ABOUT IDA 2022 WORLD CONGRESS

The International Desalination Association flagship event returns to Australia a decade from the 2011 IDA World Congress held in Perth. The World Congress will take place during the week of October 9 - 13, 2022, in the strikingly beautiful city of Sydney, Australia at the International Convention Center Sydney (ICC Sydney), a spectacular location and state of the art facility that opened in 2016 at the world-famous Darling Harbour.

Supported by the University of Technology Sydney – Centre for Technology in Water and Wastewater, Australian Water Association, the Government of New South Wales, Sydney Water, Sydney Desalination Plant, UNESCO Centre for Membrane Science and Technology at the University of New South Wales, and the Water Services Association of Australia.

The 2022 IDA World Congress and Exhibition will provide knowledge-sharing and discussion opportunities for participants on a plethora of both technical and business topics, related to the use of desalination and water reuse solutions to ensure a secure water future. The leaders of the water industry will converge and connect to develop business opportunities, exchange ideas, share knowledge about cutting-edge technologies, and their progress towards a sustainable future. Attended by public and private sector leaders, researchers, and academics in the fields of desalination, water reuse, energy, environment and project finance, the Congress will consist of panel discussions, an exceptional technical program, an industry driven exhibition, unparalleled networking opportunities, and specialized workshops.
SPONSORSHIP OPPORTUNITIES

Sponsors of the IDA World Congress enjoy global renown and influence among esteemed delegates from both the public and private sectors. Sponsors establish themselves as the pioneers in the field and foster connections with potential clients and partners. Enjoy unmatched brand recognition, product and services endorsement, and extensive media coverage all the while reinforcing your leadership within the desalination and water reuse industry. Our Sponsorship Program includes diverse and unique opportunities to promote your company during the World Congress Week.

IDA Regional and National Affiliate Organizations

IDA World Congress History

2019 Dubai, UAE
2017 São Paulo, Brazil
2015 San Diego, CA USA
2013 Tianjin, China
2011 Perth, Western Australia
2009 Dubai, UAE
2007 Gran Canaria, Spain
2005 Singapore
2003 Nassau, The Bahamas
2001 Manama, Bahrain
1999 San Diego, CA USA
1997 Madrid, Spain
1995 Abu Dhabi, UAE
1993 Yokohama, Japan
1991 Washington, DC USA
1989 Kuwait City, Kuwait
1987 Cannes, France
1985 Bermuda
1983 Florence, Italy
SPONSORSHIP OPPORTUNITIES
## SPONSORSHIP PACKAGES

<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Titanium</th>
<th>$175K</th>
<th>Platinum</th>
<th>$150K</th>
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<tr>
<td>Exhibition Space Only</td>
<td></td>
<td>45 sqm</td>
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<td>36 sqm</td>
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<tr>
<td>Opening Remarks (3-minutes)</td>
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<tr>
<td>CEO Participation in the VIP delegation to open the Exhibition with photo opportunity</td>
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<tr>
<td>Presentations (1-hour) in the Outback Discussion Program</td>
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<tr>
<td>Complimentary registrations to the full World Congress (including the Welcome Reception, Premiere Networking Evening, Technical Program, Exhibition, Lunches and Refreshment Breaks, Plant Tours and Closing Reception and Presentation Awards)</td>
<td>Sixteen (16)</td>
<td>Twelve (12)</td>
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<tr>
<td>VIP Seat at headtable at the Premiere Networking Evening</td>
<td>One VIP Seat</td>
<td></td>
<td>One VIP Seat</td>
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<tr>
<td>One corporate table for eight (8) delegates</td>
<td>√</td>
<td></td>
<td>√</td>
<td></td>
</tr>
<tr>
<td>Prominent onsite signage</td>
<td>√</td>
<td></td>
<td>√</td>
<td></td>
</tr>
<tr>
<td>Full page company profile with logo in Final Program, distributed to all delegates</td>
<td>√</td>
<td></td>
<td>√</td>
<td></td>
</tr>
<tr>
<td>Full page profile with logo in World Congress Proceedings</td>
<td>√</td>
<td></td>
<td>√</td>
<td></td>
</tr>
<tr>
<td>Executive Viewpoint article in World Congress issue of IDA Global Connections Quarterly Publication</td>
<td>√ (1000 words)</td>
<td>√ (500 words)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full page advert in IDA Global Connections Quarterly Publication</td>
<td>Two (one in 2021 and one in 2022)</td>
<td>One in 2022</td>
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<tr>
<td>Rotating banner ad on the IDA and IDA World Congress website</td>
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<tr>
<td>Logo on marketing materials leading up to the World Congress including email and social media campaigns</td>
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<td></td>
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<td></td>
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<tr>
<td>Exclusive interviews with IDA media partners</td>
<td>√</td>
<td></td>
<td>√</td>
<td></td>
</tr>
<tr>
<td>Individual (1) year IDA Membership</td>
<td>6</td>
<td></td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Special bulletin announcing your support for the IDA 2022 World Congress to be sent to the IDA stakeholder database with a hyperlink to your corporate website</td>
<td>√</td>
<td></td>
<td>√</td>
<td></td>
</tr>
<tr>
<td>Corporate logo on the lanyard</td>
<td>√</td>
<td></td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Special Pre-Congress Webinar</td>
<td>One (1) hour</td>
<td></td>
<td>-</td>
<td></td>
</tr>
</tbody>
</table>
TITANIUM SPONSOR $175K

