



• WASHINGTON, D.C.

# **WATER.POWER.WEEK.**

VIRTUAL CONFERENCE • APRIL 27-29, 2021

[WATERPOWERWEEK.COM](http://WATERPOWERWEEK.COM)



## **SPONSORSHIP PROSPECTUS**

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## What is Waterpower Week?

Waterpower Week is the industry's premier policy event.

This event provides a once-a-year opportunity for those in the North American hydro industry to focus specifically on the regulatory, policy, markets, and legislative aspects of their work. It's also an important time to hear from and connect with others who affect the industry – regulators, resource agencies, and river and environmental communities.

Conference attendees will engage with sponsors and exhibitors through an interactive and dynamic virtual conference platform. The virtual system features multiple opportunities for sponsors and exhibitors to engage with our core audience of dedicated hydropower professionals, while attendees connect from the comfort and safety of their home or office. WPW 2021 will also provide the opportunity for your content to be viewed for one full year post-conference for maximum exposure!

WPW 2021 will be held the same week as the International Conference on Ocean Energy (ICOE) April 27<sup>th</sup>-April 29<sup>th</sup>. *(Please note: ICOE will take place April 28<sup>th</sup> – April 30<sup>th</sup>.)*

Learn more at: [waterpowerweek.com](https://waterpowerweek.com).

### About NHA

The National Hydropower Association is a nonprofit national association dedicated to promoting the growth of clean, affordable US waterpower in all of its forms, ranging from conventional hydropower to pumped storage to marine energy. It seeks to secure waterpower's place as a climate-friendly, renewable, and reliable energy source that serves national environmental, energy, and economic policy objectives.

NHA represents more than 240 companies in the North American hydropower industry, from Fortune 500 corporations to family-owned small businesses. Our members include both public and investor-owned utilities, independent power producers, developers, manufacturers, environmental and engineering consultants, attorneys, and public policy, outreach, and education professionals.

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## About the Annual WPW Meeting

WPW will be an entirely virtual event for 2021. We had hoped to be able to hold this meeting in Washington D.C. as initially planned, it has become clear that the ongoing global health crisis will not be sufficiently resolved until late 2021. To ensure the health and safety of the meeting participants, our staff, the public, and travel bans, this will be the best method for keeping the meeting moving forward with the most current information in the industry.

### Enduring Content and Information

The “live” virtual meeting will be held from April 27-April 29. The online content will be available on the platform for a full year so attendees and exhibitors can connect or view sessions and exhibit content at any time. This enduring content will be available until April 30, 2022.

### Attendee Demographics

WPW Expected attendance – **325 waterpower professionals and power producers and suppliers.**

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## Who Attends?

This event provides a once-a-year opportunity for those in the North American hydro industry to focus specifically on the regulatory, policy, markets, and legislative aspects of their work. It's also an important time to hear from and connect with others who affect the industry – regulators, resource agencies, and river and environmental communities.

### **Within the Waterpower Industry:**

- **Hydro Asset Owners**
  - Regulatory Staff
  - Senior Executives
  - Power Marketing Staff
  - Legal Staff
  - Communications/Public Affairs Staff
  - Washington, D.C. Lobbyists
- **Developers of New Waterpower Projects**
- **Companies who provide regulatory- and licensing-related services to asset owners**
- **Companies who provide hydro-related services and/or products whose customers and potential customers are affected by regulations**

### **Beyond the Waterpower Industry:**

- **Congressional Policy Makers**
- **Federal and State Regulators**
- **Federal and State Resource Agencies**
- **Tribes interfacing with hydropower**
- **Power Marketing Administrations (PMAs) and RTOs/ISOs**
- **Non-governmental Organizations**
  - Conservation Groups
  - River Community
  - Fishing interests
  - Climate Solutions/Clean Energy Groups
- **Media/Press**

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## **Why Sponsor/Exhibit?**

### **Content**

Showcase your expertise and be seen as a thought leader by providing informational content to attendees. All educational content will be available during the virtual meeting and for one full year post-meeting.

