

The world's leading trade event
for process, drinking and waste water

**AQUATECH
AMSTERDAM**


AMSTERDAM • NL
EXHIBITION 3 - 6 NOVEMBER | **2015**

THE PLACE TO BE FOR PIONEERS IN THE WATER INDUSTRY

Organised by



Supported by



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Part of



INTERNATIONAL
WATER WEEK
AMSTERDAM

Why exhibit at Storm Water Pavilion?

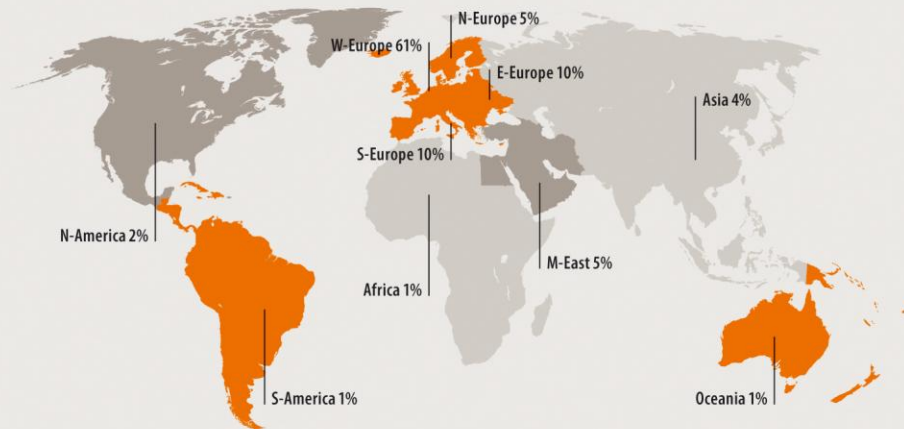
- Strength in numbers through collective presentation
- Located “prime-time”
- Low-cost, high-impact
- Exclusive promotion tools, powered by Scranton Gillette Publishing & Aquatech organisers
- Standing out from the crowd!

**RESULTING IN UNPARALLELED
SALES LEADS**

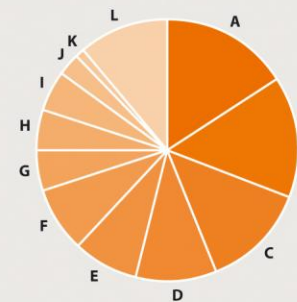


Who will you meet?

Origin of international visitors



Company profile of visitors

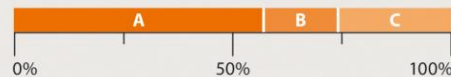


A. Manufacturer	16%
B. Dealer / Distributor	15%
C. Water (supply) company	13%
D. Consultancy & research institutes	10%
E. Industrial Water users*	8%
F. Supplier	8%
G. Government (local, provincial, central)	5%
H. Water control / treatment authority	5%
I. Consultancy firm	5%
J. Soil and water treatment	3%
K. Trade association	1%
L. Other	11%

*Chemical, Energy, Food processing, Recreation, Healthcare/ hospitals, Pharmaceutical and Pulp & Paper industry

Get in touch with your buyers!

Visitor decision making capacity



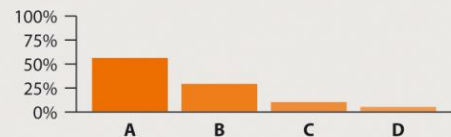
A. Decision maker	57%
B. Advisor	17%
C. Other	26%

Function title

Owner / director	25%	Technical staff member	4%
CEO / Executive management position	17%	Commercial staff member	4%
Consultant / advisor / engineer	11%	Marketing management	4%
Commercial management	8%	Purchaser	4%
Technical management	6%	R&D staff member	4%
Department head	5%	Production management	2%
Board of Directors	5%	Financial management	1%

Investment budget

Almost half of the visitors have an investment budget of 100,000 or more at their disposal. Fifteen percent of the visitors are responsible for an investment budget of more than a million euro.