Capitalize on the premier sponsorship of IDA’s eagerly anticipated 2022 World Congress in Sydney. At the crossroads of continents, you will set the tone of the entire World Congress as a speaker during the Opening Ceremony and demonstrate your peerless dedication to the industry as a Titanium Sponsor. Enjoy the full and exclusive benefits of this unparalleled sponsorship. Features include:

1. Exhibition space up to 45 sqm (space only)
2. Opportunity to present brief remarks at the Opening Ceremony (provided to IDA in advance, Three (3) minute limit)
3. CEO Participation in the VIP delegation to open the Exhibition with photo opportunity
4. Two (2) exclusive presentation opportunities, each of 1-hour duration, in the Outback Discussion Programs on the days of your choice (if available)
5. Two (2) VIP seating at the Opening Ceremony
6. Sixteen (16) complimentary full registrations to the World Congress (including the Welcome Reception, Premiere Networking Evening, Technical Program, Exhibition, Lunches, Refreshment Breaks, Plant Tours, Closing Reception and Awards Presentation)
7. Corporate logo on the IDA World Congress Lanyard
8. Six (6) one year IDA memberships individual
9. One (1) VIP seat at the head table of the Premiere Networking Evening with Officials.
10. Prominent on-site signage
11. Full page company profile with logo in Final Program, distributed to all delegates
12. Full page profile with logo in World Congress Proceedings
13. Executive Viewpoint article (1,000 words/2 page) in the World Congress issue of IDA Global Connections Quarterly Publication
14. Two (2) full page adverts in the IDA Global Connections Quarterly Publication, one in 2021 and the other in 2022
15. Rotating banner advert on the IDA World Congress website
16. Showcased as the Titanium Sponsor with company logo on marketing materials leading up to the World Congress including email and social media campaigns
17. Exclusive interviews to be scheduled with IDA media partners
18. One (1) hour special pre-congress webinar to spotlight your companies Technical solutions and services to ensure water sustainability
Showcase your organization’s deep support of the global water industry as a prestigious Platinum Sponsor. This package offers three sponsors the opportunity to engage with the October 2022 World Congress as leaders of the industry. Features include:

1. Exhibition space up to 36 sqm (space only)
2. Opportunity to present brief remarks at the Premiere Networking Evening (remarks to be provided to IDA in advance, 3-minute limit)
3. One (1) hour time slot in Outback Discussion Program on the day and time of your choice (if available)
4. One (1) VIP seating at the Opening Ceremony
5. Twelve (12) complimentary full registrations to the full World Congress (including the Welcome Reception, Premiere Networking Evening, Technical Program, Exhibition, Lunches, Refreshment Breaks, Plant Tours Closing Reception and Awards Presentation)
6. One (1) Seat at the head table of the Premiere Networking Evening with VIPs Corporate logo on the IDA World Congress Lanyard
7. Prominent on-site signage
8. Exclusive interviews with IDA media partners
9. Four (4) individual one year IDA memberships
10. Full page company profile with logo in Final Program, distributed to all delegates
11. Full page profile with logo in World Congress Proceedings
12. One (1) full page advert in IDA Global Connections Quarterly Publication
13. Executive Viewpoint article (500 words) in World Congress issue of IDA Global Connections Quarterly Publication
14. Rotating banner advert on the IDA World Congress website
15. Noted as the Platinum Sponsor with company logo on marketing materials leading up to the World Congress including email and social media campaigns
16. Thirty (30) minute special pre-congress webinar to spotlight your companies Technical solutions and services to ensure water sustainability
## Sponsorship Types

<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Gold $175K</th>
<th>Silver $50K</th>
<th>Bronze $25K</th>
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</thead>
<tbody>
<tr>
<td>Exhibition Space Only</td>
<td>27 sqm</td>
<td>18 sqm</td>
<td>9 sqm</td>
</tr>
<tr>
<td>Presentation time in the Outback Discussion Program (30 minutes)</td>
<td></td>
<td>(Third or Fourth day of Congress)</td>
<td>-</td>
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<tr>
<td>Complimentary registrations to the World Congress (including the Welcome Reception, Premiere Networking Evening, Technical Program, Exhibition, Lunches and Refreshment Breaks, Plant Tours and Closing Reception and Presentation Awards)</td>
<td>Eight (8)</td>
<td>Six (6)</td>
<td>Two (2)</td>
</tr>
<tr>
<td>VIP seating at the Opening Ceremony (1)</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Media Opportunities with IDA Media Partners</td>
<td>√</td>
<td>√</td>
<td>-</td>
</tr>
<tr>
<td>VIP Seating at the Premiere Networking Evening</td>
<td>√ (reserved corporate table for 8)</td>
<td>6 registrants</td>
<td>2 registrants</td>
</tr>
<tr>
<td>Company Profile with Logo Final Program, distributed to all delegates</td>
<td>Half Page</td>
<td>Quarter Page</td>
<td>Logo Only</td>
</tr>
<tr>
<td>Onsite Signage</td>
<td>√ (Prominent)</td>
<td>√ (Prominent)</td>
<td>√ (Prominent)</td>
</tr>
<tr>
<td>Company Profile with Logo in World Congress Proceedings Abstract Book Company Profile with Logo</td>
<td>Half Page</td>
<td>Quarter Page</td>
<td>Logo Only</td>
</tr>
<tr>
<td>IDA Global Connections Quarterly Publication Advertisement</td>
<td>Half Page</td>
<td>Quarter Page</td>
<td>Logo Only</td>
</tr>
<tr>
<td>Executive Viewpoint Note in the World Congress Issue of IDA Global Connections Quarterly Publication</td>
<td>300 words</td>
<td>150 words</td>
<td>75 words</td>
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<tr>
<td>Logo on all Marketing Materials leading up to the World Congress including email bulletins and social media campaigns</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Special bulletin announcing your support for the IDA 2022 World Congress to be sent to the IDA stakeholder database with a hyperlink to your corporate website</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
</tbody>
</table>
A LA CARTE OPPORTUNITIES

Mobile App Sponsor $50k

Your logo will live in all the delegates’ pockets. Each time a delegate accesses the World Congress App for essential information on Congress events, your logo will appear on the screen of every smart phone, tablet, and or computer. Additional benefits include:

- Quarter page company profile with logo in Final Program, distributed to all delegates
- Recognition in the IDA Global Connections Quarterly Publication
- Logo on marketing materials leading up to the World Congress including email and social media campaign
- Logo on IDA and World Congress website
- Thirty (30) minutes in the IDA Outback Discussion Program

