





# ADVERTISING PROSPECTUS

# SINGAPORE INTERNATIONAL WATER WEEK 2022

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

-  17 – 21 April 2022
-  Sands Expo & Convention Centre  
Marina Bay Sands, Singapore
-  [www.siww.com.sg](http://www.siww.com.sg)

Organised By:

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



Event Organiser:



Held In:





# ABOUT SINGAPORE INTERNATIONAL WATER WEEK 2022

Singapore International Water Week 2022 returns as a physical event from 17 to 21 April 2022 at the Sands Expo & Convention Centre in Singapore, alongside the CleanEnviro Summit Singapore.

As one of the first international water shows to be held in-person in Asia since the COVID-19 pandemic, SIWW2022 will bring stakeholders from government, utilities, industry and academia together to share best practices, policy development in water, and to present the latest in technological innovation.

With the opening up of international travel lanes into Singapore, SIWW2022 is expected to attract over 10,000 physical and virtual on-demand international, regional and local attendees looking for solutions to urban water challenges, and to build and renew business partnerships. Showcasing products and services spanning the entire urban water cycle, the SIWW2022 Water Expo will feature 350 exhibitors with the latest solutions and technologies across 3 full exhibition halls.

SIWW2022 is the place-to-be if you wish to build brand exposure for your products, as well as establish new leads and business opportunities.

## SIWW2018 Key Statistics



Over **500** Water Leaders



Over **24,000** Participants



From **110** Regions and Countries



**S\$23 Billion** In Total Value for Business Announcements

## What sets SIWW apart?



### SOLUTIONS & TECHNOLOGY

Innovation and solutions in urban water management, for municipal and industrial users



### GLOBAL EVENT, REGIONAL FOOTPRINT

A global water event with strong relevance and application to Asia



### BUSINESS & NETWORKING

Gathering of industry, utilities and governments for business collaboration and partnerships



### URBAN SUSTAINABILITY

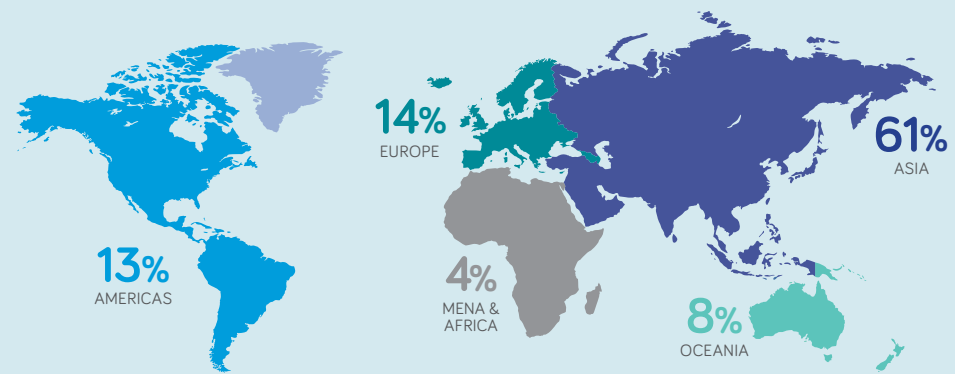
Co-located with CleanEnviro Summit to advance sustainability agenda for built urban environment



### THOUGHT LEADERSHIP

Insights on latest trends, solutions and case studies in various thematic areas

## Top Regions at SIWW 2018 (excluding Singapore)



Statistics reflected based on Singapore International Water Week 2018



## BRANDING OPPORTUNITIES (DIGITAL)

- Website Advertising
- E-newsletter / EDM Advertising



## Website Advertising – SIWW event home page ([www.siww.com.sg/home](http://www.siww.com.sg/home))

### Why Advertise?

- 
**62,000**  
Users Per Year
- 
**Global Audience**  
of Water Professionals
- 
**100% SOV**  
Exclusive Placement

Rates			
	Slots per month	Monthly rate (2021)	Monthly rate (2022)
Digital banner	1	S\$1,500	S\$3,000

Specifications			
	Dimensions (W x H)	Maximum file size	File type
Digital banner	1263 x 93 px	500 KB	JPG, GIF, PNG

- Advertisers to provide artwork and URL for hyperlink
- To track your banner advertisement's performance, we recommend tagging your URL with UTM (Urchin Tracking Module) parameters. These tags are then sent back to your Google Analytics for tracking of referral traffic

93 px



1263 px



# BRANDING OPPORTUNITIES (DIGITAL)

## E-newsletter / EDM Advertising

### Why Advertise?



**37,000**  
Subscribers



**Global Audience**  
of Water Professionals



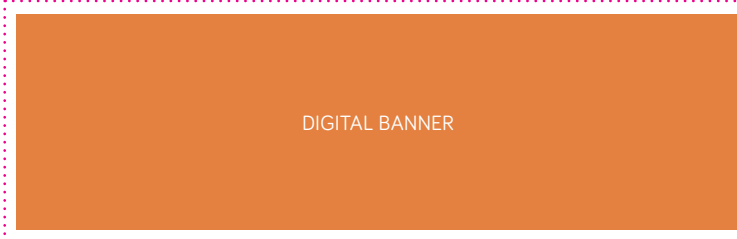
**19.2%**  
Average open rate

Rates		
	Placement	Rates per EDM*
Digital banner	Middle of EDM, after 'Feature News'	S\$1,500
	End of EDM, before 'Important Notices'	S\$1,000

