

International Desalination Association's Congress and Exhibition 2019

EXHIBITION PROSPECTUS

The IDA World Congress 2019: Crossroads to Sustainability, will be held October 20-24, 2019 in Dubai, United Arab Emirates (UAE) at the Dubai World Trade Center and is hosted by the Dubai Electricity & Water Authority (DEWA), recognized globally as a sustainable, innovative world-class utility. The exhibition is the ideal venue to showcase new products and services, introduce new offerings and establish important business-building connections – **it's the place to be in 2019!**

BENEFITS FOR EXHIBITORS

The IDA World Congress Exhibition has been designed for exhibitors to achieve maximum interaction with conference delegates and visitors from around the world.

The Exhibition will be held in the Sheikh Rashid Hall 1 & 2 ground level, Concourse 2 of the Dubai Convention Center. Be sure to book early to secure your preferred location.

Benefits include:

- IDA Corporate Member Exhibitor **"Loyalty Rate"** program continued for 2019.
- Complimentary Registration & Guest Passes:

Booth Size	Full Comp Full Registration(s)	Guest Passes to Exhibition Hall Only (excludes food & bev)
Over 24m ²	Two (2)	Ten (10)
Up to 24m ²	One (1)	Five (5)

- One (1) Booth-only personnel registration for **every** 9m² space booked. (Includes access to the Welcome Reception, Lunches are not included).
- Convenient, centralized location near Technical Session, plenary hall, lunch room, and all refreshment breaks will be served in the exhibition hall.
- Choice of premium location if booked early.

WHO WILL ATTEND?

- Consultants
- Financiers/analysts
- Water Professionals
- Corporate/Government
- Scientists
- Manufacturers
- Engineers
- Education/Academia
- End Users
- Media

WHY EXHIBIT?

The IDA World Congress Exhibition provides the perfect venue for many exhibitors to introduce products, solutions, and announce news. Here are some of the great reasons to exhibit at the IDA World Congress 2019:

- Maximize your visibility among the more than 1,500 delegates from around the globe expected to attend this event.
- Expand your knowledge of current and future desalination and water reuse technologies.
- Research the market.
- Build your business.
- Collect highly qualified leads.
- Reinforce relationships with your existing customers.
- Meet and educate prospective customers.
- Network with colleagues from around the world.
- Take advantage of the World Congress's extensive global media coverage to launch new products and promote your current portfolio.



DISPLAY OPTIONS

There are two high profile display options for exhibitors:

SHELL SCHEME DISPLAY

Shell Scheme Package (9m2 booth) includes:

Aluminum profile and MDF wall panels inclusive of the following:

- 1) Led spot lights x 4
- 2) 1 Round Table and 2 Chairs
- 3) Power socket x 1
- 4) Waste bin x 1
- 5) Fascia name in cut out vinyl sticker x 1
- 6) Exhibition Grey carpet inside

Shell Scheme Package Upgrade (18m2 booth) includes:

Aluminum profile and MDF wall panels inclusive of the following:

- 1) Led spot lights x 6
- 2) 1 Round Table and 2 Chairs
- 3) Power socket x 1
- 4) Waste bin x 1
- 5) Fascia name in cut out vinyl sticker x 1
- 6) Exhibition Grey carpet inside

NOTE: Maximum shell scheme size is 18 m2.

SPACE ONLY DISPLAY

This is the most creative and eye-catching way to attract buyers to your stand. The Space Only package provides raw floor space only and does not include any of the Shell Scheme inclusions listed above. Space Only exhibitors will need to provide space flooring. This package can be tailored to suit your needs. Space Only displays are not available for areas less than 18 m2.

IDA "LOYALTY RATES" FOR EXHIBITORS

IDA acknowledges support and the participation of frequent exhibitors by offering a special discounted pricing for display space booked. Exhibitors who have exhibited with IDA during the 2015 and 2017 World Congress will be eligible to receive these discounted prices. **(Please refer to "Conditions for IDA Loyalty Rate Exhibitors").**

Conditions for IDA Corporate Member "Loyalty Rate" Exhibitors:

- Must exhibit under the same company name for the last two consecutive World Congress events.
- Display space must not decrease by more than 25% over the previous year of participation.
- Exhibitors must not share the display space, co-lease or co-exhibit with any other entity without written approval by the Organizers.
- Failure to adhere to the payment schedule specified in the Exhibitor's Contract will result in the forfeiture of all IDA "Loyalty Rates" and the participation rates will revert to the "Standard Rate".
- Rates will apply only while space is available.

Please note cancellation conditions do apply. You will need to refer to the terms and conditions outlined in the Exhibitor's Contract for full payment details.