IDA Outback Discussion Program $50k

Innovative presentations of the 2022 World Congress will occur during Outback Discussion Program forums. Sponsorship of the IDA Outback Discussion Program affords an exceptional level of company branding, visibility, and promotion during three days of the Congress and in the lead up to the Congress. This special sponsorship of the IDA Outback Discussion Program includes the opportunity to welcome delegates to the theater area, display your corporate logo, hand out literature, and provide promotional material to delegates. Additional benefits include:

- Three (3) complimentary full registrations to the World Congress including the Welcome Reception, Technical Program, Exhibition, Lunches, Refreshment Breaks, Plant Tours, Closing Reception and Awards Presentation
- One (1) VIP seating at Premiere Networking Evening
- On-site signage and Logo on IDA and World Congress website
- Quarter page company profile with logo in Final Program, distributed to all delegates
- Quarter page ad in IDA Global Connections Quarterly Publication
- Executive Viewpoint (250 words) in World Congress issue of IDA Global Connections Quarterly Publication
- Logo on marketing materials leading up to the World Congress including email and social media campaigns
- Logo on all IDA World Congress Final Program materials and communications leading up to the World Congress including email and social media campaigns
- Thirty (30) minutes in the IDA Outback Discussion Program
Official IDA Awards Program Sponsors $75k

In 2022, IDA will present industry and public utility awards for innovation and excellence in the desalination and water reuse market. This will take place during the premier networking dinner of the Congress. As an Awards Sponsor, you will enjoy prominent signage and deliver opening of the award presentations. IDA World Congress Awards Sponsor, benefits include:

- Eight (8) complimentary full registrations to the World Congress including the Welcome Reception, Technical Program, Exhibition, Lunches and Refreshment Breaks, and Closing Reception and Presentation Awards
- Three (3) individual IDA annual memberships
- Thirty (30) minute time slot in the Outback Discussion Program on the day and time of your choice (if available)
- Logo in pre-Congress sponsorship ads in IDA Global Connections Quarterly Publication
- Logo on marketing materials leading up to the World Congress including email and social media campaign
- Logo on World Congress website
- Logo and company profile in the Premier Networking Evening booklet
- Logo on IDA and World Congress website

Sustainable Water Resources Foundation Evening Event $75k
IDASWRF.ORG

Be the Patron of the IDA Sustainable Water Resources Foundation Evening Event. SWRF is a US registered 501 (c)(3) non-profit organization established in 2019 to promote the development of sustainable technologies. The benefits of this sponsorship include:

- Nine (9) sqm exhibition booth space
- Eight (8) complimentary full registrations to the World Congress including the Welcome Reception, Technical Program, Exhibition, Lunches and Refreshment Breaks, and Closing Reception and Presentation Awards
- Five (5) individual IDA annual memberships
- Nine (9) sqm exhibition booth space
- Thirty (30) minute time slot in the Outback Discussion Program on the day and time of your choice
- Logo in pre-Congress sponsorship ads in IDA Global Connections Quarterly Publication
- Logo on marketing materials leading up to the World Congress including email and social media campaign
- Logo on IDA and World Congress websites
- Logo and company profile in the Premiere Networking Evening booklet
Young Leaders Program Sponsor $30k (unlimited)

Empower the future leaders of the industry through the IDA Young Leaders Program Sponsorship. The Program promotes the industry, supports career advancement, and fosters communication between young professionals and the broader community. Benefits include:

- Nine (9) sqm exhibition booth space only
- Four (4) complimentary full registrations to the World Congress including the Welcome Reception, Technical Program, Exhibition, Lunches and Refreshment Breaks, and Closing Reception and Presentation Awards
- Four (4) individual annual memberships
- Quarter page company profile with logo in Final Program, distributed to all delegates
- Quarter page profile with logo in Abstract Book and CD of World Congress Proceedings
- Logo on IDA and World Congress websites
- Profile in World Congress issue of IDA Global Connections Quarterly Publication
- Logo on marketing materials leading up to the World Congress including email campaign

IDA Academy Course Sponsor $20k (unlimited)