Specifications			
	Dimensions (W x H)	Maximum file size	File type
Digital banner	600 x 150 px	500 KB	JPG, GIF, PNG

- Advertisers to provide artwork and URL for hyperlink
- To track your banner advertisement's performance, we recommend tagging your URL with UTM (Urchin Tracking Module) parameters. These tags are then sent back to your Google Analytics for tracking of referral traffic

150 px



DIGITAL BANNER

600 px

\* Applicable from Oct 2021 to April 2022

**RELATED NEWS**

Final Extension for S\$1W2022 Water Convention Call For Paper!

Deadline: **Friday, 8 October 2021**


[www.s\\$1w.com.sg](http://www.s$1w.com.sg)

Send those great case studies, projects and solutions list! Here's your last chance to do so.

[SUBMIT YOUR ABSTRACTS NOW >](#)

\*\* Special invitations will be made to allow authors who are unable to attend S\$1W2022 in-person to present their papers virtually. For more information on S\$1W2022 Water Convention, visit [www.s\\$1w.com.sg](http://www.s$1w.com.sg) or reach out to the Water Convention Secretariat at [water.convention@s\\$1w.com.sg](mailto:water.convention@s$1w.com.sg).

**SPONSORS NEWS**



**PWNT: Proven Sustainable Water Treatment Innovations for Every Scale of Requirement**

Proven PWNT innovations, ICA® and CeraFacil® are now available in modular format offering the benefits of low carbon footprint, reliability, and scalability, as applied with ICA® Engineering for Scottish Water at the Burnside Water Treatment Works. Enjoy less construction work, enable, quicker plant-in-use, ease of capacity expansion and standardisation with our latest modular innovations.

From the world's largest ceramic membrane-based water treatment works in Singapore to smaller scale treatment units in Scotland, PWNT has experience delivering drinking water treatment innovations to meet different scale requirements: contact us to address your water treatment needs today.

For more information about our latest project for Scottish Water, please click [here](#).





Image credit: Scottish Water



**Binnies Singapore Speaks to Water & Wastewater Asia on Shaping the Future Water Treatment Plant**

Following Binnies' successful run at the recently concluded Singapore International Water Week 2021 that was held virtually in June this year, William Yong, Managing Director, Binnies Singapore set down for an in-depth conversation with Water & Wastewater Asia to discuss how Binnies and water industry partners are shaping the future water treatment plant with the recent wins in the region.

DIGITAL BANNER

**IMPORTANT NOTICE**

EXHIBITION ADVISORY NOTE: Having signed deals with sponsor/partners. As we gear up for S\$1W2022, we would like to urge exhibitors to expedite reaction when dealing with companies that have asked you to update or correct your data with fair effectiveness and transparency identified here.

We want to assure our visitors, delegates and exhibitors that we take data protection seriously. To avoid possible unwarranted and/or unnecessary financial commitments, please view this advisory note and other important points for you to take note of [here](#).

**event, with a new Start-Up Pavilion in the Water Expo. Surely you must be excited. Tell us about your plans for the show.**

We can't wait to see you all in April. We will be participating in the Start-Up Pavilion in the Water Expo, and hosting our start-up bootcamp on the margins of S\$1W meet next. This means showcasing Carbon 2 which will be announced next month on the exhibition floor, along with alumni companies from across our global start-up programs. A Demo Day will follow for our network of Ecosystem Partners and other S\$1W visitors.

[READ THE FULL INTERVIEW HERE >](#)

**SPECIAL FEATURE: NEW THEMATIC PAVILIONS AT S\$1W2022 WATER EXPO**

The S\$1W2022 Water Expo returns next April with three new exciting Thematic Pavilions – Start-Up Pavilion, Digital Solutions Pavilion, and Climate Resilience Pavilion. Aim at showcasing technologies and solutions in digital water and climate resilient, and the latest innovations from global tech water start-ups, these Pavilions strengthen our suite of diverse solution offerings in key emerging areas of interest for S\$1W2022 delegates and trade visitors.

We invite organisations to sign up as an exhibitor of these Pavilions and leverage the opportunity to reach buyers and resellers from Asia and beyond.

**Start-Up Pavilion**

The Start-Up Pavilion offers a centralised platform for promoting water technology start-ups looking to establish new business partnerships in Asia in an affordable yet effective manner. Participating start-ups will be given a table-top counter, along with the opportunity to present your technology in the dedicated presentation area to visitors, located close to networking zones within the Expo, capitalise on the high footfall traffic to create awareness for your innovation.