### **Exposure**

Market your organization and raise brand exposure to build strong relationships between professionals, lawmakers, and water resource stakeholders. Give your potential clients on-demand access to your products and services through a virtual exhibit showcase.

### **Access**

Meet with the North American hydropower industry, from Fortune 500 corporations to family-owned small businesses.

### **Engagement/Networking**

Network and build long-term partnerships with distinctive opportunities to enhance your innovation and leadership with industry professionals, power producers, and suppliers. Conference attendees will be able to engage with exhibitors through the interactive and dynamic virtual conference platform. Attendees will be able to connect from the comfort and safety of their own homes/offices.

### **Lead Generation with Analytic Data**

Generate leads through real-time analytic information. The analytic data will be available to all those sponsors as part of your sponsorship package. You can receive live analytic data that will include views, clicks, and opt-in leads.

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## Who Should Sponsor/Exhibit?

### Organizations related to and/or in the field of:

General or Corporate Management	Engineering, Including Design, Systems & Planning	Operations Management and Maintenance
Academic/research organizations	Engineering Management	Utilities
Venture capitalists/financiers	Operations	Legal or Regulatory
	Regional development or innovation organizations	Energy project developers

## Past WPW Sponsors/Exhibitors

ABB Inc.	Hydro Consulting & Maintenance Services	National Electric Coil
AECOM	Hydro Components Systems LLC	Obermeyer Hydro
American Babbitt Bearing	Jenkins Electric	Observation Without Limits, Llc
American Hydro	JHP & Associates Inc	Pacific Netting Products
Ames Construction	K&L Gates Llp	Pioneer Motor Bearing Company
Applied Research Associates	Kingsbury Inc	Rittmeyer
BCI Construction USA Inc	Kleinschmidt Associates	Schnabel Engineering
Black & Veatch	L3 Oceanserver Inc	SnC Lavalin
Biosonics Inc	Lignum Vitae North America Llc	Steel Fab
Continental Field Machining-Vr-Tesco	Litostroj Hydro Inc	Steward Machine
Columbia Industrial Products	Low Impact Hydropower Institute	Stoel Rives Llp
Eaton Corp	Mavel Americas Inc	TRC
GE	Mcmillen Jacobs Associates	Troutman Sanders Llp
Gilbert Gilkes & Gordon Ltd	Mead & Hunt	Turbinepros
Gomez & Sullivan Engineers	Mesa Associates Inc	Van Ness Feldman
Dpc	Mr Valuation Consulting, Llc	Vigor Works
HDR		Voith Hydro
		Weg Electric Motors

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## Sponsorship and Exhibit Packages

Please review the sponsorship/exhibit only packages that fit the needs of your budget and helps you surpass your company's marketing goals. These are identified below. Please see all descriptions of the below packages on the following page.

	Platinum \$8,500	Gold \$6,500	Silver \$4,500	Bronze \$2,500	Exhibit Only \$1,250
<b>Online Content</b>					
Sponsored Content Session – 15 min On demand			X	X	
Sponsored Content Session – 30 min Live & On Demand		X			
Sponsored Content Session – 1 hour Exclusive Live & On Demand	X				
Video Commercial	X	X	X		
Hydropower Huddle	X	X	X		
Opening OR Closing or Plenary Session Introduction Sponsor	X				
<b>Registrations</b>					
Full Conference Registrations	4	4	2	2	Exhibit Hall Only
<b>Virtual Booth</b>					
Customized Booth Banner	X	X	X	X	X
Company Logo and Description	X	X	X	X	X
Company Categories	X	X	X	X	X
Sales Contact Information	X	X	X	X	X
Social Media Links	X	X	X	X	X
Website Links	X (6)	X (6)	X (3)	X (3)	X (1)
PDF Downloads	X (6)	X (6)	X (3)	X (3)	X (1)
Lead Generation Analytics	X	X	X	X	X
Request Info Button to collect leads	X	X	X	X	X
Live and Text Video Chat during pre-arranged live event hours	X	X	X	X	X
Giveaway Button to collect leads	X	X			
<b>Advertisements</b>					
Post-conference Attendee List	X	X	X	X	
Eblast	X	X			
Main Page Tile	X				
<b>Conference Recognition</b>					
Virtual Booth Content available on meeting platform for 3 months	X	X	X	X	X
Logo on Logo Wall	X	X	X	X	X

