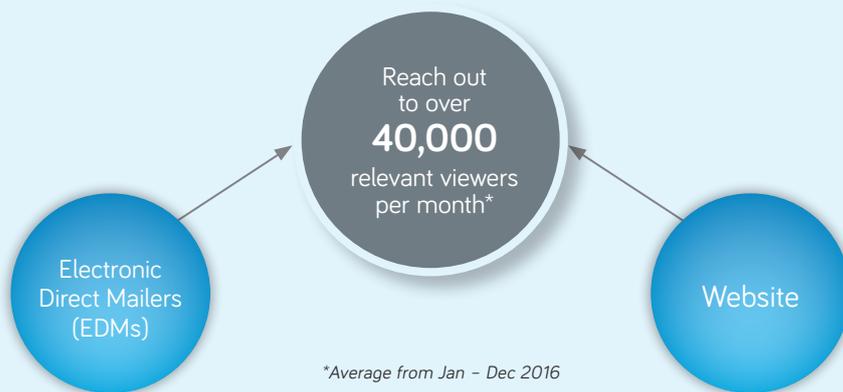
## FORGE POWERFUL CONNECTIONS

SIWW will offer your brand exclusive access to a cohort of by-invitation conferences and networking trade events, placing you in the forefront with policymakers, industry leaders, professionals and academics.



## INCREASE BRAND VISIBILITY

Partner with SIWW to increase brand visibility through strong presence via the digital platforms.



## BE SEEN ON INTERNATIONAL MEDIA

Work with SIWW for pre-event publicity, on-site interviews and coverage of your media releases, product launches and events.

**114**  
INTERNATIONAL  
MEDIA  
ORGANISATIONS

**650**  
ARTICLES IN  
PRINT, BROADCAST  
& ONLINE

OVER  
**S\$10.8MIL**  
MEDIA VALUE

- Asia • Europe • Africa
- Australia / New Zealand
- United States

Statistics reflected are based on Singapore International Water Week 2016

On-site reports and exclusive interviews coverage by:



THE BUSINESS TIMES

THE STRAITSTIMES

# SPONSORSHIPS PACKAGES

Raise your company's profile with the following sponsorship packages and enjoy maximum level of recognition, priority in branding, publicity and networking opportunities.

## DIDN'T SEE A PACKAGE THAT MEETS YOUR NEEDS?

Please contact Ms Christine Sim at [christinesim@siww.com.sg](mailto:christinesim@siww.com.sg) to tailor a package suiting your individual requirements and budget.

SPONSORSHIP PACKAGE TYPE	BY INVITATION ONLY FOUNDING (\$150,000)	PLATINUM (\$100,000)	GOLD (\$50,000)
<b>Exhibition Raw Space Entitlement</b>			
Showcase your organisational expertise, increase brand exposure and gain networking opportunities via this marketplace for company profiling, product and service showcase	96 sqm	48 sqm	36 sqm
<b>Networking Opportunities</b>			
Access to BY-INVITATION only award ceremony and networking sessions with important water stakeholders	√	√	-
Enjoy access to paid conferences, participate in high-level exchanges and gain industry knowledge from industry experts, practitioners and academia	√	-	-
<b>Onsite-Branding</b>			
Instil top of mind recall and enhance brand awareness to over 21,000 attendees	√	√	√
<b>Marketing / Publicity</b>			
Increase traffic to your website by leveraging on SIWW's online audience through EDMs and website	√	√	√
Be recognised as a leading industry player and strong supporter of the global water industry on SIWW's marketing collaterals	√	√	√

**For sponsorship enquiries, please contact:**

Ms Christine Sim, Assistant Sales Manager, Tel: +65 6595 6327, HP: +65 9106 3212, Email: [christinesim@siww.com.sg](mailto:christinesim@siww.com.sg)

# A-LA-CARTE SPONSORSHIPS

Position your brand centrally in front of a wide range of water professionals. Remain on top of minds when they come to make a purchasing decision.

*Please note: Companies taking up a-la-carte sponsorship items will be acknowledged as Corporate Sponsors on SIWW website and marketing collaterals (where applicable).*

## INTERESTED TO SPONSOR A-LA-CARTE ITEM YOU DIDN'T SEE HERE?

Please contact Ms Christine Sim at [christinesim@siww.com.sg](mailto:christinesim@siww.com.sg) to tailor a package suiting your individual requirements and budget.



### NETWORKING

#### Conference Breakfast

Kick-start delegates' day with power breakfast associated with your brand name.