We are inviting accelerators and incubators, or individual start-ups to exhibit with us.

**Climate Resilience Pavilion**

Sea level rise and extreme weather events such as storm surges and droughts are existential threats facing urban communities, particularly those along the coast. As an island city state, Singapore will be investing \$100 billion over the next 300 years to protect itself against rising sea levels. In line with the S\$1W2022 theme on Climate Resilience, this Pavilion brings together technology providers and companies with deep climate and coastal protection expertise to showcase your products and services, and build new connections with government, utilities and regulators who are searching for solutions.

We are inviting companies with the following expertise to exhibit with us:

- Coastal engineering
- Designing and reclamation
- Flood mitigation
- Catchment management
- Predictive and real-time modelling
- Nature-based solutions
- Design and consultancy

**Digital Solutions Pavilion**

Over the last few years, digital transformation has gained traction as a key strategy for water utilities to redefine existing business processes, and in turn, enhance efficiency, safety and resilience of utility operations. At S\$1W2022, PUB, Singapore's national water agency, unveiled its roadmap to be a smart utility, leveraging on smart technologies and solutions to digitalise Singapore's entire water system to improve operational excellence and meet future water needs. This Pavilion brings together smart and digital solutions providers to showcase the latest cutting-edge products and services to participating water utilities at S\$1W2022.

DIGITAL BANNER

To exhibit in these Thematic Pavilions, email us at [sales@s\\$1w.com.sg](mailto:sales@s$1w.com.sg)

**RELATED NEWS**

Final Extension for S\$1W2022 Water Convention Call For Paper!

Deadline: **Friday 8 October 2021**

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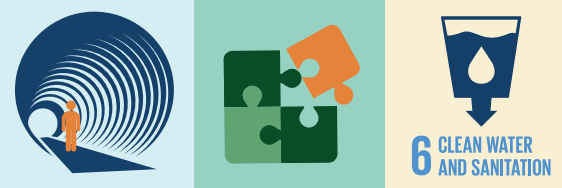
[SUBMIT YOUR ABSTRACTS NOW >](#)



## BRANDING OPPORTUNITIES (ONSITE)

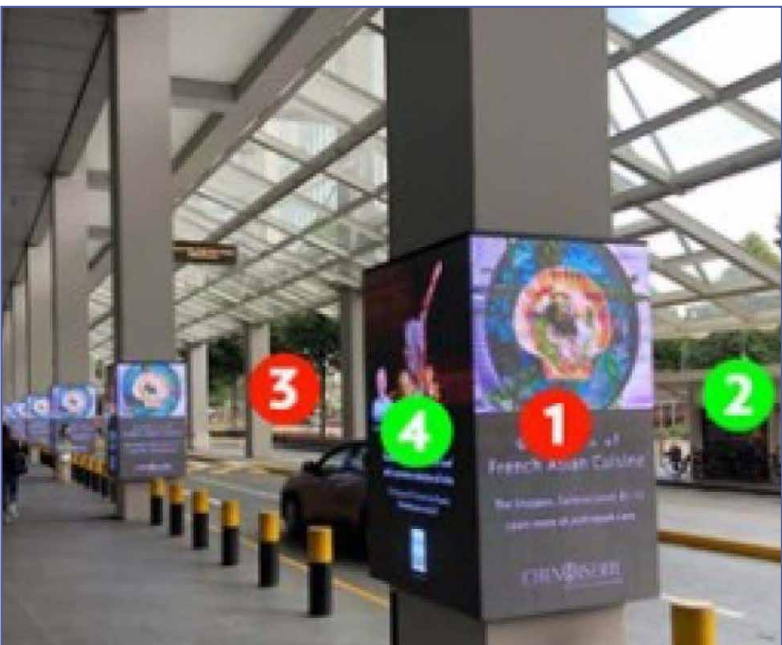
- Level 1 at Sands Expo & Convention Centre
- Advertisement period: 17 – 21 April 2022





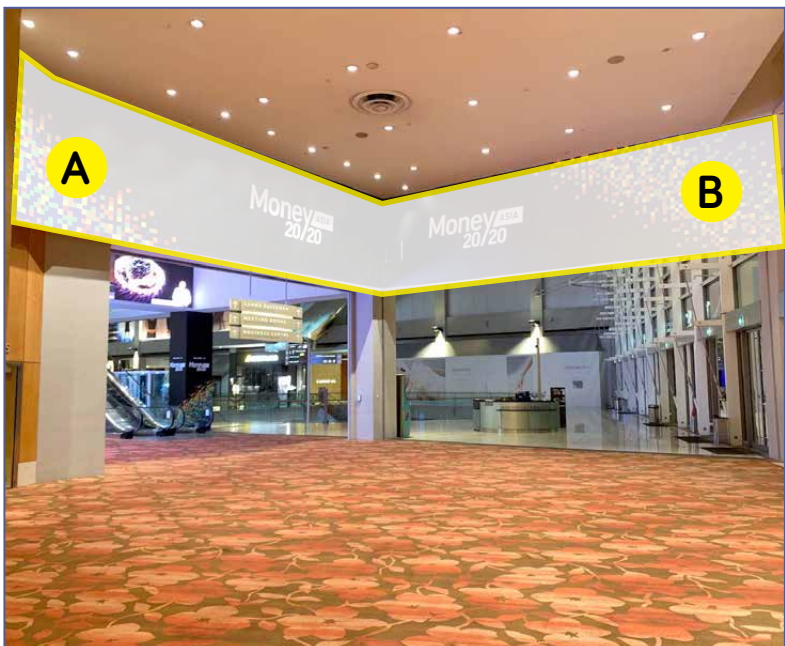
# BRANDING OPPORTUNITIES (ONSITE)