A. 100,000 Euro	56%
B. 100,000 to 1 million euro	29%
C. 1 million to 10 million euro	10%
D. More than 20 million euro	5%

Focused attention at the Storm Water Pavilion:

- You'll get noticed! Attention-grabbing banners, signs, and a distinctive pavilion designation make it simple for visitors to find the Storm Water Pavilion
- Your company will already be part of the extensive marketing campaign by Storm Water Solutions' publications before show doors open, guaranteeing maximum traffic to your spot in the Pavilion
- Attendees with buying power will find you on this topic as you gain significant exposure via the Aquatech show catalogue, Aquatech website, Aquatech app and RAI Live screens
- At the Storm Water Pavilion you can present your best show cases
- The Storm Water Pavilion amplifies your industry's message in one concentrated venue

Lead generation made easy for you!

- Present your best Stormwater/Flood control solutions at the Storm Water Pavilion stage to a specially target audience
- Use the sponsor station to stimulate traffic to your booth
- Be part of a special promotion campaign before – during – and after the show
- Premier space location of the pavilion
- Excellent value for money
- Extra exposure at Aquatech Amsterdam
- Be part of a featured area within the show

Sponsor a station - € 3,990.-

- Sponsor a station at the Storm Water Pavilion of Aquatech Amsterdam
- Company logo printed on sponsor station wall
- Speaker opportunity (20 minutes), timing to be assigned by Storm Water Solutions
- Company name on exhibitor list in the Aquatech exhibition catalogue
- Company listing at www.aquatechtrade.com
- Access to “MyPage” company presentation at www.aquatechtrade.com
- Access to the Exhibitor Portal and Web Shop and ability to use several offers from preferred suppliers
- Exhibitor badges
- One license for Visit Connect, the lead generation tool of Amsterdam RAI
- Added exposure by extended media campaign of Scranton Gillette & Aquatech organiser Amsterdam RAI

Additional costs: Costs of all individually rented equipment such as screens, AV, other equipment is additional to sponsoring a station.

Speaking opportunity - € 1,200.-

Open only to registered sponsors of a station at the Pavilion or registered exhibitors of Aquatech Amsterdam 2015

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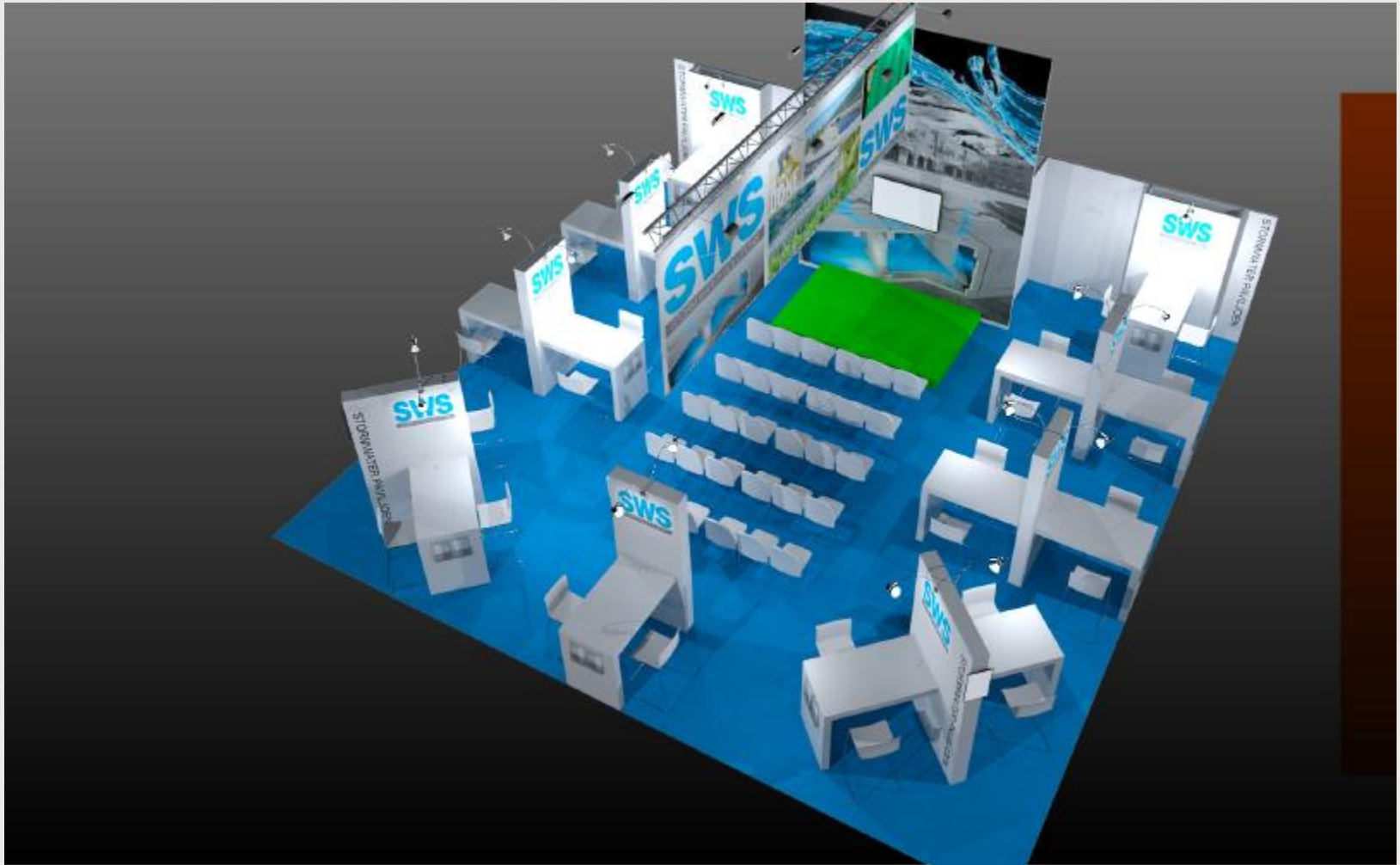
Extra exposure at Aquatech Amsterdam:

- Listing of Pavilion in the Aquatech app
- Catalogue listing of each Pavilion sponsors' presentation*
- Website page for the collective Pavilion, including listing of individual participants and presentation programme*
- Listing of Pavilion participants at RAI Live narrowcasting screens*
- E-mail marketing campaign distributed to Aquatech registered visitors*
- Extended promotion campaign by co-organiser Scranton Gillette Publishing

**Commercial value € 1,890.- per participant – courtesy of show organisers*

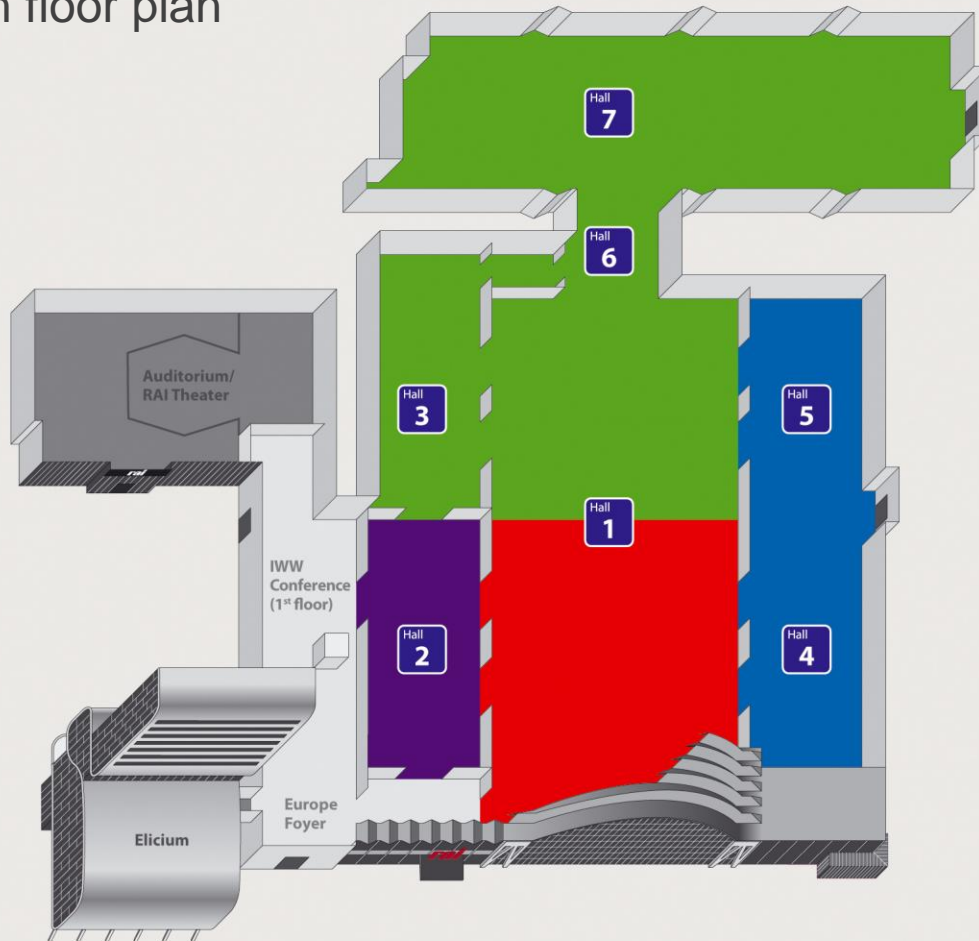






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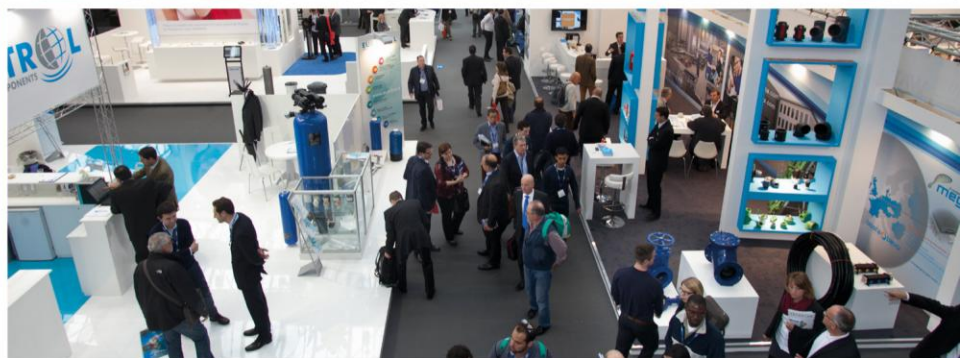
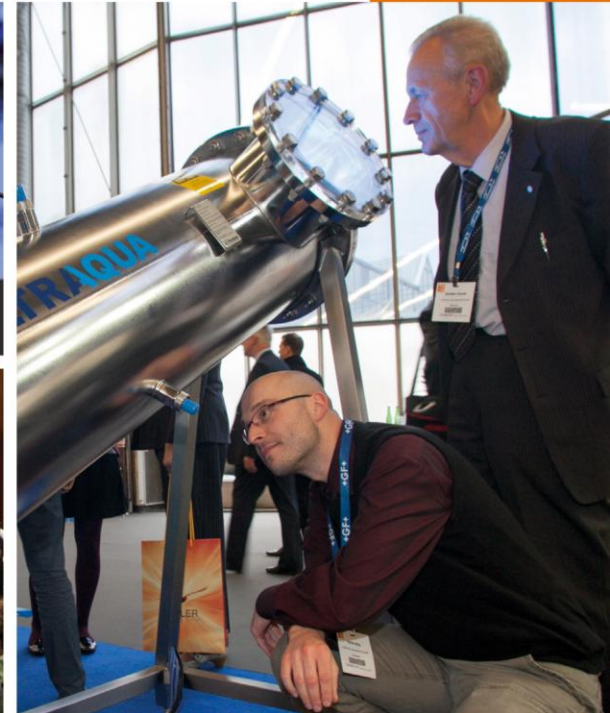
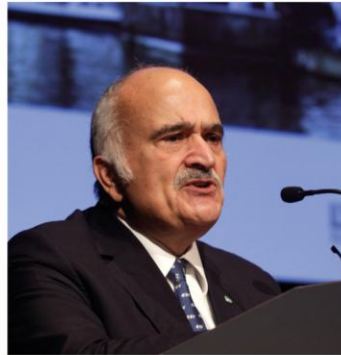
Aquatech floor plan



- Water treatment
- Waste water treatment
- Process control technology & process automation
- Transport & storage
- Point-of-use

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