



WEFTEC, USA - come along to the largest annual water and wastewater exhibition in the US

Danish Pavilion, networking event and site visits

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Danish Water Technology Group (Danish Export Association) in cooperation with the Water Technology Alliance (WTA*) at the Consulate General of Denmark in Chicago invite you to join the Pavilion of Denmark at the WEFTEC (Water Environment Federation's Annual Technical Exhibition and Conference) that takes place from 26/28 to 30 September 2015 in Chicago, USA.

Why you and your company should participate:

If the US is one of your key markets, or you have an interest in exploring sales opportunities there, then WEFTEC 2015 is the number one water and wastewater exhibition to provide you with an unparalleled gateway into the US market.

With more than 22,000 attendees, WEFTEC 2015 will again present global representation from every major organization covering all aspects of the water storage, purification and supply industry.

2014 WEFTEC facts and figures:

- WEFTEC brings in qualified buyers – 22,000+ visitors in 2014; 90% of WEFTEC attendees are the buyers and final decision makers; 43% plan to buy one or more products displayed in the next 12 months
- Attendees are interested in your products – in fact, attendees spend an average of 7 hours visiting the exhibits.
- Your best exposure to the water and wastewater industry – 33% of the attendees attend no other show and 19% were first-time attendees
- Reach an international audience – all 50 states plus 62 different countries are represented; 89% travel over 400 miles to attend.
- Bigger is better – with over 1,000 companies using 270,000 sq. ft. of space, and 8,500 to 10,000 visitors, WEFTEC claims to be the single largest annual water and waste-water exhibition in the world.

As part of the programme, we will be setting up various activities; a VIP-tour to the Metropolitan Water Reclamation District of Greater Chicago, as well as meetings with locally established Danish water companies, and we will have a networking dinner in addition to a social event.

The objective of the Water Technology Alliance is to support Danish industry within the water and wastewater sector. The WTA-team provides a full range of services to Danish companies that either wish to enter the North American water and wastewater market or to further grow their US presence and activities.

www.dk-water.com

WEFTEC, Chicago, USA
26 - 30 September 2015



The Danish pavilion and marketing activities

- ✓ **Increase your exposure;** we have booked 800 sqft/72 m², and know by experience that many visitors decide to come by the Danish pavilion, given the good reputation of Danish water internationally. As this is our first visit, we do not yet know where we will be positioned.

Your company will be presented in the official catalogue and in the event planner.

You will also benefit from a Danish Pavilion brochure with your profile and product descriptions. The brochure will include white papers, and will serve for marketing before/during/after the show.

We will be sending out invitations using the network of the consulate, and make you aware of all other marketing possibilities.

- ✓ **Focus on sales:** We offer you service, a mutual area, coffee, drinks, and snacks for you and your guests. If you need to leave your stand for a meeting, we will always be there, and if you have any problems, we will help you.
- ✓ **Arrive late:** Together with our stand builder, we will handle all practical issues with exhibition organizer and in relation to stand construction and dismantling. An individual area with carpet, walls, furniture, company name, lighting, standard electricity/consumption, cleaning, and a mutual storage room will be ready at your arrival. Additional furniture/AV etc. can be arranged at own costs.
- ✓ **Let us do the hard work:** We have pre-reserved a number of nice hotel rooms at a good location, and will assist with all practical issues; information on visa, transport, freight of your goods etc.

At the exhibitor meeting, we will present the stand layout and you can inform us of your individual wishes. You will also get a lot of other practical information.

- ✓ **Additional benefits**

Free conference tickets for exhibitors

Knowledge Forum by WTA, the Consulate General and company cases

Visit - Metropolitan Water Reclamation District of Greater Chicago; Stickney Water Reclamation Plant and TARP Chicago Deep Tunnel Project

Reception at the exhibition grounds

Networking dinner and, if sufficient interest, a social event (own cost)

Price (excl. VAT)

We have received confirmation of Trade Council support for the event.

6 m ² stand	DKK 31,200 (with subsidy)
9 m ² stand	DKK 46,800 (with subsidy)
Brochure stand	DKK 10,400 (with subsidy)
+ coordination fee members/nonmembers:	DKK 4,900/9,800 DKK/company

The price is subject to 10 participating companies. We have received confirmation of Trade Council support for the event. The price does not include own graphic works and print, transport, hotel and insurance.

Sign up now by e-mail to Ilse Korsvang

Best regards
Ilse Korsvang
Head of group

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www.dk-water.dk



Draft programme, subject to changes

Thursday 24 Sep 2015	Departure e.g. Copenhagen 15:40 - arrival Chicago 17:40 Check in at hotel in Chicago
Friday 25 Sep 2015	<p><u>Knowledge Forum on the US water market</u></p> <ul style="list-style-type: none"> • Introduction to doing business in the USA • Introduction to the US water sector <p>Presentations by the Consulate General, WTA, and selected experts</p> <p>Best practices from the USA water market</p> <ul style="list-style-type: none"> • Presentations of cases by Danish companies experienced in the USA market
Saturday 26 Sep 2015	<p>Weftec: Workshops/tours Setting up booth</p> <p>At 6:00 pm - Jammin for Water - the networking place for Weftec</p>
Sunday 27 Sep 2015	<p>Weftec: Workshops/tours</p> <p>Our programme:</p> <p>Site visit: VIP-tour: Metropolitan Water Reclamation District of Greater Chicago; Stickney Water Reclamation Plant, the world's largest wastewater treatment facility. The Plant serves 2.38 million people in a 260 square mile area including the central part of Chicago and 43 suburban communities. We will also visit the TARP Chicago Deep Tunnel Project</p>
Monday 28 Sep 2015	<p>Weftec exhibition and conference/workshops</p> <p>Exhibition open from 8.30 - 17.00 H Opening general session - 8:30 am - 9:30 am Water leaders session - 10:00 am - 12:00 pm</p> <p>Reception arranged by the Consulate General at the exhibition area</p>
Tuesday 29 Sep 2015	<p>Weftec Exhibition and conference/workshops</p> <p>Exhibition open from 8.30 - 17.00 H Networking dinner for Danish companies and their guests</p>
Wednesday 30 Sep 2015	<p>Weftec exhibition and conference/workshops Exhibition open from 8.30 - 17.00 H</p> <p>Dismantling of stand and departure</p>

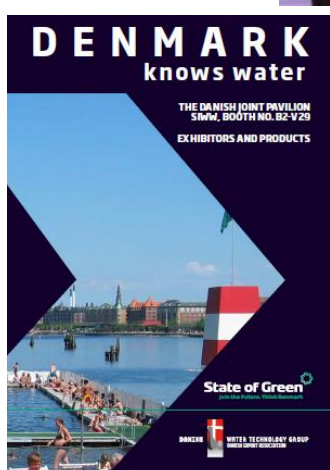
Concept for standard decoration of pavilion - Danish Water Technology Group



The decoration of the actual pavilion depends on requests of the Danish exhibitors, actual size of the pavilion, transport costs, and potentially type of rented equipment.

For smaller stands, we rent local equipment.

Below: brochure layout for events



The WEFTEC Networking event



JAMMIN'4WATER 2015
music ♦ water ♦ humanity

*3rd Annual amateur musical performances by
water-quality professionals attending WEFTEC*

*Proceeds benefit the SYPC-organized service projects
and water-focused charities*

September 26, 2015
6:00 pm – midnight

PARK WEST
322 West Armitage Road
Chicago, IL

Donation: \$50

Tickets:

www.jammin4water.org or with WEFTEC registration

Corporate sponsors / amateur musicians contact:
dkinnear@hdrinc.com