## LED Screen at Porte Cochere



S\$25,000 FOR A SET OF 6 SCREENS (OF THE SAME SIDE)	
Format of Advertisement	Digital
Exclusivity	Non-Exclusive
Frequency of Advertisement	15s per 10-min loop
Specifications of Artwork	Screen 1 and 3: 464 (W) x 768 (H) pixels (100% size) Screen 2 and 4: 542 (W) x 768 (H) pixels (100% size)
Image Output Format:	JPEG, 96dpi
Notes to Advertiser(s)	<ul style="list-style-type: none"> <li>• Advertisers are to cater ~30% of advertising space for Organisers' acknowledgement as header/footer</li> <li>• Sequence of advertisement is determined at Organisers' discretion</li> <li>• Final artwork in stipulated output format to be provided by Advertisers</li> <li>• Advertising rate is inclusive of a one-time upload rate. Additional charges apply if re-upload is required</li> </ul>

## Bulkheads near SweetSpot



**S\$20,000 PER SIDE / S\$40,000 FOR BOTH SIDES**

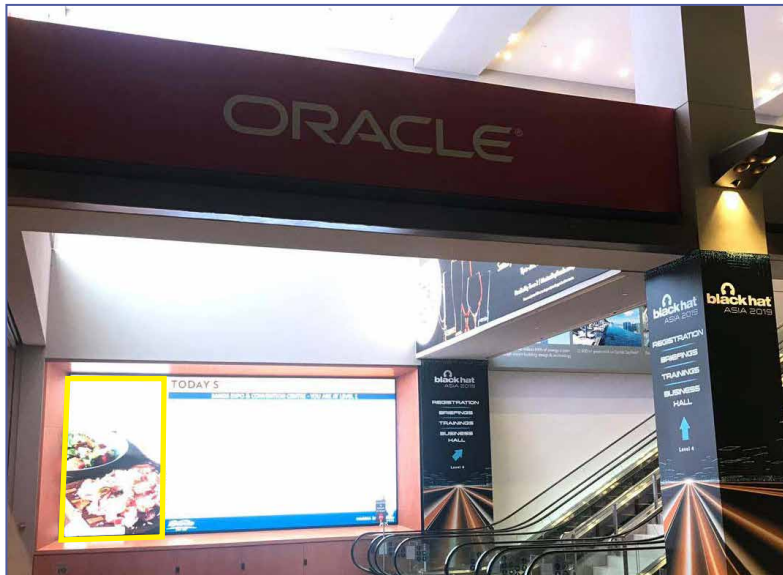
Format of Advertisement	Print
Exclusivity	Exclusive per Side
Specifications of Artwork	<p>A: Bulkhead facing Bayfront Ave</p> <ul style="list-style-type: none"> <li>• VS 12807mm(W) x 2783mm(H)</li> <li>• AS 12827mm(W) x 2823mm(H)</li> </ul> <p>B: Bulkhead Facing Expo Hall A, B, C Entrance</p> <ul style="list-style-type: none"> <li>• VS 10473mm(W) x 2790mm(H)</li> <li>• AS 10513mm(W) x 2830mm(H)</li> </ul>
Notes to Advertiser(s)	<ul style="list-style-type: none"> <li>• Final artwork in stipulated output format to be provided by Advertisers</li> </ul>