#### Conference Tea Break

Keep delegates recharged with refreshing food and beverages during tea break. Delegates will thank you for it!



#### Networking Lounge

With light refreshments available for delegates' consumption throughout the event, your brand will be instilled in the minds of high level global water leaders and professionals as they network and discuss about business opportunities in this lounge.



### DIRECT MARKETING

#### Mobile Application

A great interactive way to promote your brand to attendees pre-event and during the event. As exclusive mobile app sponsor, gain great visibility before start of event as your branding appears in the app and build brand recall during event as participants refer to the app for event information.



### ON-SITE BRANDING

#### Hotel Key Card

Be the first name participants see when they check in and the last when they leave their rooms for the event each day. Your logo and SIWW branding will be imprinted on each key card, providing thousands of impressions made throughout the week.



#### Lanyard

Worn by the very people you want to reach out to, lanyards imprinted with your brand's logo make every participant at the event a walking advertisement for your brand.



#### Show Carrier Bag



A prime opportunity to extend your brand reach throughout the show. Your branding will be printed on the carrier bags to be handed out to all participants at registration and carried throughout the halls of the venue during the week.



#### Show Carrier Bag Insert

Stand out from a sea of information and capture the attention of participants at the start of the event by placing your brand's insert in the show carrier bag.

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# ABOUT SINGAPORE INTERNATIONAL WATER WEEK (SIWW)



## SINGAPORE INTERNATIONAL WATER WEEK (SIWW)

The Singapore International Water Week (SIWW) is the global platform to share and co-create innovative water solutions. The biennial event gathers stakeholders from the global water industry to share best practices, showcase the latest technologies and tap business opportunities. SIWW is part of the strategic programme of the Singapore Government to grow the water industry and develop water technologies.

Held in between the main SIWW editions, the SIWW Spotlight series are exclusive by-invitation events to continue the dialogue from SIWW and foster ongoing exchanges on pressing challenges faced by the water industry worldwide. This meeting of minds focuses on critical issues and discussions in greater depth, where the outcomes will shape the programme and content for SIWW.

These events are organised by Singapore International Water Week Pte Ltd, a company set up by Singapore's Ministry of the Environment & Water Resources and PUB, Singapore's National Water Agency.

The Singapore International Water Week 2018 will be held in conjunction with the 6th World Cities Summit and the 4th CleanEnviro Summit Singapore, from 8 – 12 July 2018 at the Sands Expo and Convention Centre, Marina Bay Sands in Singapore.

For more information, visit [www.siww.com.sg](http://www.siww.com.sg)

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Held In Conjunction With



## WORLD CITIES SUMMIT

The biennial World Cities Summit is an exclusive platform for government leaders and industry experts to address liveable and sustainable city challenges, share integrated urban solutions and forge new partnerships. Jointly organised by Singapore's Centre for Liveable Cities and Urban Redevelopment Authority, key highlights of the Summit include the Lee Kuan Yew World City Prize, the annual World Cities Summit Mayors Forum, and Young Leaders Symposium.

For more information, visit [www.worldcitysummit.com.sg](http://www.worldcitysummit.com.sg)



## CLEANENVIRO SUMMIT SINGAPORE

The Clean Enviro Summit Singapore (CESS), organised by the National Environment Agency is the global networking platform for thought leaders, senior government officials and policy makers, regulators and industry captains to identify, develop and share practical, replicable and scalable solutions to address environmental challenges in the context of waste-water-energy nexus in Asia's growing cities. Themed "Innovative CleanEnviro Solutions for Asia's Growing Cities", the key highlights of CESS include the Clean Environment Leaders Summit, Clean Environment Regulators Roundtable, Clean Environment Convention and the WasteMET Asia exhibition.

For more information, visit [www.cleanenvirosummit.sg](http://www.cleanenvirosummit.sg)

# SIWW 2018 PARTNERS AND SPONSORS

## Organised by:

Singapore International Water Week Pte Ltd, a company set up by Singapore's Ministry of the Environment and Water Resources and PUB, Singapore's National Water Agency



## Held in conjunction with:



## Lee Kuan Yew Water Prize Sponsor:



## Founding Sponsors:



## Gold Sponsors:



## Strategic Partners:



## Held in:



## Supported by:



## Endorsed by:



Last updated at 14 Feb 2018

## Want to learn more?

For sales and sponsorship enquiries, please contact:

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Email: christinesim@siww.com.sg

For general information and enquiries,  
please visit [www.siww.com.sg](http://www.siww.com.sg) or email [info@siww.com.sg](mailto:info@siww.com.sg).