



**TAP INTO
THE WATER COUNCIL'S
NETWORK AT
WEFTEC 2014**



Elizabeth Thelen

WELCOME AND INTRODUCTIONS

AGENDA

weftec
the water quality event™
Sept. 27 - Oct. 1, 2014
New Orleans LA, USA

- Welcome and introductions
- About WEFTEC
- The Wisconsin delegation
- Marketing Wisconsin's water sector
- Assistances and support



THE WATER COUNCIL



Business Research Entrepreneurship in Wisconsin
Unleashing Water Innovation!



A dynamic splash of clear blue water against a white background, with numerous bubbles and droplets scattered throughout. The water is captured in mid-air, creating a sense of movement and freshness. The background transitions from white at the top to a light blue gradient at the bottom.

**WHAT IS
WEFTEC?**

WEFTEC®

weftec®
the water quality event™
Sept. 27 - Oct. 1, 2014
New Orleans LA, USA

The Water Environment Federation's Annual
Technical Exhibition and Conference

September 27-October 1
New Orleans Morial Convention Center

<http://weftec.com/>



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WHY WEFTEC®

weftec
the water quality event™
Sept. 27 - Oct. 1, 2014
New Orleans LA, USA

- 22,000+ attendees from around the globe
- Education (CEUs, technical sessions)
- Relationship building
- Sales



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WEFTEC RESOURCES

weftec®
the water quality event™
Sept. 27 - Oct. 1, 2014
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- Web site <http://weftec.com/>
- [Exhibitor Success Center](#)
- WEFTEC mobile app



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WISCONSIN DELEGATION

THE WISCONSIN DELEGATION

weftec[®]
the water quality event™
Sept. 27 - Oct. 1, 2014
New Orleans LA, USA

- Led by Statewide partnership between WEDC and The Water Council
- Comprises Wisconsin companies & water sector partners

- ABB
- ASA Analytics
- Gateway Technical College
- InSinkErator
- MikroFlot
- Milwaukee Area Technical College
- Pave Drain
- The BREW
 - Cadens
 - Hydro-lite
 - Pellucid Water
 - phinding Solutions
 - WatrHub
 - WellIntel
 - Ijinius (runner-up)
- The Water Council
- UW Milwaukee
- UW Whitewater
- WEP Water Research Center
- Wisconsin Economic Development Corporation
- Xylem



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GOALS

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the water quality event™
Sept. 27 - Oct. 1, 2014
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- Support Wisconsin companies in their efforts at the show and beyond.
- Promote Wisconsin's unique water cluster
- Familiarize foreign buyers with the State
- Identify opportunities for 2015 WEFTEC (in Chicago)



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TACTICS

weftec
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Sept. 27 - Oct. 1, 2014
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➤ Marketing Efforts in Partnership with Water Council

- Pavilion deployment
- Look Book for international delegations
- Messaging to integrate sponsors
- Secure/Private Meeting room at event

➤ Support for Wisconsin Companies/ Entities

- Relationship building
- Information on programs and resources
- Exporting assistance
- Networking assistance



DELEGATION SUPPORT TEAM

weftec
the water quality event™
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The Water Council

- Elizabeth Thelen Director of Entrepreneurship & Talent
- Meghan Jensen Director of Marketing & Membership

WEDC

- Cate Rahmlow Sector Manager
- Mary Perry Regional Account Manager
- Beng Yeap & Staś Pfrang Market Development Directors
- Sarah Bownds Exhibits Manager



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Water Sector
MARKETING

MEDIA

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- Social media
 - #wiswater
 - #WEFTEC
- Blog
- National media outreach
- Leveraging partner networks



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SECTOR MESSAGING

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- Highlight Wisconsin's unique private/public advantages in
 - private sector knowledge base
 - supply chain access;
 - academic research and resources;
 - product development and innovation services; and
 - company start-up and small business assistance services
 - location; location; location

- Collateral Materials
 - Integrated sponsors and participants
 - Custom panel messaging in Pavilion
 - Water Cluster Video
 - Water Sector Abstract



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SECTOR COLLATERAL

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- Video
- Water Sector Abstract
- Look Book



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INWISCONSIN.COM/WEFTEC

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- Resource site for Wisconsin companies
- Delegation listing
- Email List Opt-in
- Link to Blog