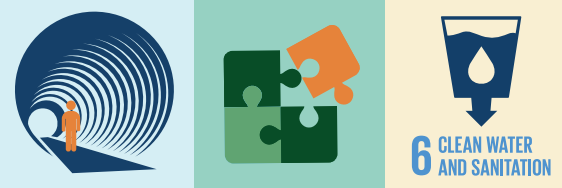


# BRANDING OPPORTUNITIES (ONSITE)

## Mounted Digital Screens

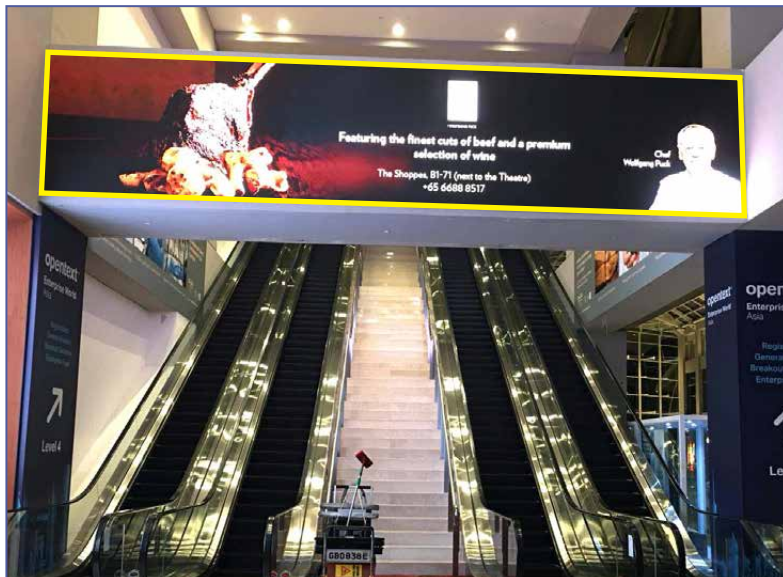


S\$15,000 PER ADVERTISER	
Format of Advertisement	Digital
Exclusivity	Non-Exclusive
Frequency of Advertisement	15s per 10-min loop
Specifications of Artwork	768(W) x 1280(H) pixels in JPG (96dpi) / MP4 (h.264 codec)
Notes to Advertiser(s)	<ul style="list-style-type: none"> <li>• Advertisers are to cater ~30% of advertising space for Organisers' acknowledgement as header/footer</li> <li>• Sequence of advertisement is determined at Organisers' discretion</li> <li>• Final artwork in stipulated output format to be provided by Advertisers</li> <li>• Advertising rate is inclusive of a one-time upload rate. Additional charges apply if re-upload is required</li> </ul>

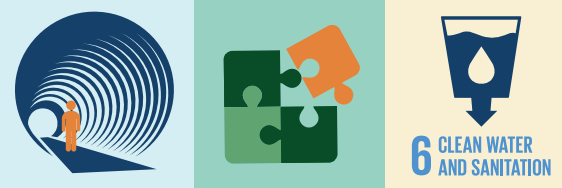


# BRANDING OPPORTUNITIES (ONSITE)

## Horizontal Banner (Front Panel)

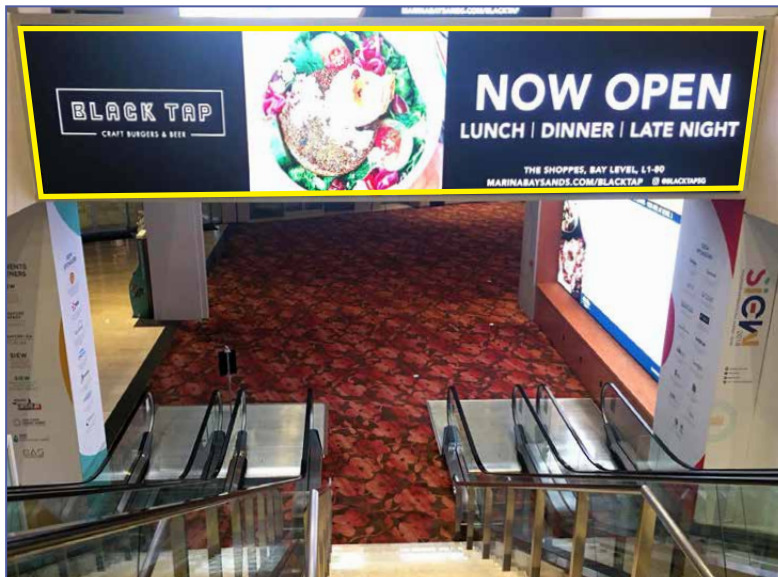


S\$17,000 PER ADVERTISER	
Format of Advertisement	Digital
Exclusivity	Non-Exclusive
Frequency of Advertisement	Loop every 10s
Specifications of Artwork	2176(W) x 448(H) pixels, 72dpi in JPG (96dpi) / MP4 (h.264 codec)
Notes to Advertiser(s)	<ul style="list-style-type: none"> <li>Sequence of advertisement is determined at Organisers' discretion</li> <li>Final artwork in stipulated output format to be provided by Advertisers</li> <li>Advertising rate is inclusive of a one-time upload rate. Additional charges apply if re-upload is required</li> </ul>