Encourage the growth of specialized desalination experts and increase your brand’s visibility among those most dedicated to the industry. The IDA Academy Course Sponsor directly enables the continuation of the educational efforts of the organization through its master classes, webinars and master degree program. Additional benefits include:

- Two (2) complimentary full registrations to the World Congress including the Welcome Reception, Technical Program, Exhibition, Lunches and Refreshment Breaks, and Closing Reception and Presentation Awards
- Two (2) Academy Course Full Registrations
- Two (2) individual annual memberships
- Logo in pre-Congress sponsorship ads in IDA Global Connections Quarterly Publication
- Logo on marketing materials leading up to the World Congress including email and social media campaign
- Logo on Academy Course signage and materials
- Logo on IDA and World Congress websites
Technical Session Sponsor $15k (unlimited)

The Technical Session Sponsorship offers the unique opportunity to showcase your organization. Your logo will be displayed at the session of your choice and listed in the Conference Final Program. Additional benefits include:

- One (1) complimentary full registration to the World Congress including the Welcome Reception, Technical Program, Exhibition, Lunches and Refreshment Breaks, and Closing Reception and Presentation Awards
- Recognition in the IDA Global Connections Quarterly Publication as Technical Session Sponsor
- One (1) individual annual membership
- Logo on marketing materials leading up to the World Congress including email and social media campaign
- Logo on IDA and World Congress websites

Corporate Supporter $15k (unlimited)

Become a Corporate Supporter to display your company’s support for the industry and the World Congress. Enjoy notable recognition in the program along with the following benefits:

- One (1) complimentary full registration to the World Congress including the Welcome Reception, Technical Program, Exhibition, Lunches and Refreshment Breaks, and Closing Reception and Presentation Awards
- One (1) individual annual membership
- Recognition in the IDA Global Connections Quarterly Publication
- Logo on marketing materials leading up to the World Congress including email and social media campaign
- Logo on IDA and World Congress websites
Innovation Forum Award Sponsor $15K

Support innovation with this impressive award! The Innovation Forum Award Sponsorship offers the opportunity to showcase your organization as a contributor to innovation in our industry. Your logo will be displayed on Innovation Forum branding and listed in the Conference Final Program.

Additional benefits include:

- One (1) complimentary full registration to the World Congress, including the Welcome Reception, Technical Program, Exhibition, Lunches and Refreshment Breaks, Innovation Forum, Leaders Summit, Closing Reception, and Presentation Awards
- Recognition in the IDA Global Connections Quarterly Publication as the Innovation Forum Award Sponsor
- One (1) individual annual membership
- Logo on Innovation Forum and WC marketing materials leading up to the World Congress, including email and social media campaign
- Logo on IDA and World Congress websites

Innovation Forum Travel Support Sponsor $7K (unlimited)

The Innovation Forum Support Sponsorship offers a unique opportunity to support leading innovators in their need for travel support to attend and pitch their technology if they are one of the eight teams shortlisted.

Your logo will be displayed in all Innovation Forum marketing and listed in the Conference Final Program.

Additional benefits include:

- One (1) complimentary full registration to the World Congress, including the Welcome Reception, Technical Program, Exhibition, Lunches and Refreshment Breaks, Innovation Forum, Leaders Summit, Closing Reception and Presentation Awards
- Recognition in the IDA Global Connections Quarterly Publication as an Innovation Forum Support Sponsor
- One (1) individual annual membership
- Logo on marketing materials leading up to the World Congress including email and social media campaign
- Logo on IDA and World Congress websites
Leaders Summit Session Sponsor $15k (unlimited)

The Leaders Summit Session Sponsorship offers the unique opportunity to showcase your organization. Your logo will be displayed at the session of your choice and listed in the Conference Final Program.

