

Supported by



IDA 2022 WORLD CONGRESS

SYDNEY, OCTOBER 9 - 13, 2022



**CHARTING RESILIENT
WATER SOLUTIONS**

SPONSORSHIP & ADVERTISING OPPORTUNITIES



**IDA 2022
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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 | 2005 Singapore | 1991 Washington, DC USA |
| 2017 São Paulo, Brazil | 2003 Nassau, The Bahamas | 1989 Kuwait City, Kuwait |
| 2015 San Diego, CA USA | 2001 Manama, Bahrain | 1987 Cannes, France |
| 2013 Tianjin, China | 1999 San Diego, CA USA | 1985 Bermuda |
| 2011 Perth, Western Australia | 1997 Madrid, Spain | 1983 Florence, Italy |
| 2009 Dubai, UAE | 1995 Abu Dhabi, UAE | |
| 2007 Gran Canaria, Spain | 1993 Yokohama, Japan | |



SPONSORSHIP OPPORTUNITIES



SPONSORSHIP PACKAGES

Sponsorship Type	Titanium \$175K	Platinum \$150K
Exhibition Space Only	45 sqm	36 sqm
Opening Remarks (3-minutes)	Opening Ceremony	Premiere Networking Evening
CEO Participation in the VIP delegation to open the Exhibition with photo opportunity	√	√
Presentations (1-hour) in the Outback Discussion Program	Two on the days of your choice	One on the day of your choice
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)	Sixteen (16)	Twelve (12)
VIP Seat at headtable at the Premiere Networking Evening	One VIP Seat	One VIP Seat
One corporate table for eight (8) delegates	√	√
Prominent onsite signage	√	√
Full page company profile with logo in Final Program, distributed to all delegates	√	√
Full page profile with logo in World Congress Proceedings	√	√
Executive Viewpoint article in World Congress issue of IDA Global Connections Quarterly Publication	√ (1000 words)	√ (500 words)
Full page advert in IDA Global Connections Quarterly Publication	Two (one in 2021 and one in 2022)	One in 2022
Rotating banner ad on the IDA and IDA World Congress website	√	√
Logo on marketing materials leading up to the World Congress including email and social media campaigns	√	√
Exclusive interviews with IDA media partners	√	√
Individual (1) year IDA Membership	6	4
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	√	√
Corporate logo on the lanyard	√	-
Special Pre-Congress Webinar	One (1) hour	-



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





PLATINIUM (3 MAX) \$150K

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. 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





GOLD \$75K, SILVER \$50K & BRONZE \$25K

Sponsorship Type	Gold \$175K	Silver \$50K	Bronze \$25K
Exhibition Space Only	27 sqm	18 sqm	9 sqm
Presentation time in the Outback Discussion Program (30 minutes)	First or Second day of Congress)	(Third or Fourth day of Congress)	-
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)	Eight (8)	Six (6)	Two (2)
VIP seating at the Opening Ceremony (1)	√	√	√
Media Opportunities with IDA Media Partners	√	√	-
VIP Seating at the Premiere Networking Evening	√ (reserved corporate table for 8)	6 registrants	2 registrants
Company Profile with Logo Final Program, distributed to all delegates	Half Page	Quarter Page	Logo Only
Onsite Signage	√ (Prominent)	√ (Prominent)	√ (Prominent)
Company Profile with Logo in World Congress Proceedings Abstract Book Company Profile with Logo	Half Page	Quarter Page	Logo Only
IDA Global Connections Quarterly Publication Advertisement	Half Page	Quarter Page	Logo Only
Executive Viewpoint Note in the World Congress Issue of IDA Global Connections Quarterly Publication	300 words	150 words	75 words
Logo on all Marketing Materials leading up to the World Congress including email bulletins and social media campaigns	√	√	√
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	√	√	√



A LA CARTE OPPORTUNITIES

Mobile App Sponsor \$50k

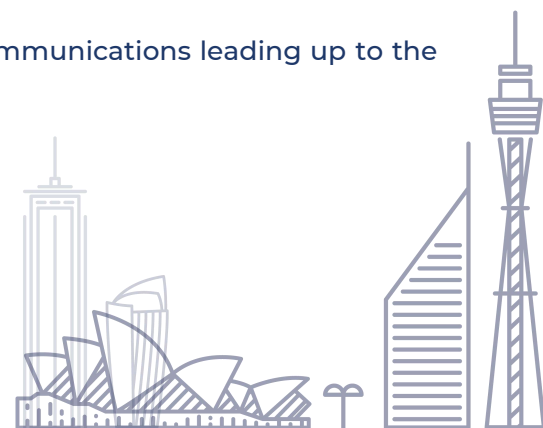
Your logo will live in all the delegates' pockets. Each time a delegate accesses the World Congress App for essential information on Congress events, your logo will appear on the screen of every smart phone, tablet, and or computer. Additional benefits include:

- 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:

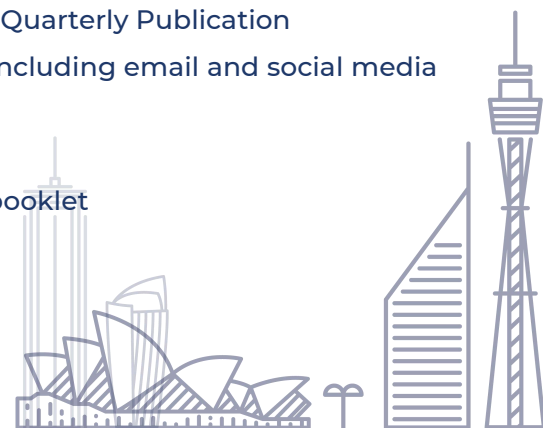
- Eight (8) complimentary full registrations to the World Congress including the Welcome Reception, Technical Program, Exhibition, Lunches and Refreshment Breaks, and Closing Reception and Presentation Awards
- Three (3) individual IDA annual memberships
- Thirty (30) minute time slot in the Outback 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

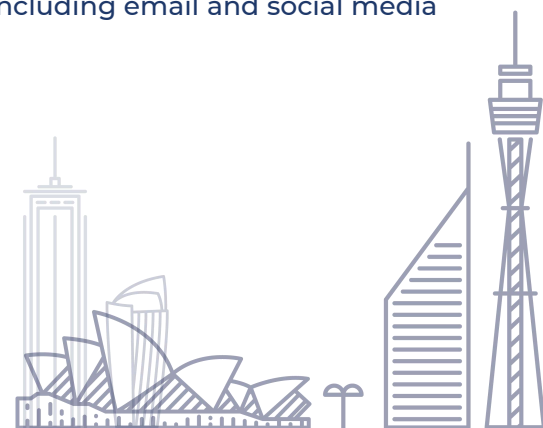
Innovation Forum Travel Support Sponsor \$7K (unlimited)

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

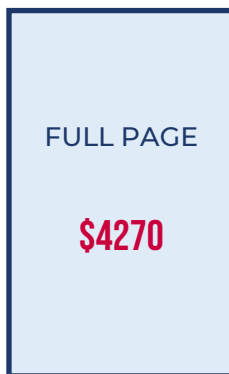
Place an ad in the World Congress Final Program Booklet provided to all Delegates and Exhibitors.

Specifications:

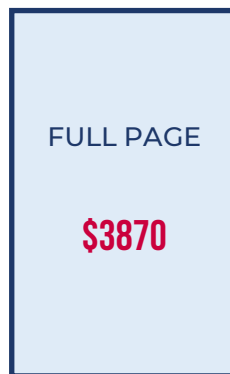
95.25mm x 215.9mm

3mm Bleed

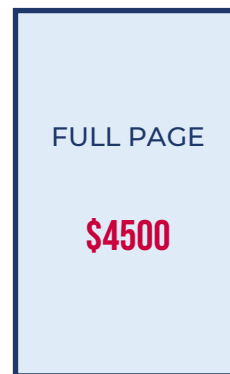
INSIDE FRONT COVER



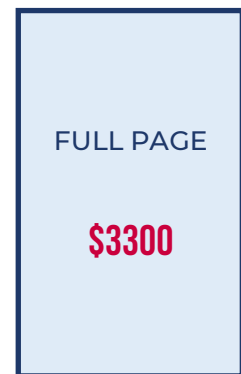
INSIDE BACK COVER



OUTSIDE BACK COVER



ONE FULL PAGE



TWO-PAGE SPREAD





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 idadesal.org

Full Page Ad Technical Specifications:

Size: 210 x 297 mm (WxH)

Resolution: 300 dpi

Bleed: 3 mm perimeter

INSIDE FRONT COVER

FULL PAGE

\$4270

INSIDE BACK COVER

FULL PAGE

\$3870

OUTSIDE BACK COVER

FULL PAGE

\$4500

ONE FULL PAGE

FULL PAGE

\$3300

TWO-PAGE SPREAD

FULL PAGE FULL PAGE

\$6165

**HALF PAGE
HORIZONTAL OR VERTICAL**

\$2565

QUARTER PAGE

\$2070





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

DIGITAL BANNER

\$1000



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 لشراكات المياه
Saudi Water Partnership Company

PREMIUM GOLD SPONSOR

METITO



Commitment to a
Cleaner Environment

GOLD SPONSORS



OUTBACK DISCUSSION THEATER SPONSOR



SILVER SPONSORS



PREMIUM BRONZE SPONSOR



BRONZE SPONSORS



YLP SPONSOR



TECHNICAL SESSION SPONSOR





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