# BRANDING OPPORTUNITIES (ONSITE)

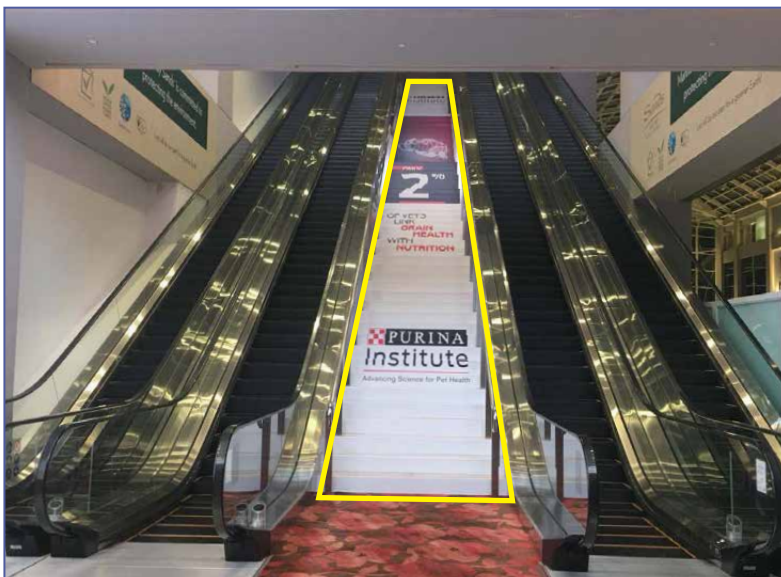
## Horizontal Banner (Back Panel)



S\$15,000 PER ADVERTISER	
Format of Advertisement	Digital
Exclusivity	Non-Exclusive
Frequency of Advertisement	Loop every 10s
Specifications of Artwork	2088(W) x 432(H) pixels, 72dpi in JPG (96dpi) / MP4 (h.264 codec)
Notes to Advertiser(s)	<ul style="list-style-type: none"> <li>• Sequence of advertisement is determined at Organisers' discretion</li> <li>• Final artwork in stipulated output format to be provided by Advertisers</li> <li>• Advertising rate is inclusive of a one-time upload rate. Additional charges apply if re-upload is required</li> </ul>



## Stair Wrap

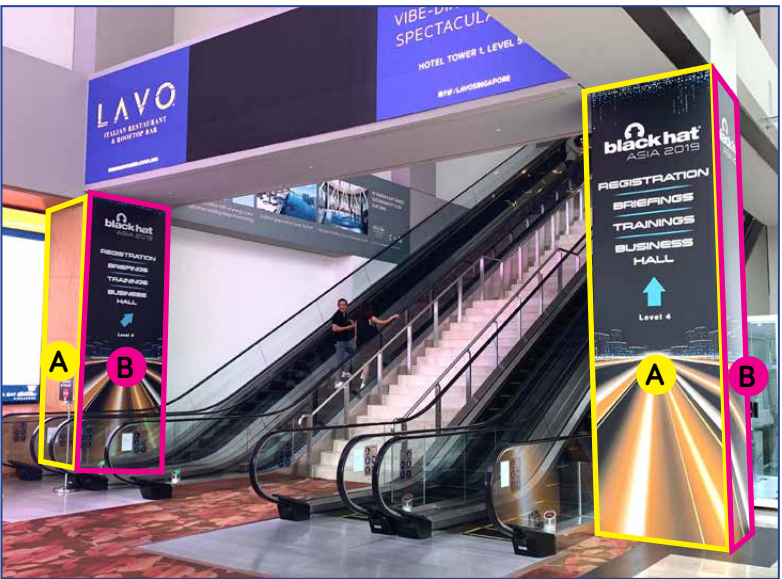


S\$20,000	
Format of Advertisement	Print
Exclusivity	Exclusive
Specifications of Artwork	TBA
Notes to Advertiser(s)	<ul style="list-style-type: none"> <li>• Sticker will be placed at the back of the step not on the tread</li> <li>• Final artwork in stipulated output format to be provided by Advertiser</li> </ul>



# BRANDING OPPORTUNITIES (ONSITE)

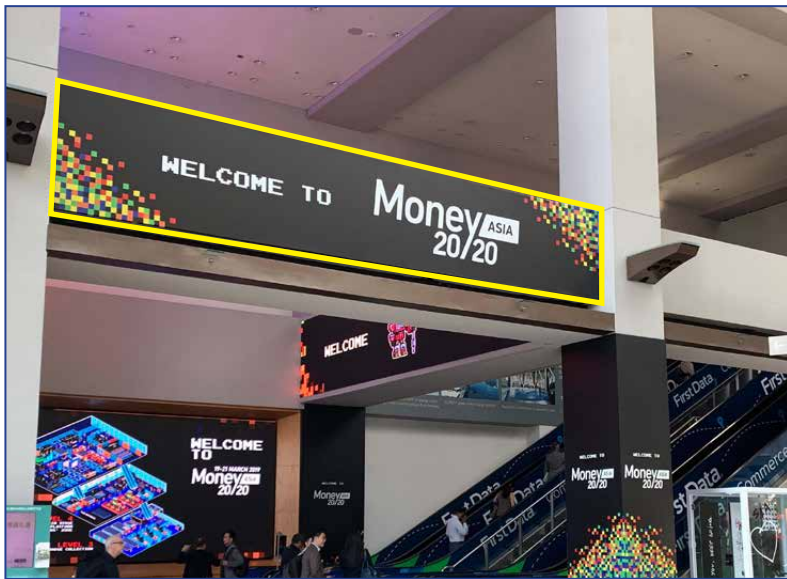
## Pillar Wrap



S\$15,000 PER SET OF PILLARS AS INDICATED IN A OR B	
Format of Advertisement	Print
Exclusivity	Non-Exclusive
Specifications of Artwork	TBA
Notes to Advertiser(s)	<ul style="list-style-type: none"> <li>Final artwork in stipulated output format to be provided by Advertiser</li> </ul>