## Sponsorship and Virtual Booth Descriptions

### Sponsored Content Sessions

Showcase your research, product or services with an educational presentation to attendees! These sessions can be 15, 30 or 60 minutes in length. Choose your time limit, your own speaker(s), content title and description for a customized session that supports your marketing. These sessions are accessible to attendees for one full year for unlimited access.

#### *Benefits include:*

- Choose your time limit, content, title, description and speakers
- Session title, description, speaker biography on website and virtual platform
- Eblast to attendees to promote all exhibitor educational sessions
- This content will be available for one year on the virtual platform.

15 minute session – On Demand Only

30 minute session – Live (*Simu-live*) and On Demand (*sponsor must provide the mp4 file*)

60 minute session – Live (*Simu-live*) and On Demand

Available Date/Time Options: TBD

*NHA will provide production capabilities for these pre-recorded sessions.*

### Video Commercial

During one selected sponsorship break, participants will be prompted to view your short video commercial (30 seconds max).

#### *Benefits include:*

- Logo on website

### Hydropower Huddle

Use your expertise to moderate a 30 minute discussion among WPW attendees on select topics. Provide a topic for discussion and as a sponsor, you will be able to facilitate the discussion. Rooms will hold up to 25 people. These chats are not available for viewing later.

#### *Benefits include:*

- Choice of content topic for discussion pending NHA's approval
- Moderate discussion among participants
- Opt-in Attendee list of those participating in the discussion



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## Opening/Closing/Plenary Session Sponsor

This opportunity is a great way to make a great first impression with attendees. Align your company with the valuable education that WPW provides by sponsoring the opening session.

– OR –

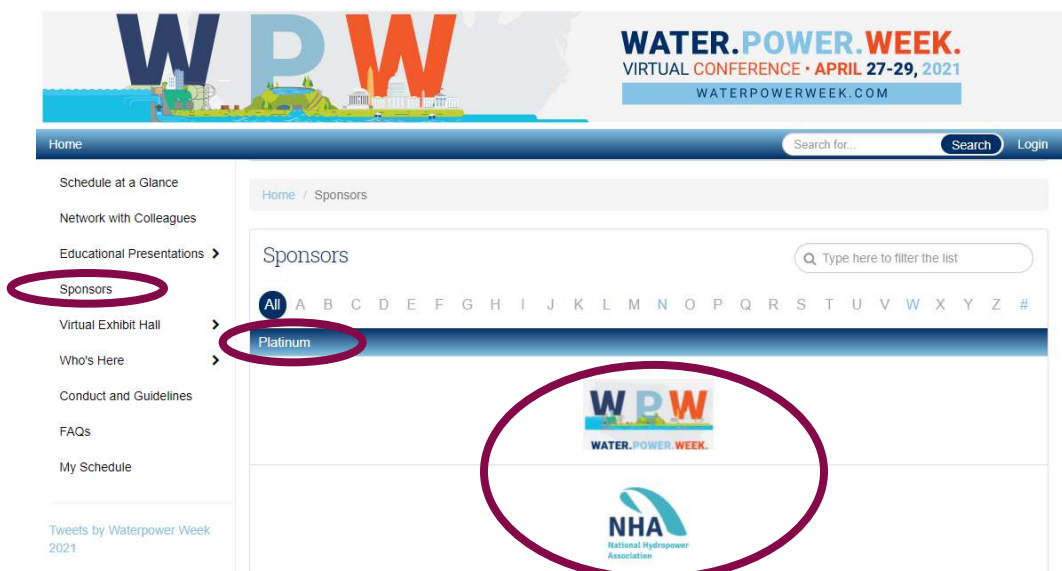
Leave a lasting impression on all WPW attendees by sponsoring the last marquee event of the conference. Gather with attendees and exhibitors as you celebrate a successful conference and make sure your brand is the last thing attendees see.