THE WATER COUNCIL



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Booth #4045

**Cross promotion
of WI booths**



WISCONSIN'S HOME BASE

weftec
the water quality event™
Sept. 27 - Oct. 1, 2014
New Orleans LA, USA

- Modern, high tech look
- Staffed by delegation team members
 - Leaving you free to experience the show
- Large video screen
- Lead retrieval
- Standing meeting areas
- Space for your collateral



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SHIPPING TO BOOTH

weftec
the water quality event™
Sept. 27 - Oct. 1, 2014
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Wisconsin Water Pavilion/ Booth # 4045
WEFTEC 2014
c/o Freeman
Morial Convention Center
900 Convention Center Blvd
New Orleans, LA 70130-1755

No. of Pieces _____

Carrier _____



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Unleashing Water Innovation



OUTBOUND SHIPPING FROM BOOTH



- Complete form
 - Available on web site
 - Hard copies at meeting room and expo services desk (ask booth staff)
- Give to Sarah (WEDC)
- Package your items by 5:00 PM on October 1.
- Leave in booth

FREEMAN  **OUTBOUND MATERIAL HANDLING AND SHIPPING LABELS**

1000 Elmwood Park Blvd
New Orleans, LA 70123
(504) 731-6137 Fax: (469) 621-5612
FreemanNewOrleansES@freemanco.com

NAME OF SHOW: **WETFEC 2014 / SEPTEMBER 29 - OCTOBER 1, 2014**

COMPANY NAME: _____ BOOTH #: _____ BOOTH SIZE: _____ X _____

CONTACT NAME: _____ PHONE #: _____

E-MAIL ADDRESS: _____

For Assistance, please call (504) 731-6137 to speak with one of our experts.

For fast, easy ordering, go to www.freemanco.com/store

EVERY OUTBOUND SHIPMENT WILL REQUIRE A MATERIAL HANDLING AGREEMENT AND LABELS. WE WOULD BE HAPPY TO PREPARE THESE FOR YOU IN ADVANCE AND WILL DELIVER THEM TO YOUR BOOTH AT SHOW SITE TO REVIEW AND SIGN. TO TAKE ADVANTAGE OF THIS SERVICE, PLEASE COMPLETE AND RETURN THIS FORM.

SHIPPING INFORMATION

FROM: SHIPPER/EXHIBITOR NAME: _____

BILLING ADDRESS: _____

CITY: _____ STATE/ PROVINCE: _____ ZIP/ POSTAL CODE: _____

SHIP TO: COMPANY NAME: _____

DELIVERY ADDRESS: _____

CITY: _____ STATE/ PROVINCE: _____ ZIP/ POSTAL CODE: _____

PHONE#: _____ ATTN: _____

SPECIAL INSTRUCTIONS: _____

METHOD OF SHIPMENT

PLEASE CHECK DESIRED METHOD OF SHIPMENT BELOW

FREEMAN EXHIBIT TRANSPORTATION

1 Day: Delivery next business day

2 Day: Delivery by 5:00 P.M. second business day

Expedited

Deferred: Delivery within 3-4 business days

Standard Ground

Specialized: Pad wrapped, uncrated, or truckload

OTHER COMMON CARRIER _____

OTHER VAN LINE _____

OTHER AIR FREIGHT _____

Next Day 2nd Day Deferred

CARRIER PHONE #: _____

Once your shipment is packed and ready to be picked up, please return the Material Handling Agreement to the Exhibitor Services Center.

Verify the piece count, weight and that a signature is on the Material Handling Agreement prior to shipping out.

SHIPMENTS WITHOUT PAPERWORK TURNED IN WILL BE RETURNED TO OUR WAREHOUSE AT EXHIBITOR'S EXPENSE.

Freeman will make arrangements for all Freeman Exhibit Transportation shipments. Arrangements for pick-up by other carriers is the responsibility of the exhibitor. During exhibitor move-out, when time permits, Freeman will attempt a courtesy phone call to your carrier to confirm the scheduled pick-up.

DESIRED NUMBER OF LABELS: _____

FREEMAN outbound shipping



Sector Manager

CATE RAHMLOW

CLUSTER DEVELOPMENT

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- Focus on Innovation via The BREW participants
- Highlight The BREW within Innovation Pavilion
- Position Wisconsin's unique strengths in water technology to advance national and international industry opportunities
- Identify cluster growth opportunities within WEF and relevant stakeholder groups
- Scout matchmaking opportunities for auxiliary delegation visits in 2015
- Relationship building for future resource acquisition from public or private stakeholders





Regional Account Manager

MARY PERRY