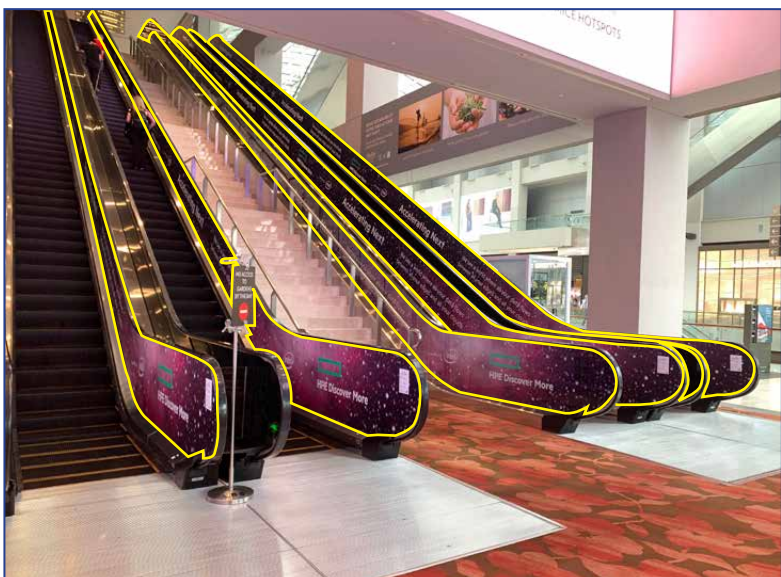
A: Pillar sides boxed up in yellow  
 B: Pillar sides boxed up in pink

## Print Banner (Facing Retail)



S\$12,500	
Format of Advertisement	Print
Exclusivity	Exclusive
Specifications of Artwork	7970mm (W) x 1415mm (H)
Notes to Advertiser(s)	<ul style="list-style-type: none"> <li>Final artwork in stipulated output format to be provided by Advertiser</li> </ul>

## Escalator Wrap (to Level 3)



S\$20,000 PER SET OF 2 UNITS OF ESCALATORS	
Format of Advertisement	Print
Exclusivity	Exclusive per set of 2 units of escalators
Specifications of Artwork	TBA
Notes to Advertiser(s)	<ul style="list-style-type: none"> <li>Final artwork in stipulated output format to be provided by Advertiser</li> </ul>

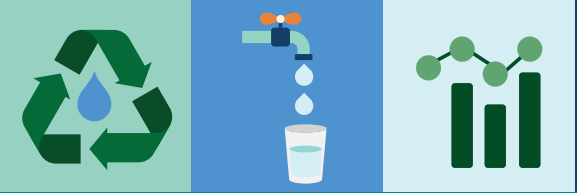


## BRANDING OPPORTUNITIES (ONSITE)

- Level 3 at Sands Expo & Convention Centre
- Advertisement period: 17 – 20 April 2022