Additional benefits include:

- One (1) complimentary full registration to the World Congress including the Welcome Reception, Technical Program, Exhibition, Lunches and Refreshment Breaks, Innovation Forum, Leaders Summit, Closing Reception and Presentation Awards
- Recognition in the IDA Global Connections Quarterly Publication as Leaders Summit Session Sponsor
- One (1) individual annual membership
- Logo on marketing materials leading up to the World Congress including email and social media campaign
- Logo on IDA and World Congress websites

Fellowship Sponsors $10k (unlimited)

Support an exceptional young professional of the water technology field with the singular opportunity to work alongside a high-profile host agency. The selected Fellowship recipient becomes a conduit for knowledge transfer between their own organization and their Fellow professionals. Sponsorship benefits include:

- Company name and logo mentioned in all publications of the Fellowship Award
- Recognition in the IDA Global Connections Quarterly Publication as Fellowship Sponsor
- Logo on marketing materials leading up to the World Congress including email and social media campaign
- One (1) individual annual membership
- Logo on IDA and World Congress websites under Fellowship sponsor
- Fellowship award to be announced at Closing Ceremony
Scholarship Sponsors $10k (unlimited)

Help to encourage young engineers and scientists to further their post-graduate education in subjects related to desalination, membranes and water reuse. Applicants must have graduated from an accredited university and must be from the top 10% of their class in science or engineering.

Sponsorship benefits include:

- Company name and logo mentioned in all publications of the Scholarship Award
- Recognition in the IDA Global Connections Quarterly Publication as the Scholarship Sponsor
- Logo on marketing materials leading up to the World Congress including email and social media campaign
- One (1) individual annual membership
- Logo on IDA and World Congress website as the IDA Scholarship Sponsor
- Scholarship award to be announced at Closing Ceremony

For more information, please contact us at sponsorships@idadesal.org
ADVERTISING OPPORTUNITIES
ADVERTISING OPPORTUNITIES

World Congress Final Program Booklet Advertising

Place an ad in the World Congress Final Program Booklet provided to all Delegates and Exhibitors.

Specifications:
95.25mm x 215.9mm
3mm Bleed

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<thead>
<tr>
<th>Location</th>
<th>Page Type</th>
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<tr>
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<tr>
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<tr>
<td>Outside Back Cover</td>
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<tr>
<td>Two-Page Spread</td>
<td>Full Page</td>
<td>$6165</td>
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ADVERTISING OPPORTUNITIES

**IDA Global Connections Special Congress Issue** *(Content is due by August 9th, 2022)*

Detailed specifications can be viewed in the IDA Global Connections Media Kit located under e-library / IDA Global Connections at [idasal.org](http://idasal.org)

Full Page Ad Technical Specifications:
- Size: 210 x 297 mm (WxH)
- Resolution: 300 dpi
- Bleed: 3 mm perimeter

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<tr>
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<td>Half Page Horizontal or Vertical</td>
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<td>Quarter Page</td>
<td>$2070</td>
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</table>
ADVERTISING OPPORTUNITIES

Online Advertisement on IDA World Congress Website

Place an advert on the rotating top banner of the wc.idadesal.org website. Ads will run for three months.

**Banner Size:** 1180 x 90px

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**DIGITAL BANNER**

$1000

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World Congress Conference Bag Insert  $1000

Insert an item in the conference bag provided to all delegates. We accept a variety of items including flyers, brochures, pens, etc. Large catalogs are not accepted for bag inserts. The cost for inserting one item is $1000. Bag insert instructions will be provided to exhibitors upon receipt of payment. We estimate between 1,200 to 1,500 participant bags will be distributed.
IDA WC 2022 SPONSORS

TITANIUM SPONSOR
المؤسسة العامة لتحلية المياه المالحة
Saline Water Conversion Corporation (SWCC)

PLATINUM SPONSOR
الشركة السعودية للمؤسسة للمياه
Saudi Water Partnership Company

PREMIUM GOLD SPONSOR
METITO

GOLD SPONSORS
DUPONT
TORAY

OUTBACK DISCUSSION THEATER SPONSOR
OSMOflo

SILVER SPONSORS
ALMAR
ROPV
nanostone

PREMIUM BRONZE SPONSOR
tedagua

BRONZE SPONSORS
GSInima
GRADIENT
SACYR
Jacobs

YLP SPONSOR
DUPONT

TECHNICAL SESSION SPONSOR
ILF