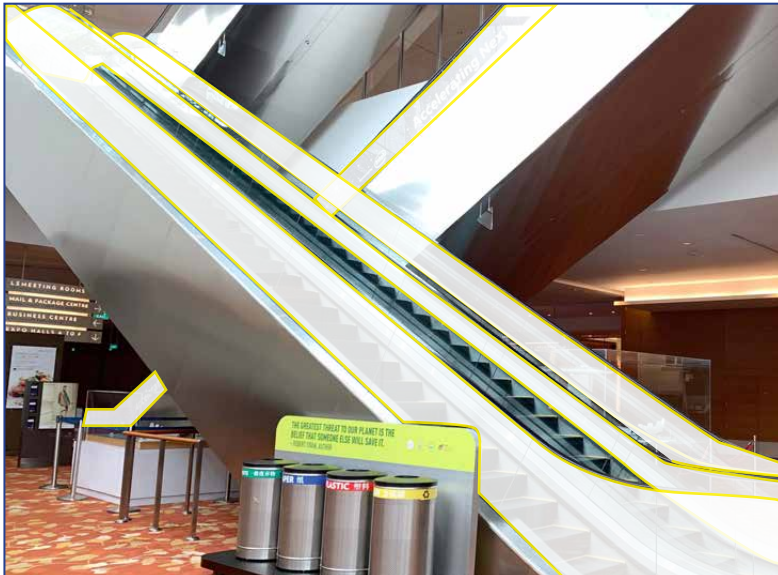






# BRANDING OPPORTUNITIES (ONSITE)

## Escalator Wrap



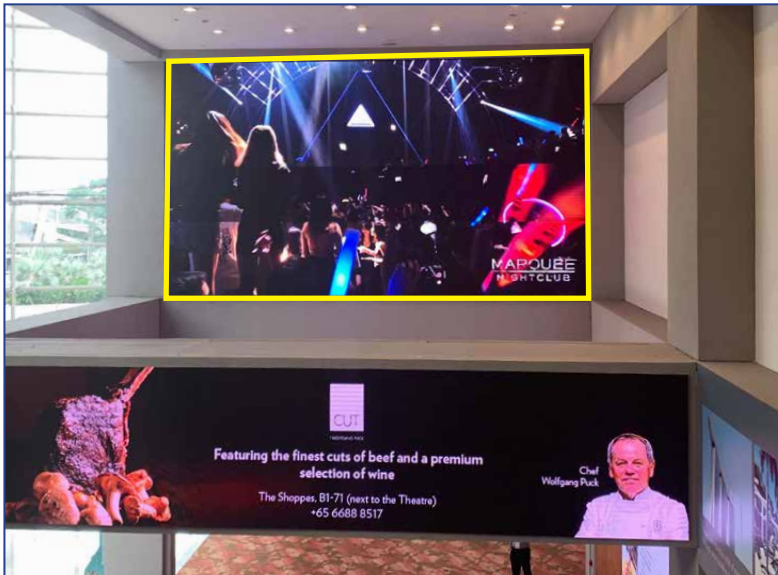
### \$\$17,500 PER SET OF 2 UNITS OF ESCALATORS

Format of Advertisement	Print
Exclusivity	Exclusive per set of 2 units of escalators
Specifications of Artwork	TBA
Notes to Advertiser(s)	<ul style="list-style-type: none"> <li>Final artwork in stipulated output format to be provided by Advertiser</li> </ul>



# BRANDING OPPORTUNITIES (ONSITE)

## Digital Bulkhead (towards Level 1)



### S\$10,000 PER ADVERTISER

Format of Advertisement	Digital
Exclusivity	Non-Exclusive
Frequency of Advertisement	Loop every 10s
Specifications of Artwork	2176(W) x 1216(H) pixels, 72dpi in JPG (96dpi) / MP4 (h.264 codec)
Notes to Advertiser(s)	<ul style="list-style-type: none"> <li>• Sequence of advertisement is determined at Organisers' discretion</li> <li>• Final artwork in stipulated output format to be provided by Advertisers</li> <li>• Advertising rate is inclusive of a one-time upload rate. Additional charges apply if re-upload is required</li> </ul>



# BRANDING OPPORTUNITIES (ONSITE)

## Horizontal Banner (towards Level 1)



S\$10,000	
Format of Advertisement	Print
Exclusivity	Exclusive
Specifications of Artwork	8520mm (W) x 1250mm (H) (Bleed 120mm Top and Bottom for sewing of 3" Pockets) Notes to Advertiser(s): Final artwork in stipulated output format
Notes to Advertiser(s)	<ul style="list-style-type: none"> <li>Final artwork in stipulated output format to be provided by Advertiser</li> </ul>



# BRANDING OPPORTUNITIES (ONSITE)

## Bayview Foyer Level 4 – Frosted/Transparent Stickers on Glass (Door)



**S\$10,000 FOR A SET OF 8 PANELS ON THE SAME SIDE**

Format of Advertisement	Print
Exclusivity	Exclusive per set
Specifications of Artwork	TBA
Notes to Advertiser(s)	<ul style="list-style-type: none"><li>Final artwork in stipulated output format to be provided by Advertiser</li></ul>



## BRANDING OPPORTUNITIES (ONSITE)

- Basement 2 at Sands Expo & Convention Centre
- Advertisement period: 18 – 20 April 2022





# BRANDING OPPORTUNITIES (ONSITE)

## Escalator Wrap



### S\$10,000 PER SET OF 2 UNITS OF ESCALATORS

Format of Advertisement	Print
Exclusivity	Exclusive per set of 2 units of escalators
Specifications of Artwork	Upper: 3450mm (W) x 946mm (H) Bottom: 3186mm (W) x 1072mm (H) Middle: 1785mm (W) x 635mm (H)
Notes to Advertiser(s)	<ul style="list-style-type: none"> <li>Final artwork in stipulated output format to be provided by Advertiser</li> </ul>



# BRANDING OPPORTUNITIES (ONSITE)

## Bulkhead (Towards Water Expo @ B2)



S\$12,000	
Format of Advertisement	Print
Exclusivity	Exclusive
Specifications of Artwork	1050mm (W) x 4000mm (H)
Notes to Advertiser(s)	<ul style="list-style-type: none"> <li>Final artwork in stipulated output format to be provided by Advertiser</li> </ul>

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