– OR –

Continue the enthusiasm for the meeting by sponsoring the 2<sup>nd</sup> day plenary. Align your company with the valuable education that WPW provides by sponsoring the 2<sup>nd</sup> day plenary session.

### *Benefits include:*

- Brief video presentation before session (5 minutes max)
- Video commercial following session (30 seconds max)
- Logo on website



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## Virtual Booth

### Company Details

- Horizontal custom banner that is linkable
- Company Logo and Description (*supports HTML*)
- Company Categories – unlimited selection

### Contact Info

- Sales Contact Information

### Resources

- Social Media Links (Twitter, Facebook, LinkedIn)
- Website Links, 3 or 6
- PDFs (brochures or flyers), 3 or 6
- Prominently display company information via a clickable “Brochure” button on the footer of your booth



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## Video Chat

- Schedule Live Video Chat at any time during the event. You can schedule video chats during pre-arranged live event hours for better efficiency. You can schedule 1-1 private video chats in your booth for attendees – these chats must be pre-arranged for privacy.

## Giveaway button

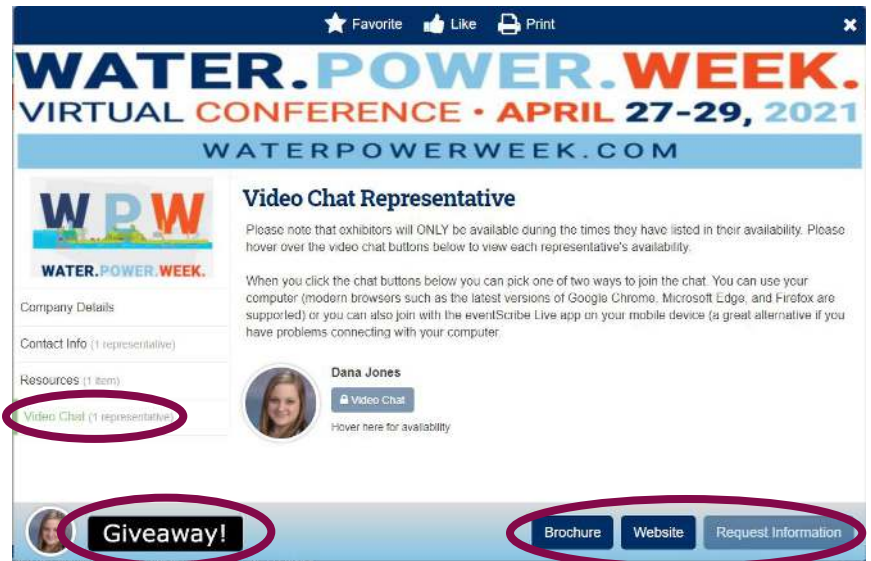
- Use this button to link to your own lead collection survey and then choose lucky winners to win prizes.

## Website button

- Use this button to link to your organization's website to give attendees even more information about the services/products that you provide.

## Request Info button

- Attendees will use this button to request additional information from your organization about your products/services.



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## Post-conference Attendee List

Use the post-conference attendee list (for those who have opted in to receiving exhibitor mailings) to mail postcards or flyers after the meeting. Only mailing addresses are provided (no email addresses or phone numbers).

## Eblast

Sponsor can promote their brand and increase exposure with a customized eblast to attendees. This eblast will be text with your logo – no HTML. These will be scheduled prior to WPW. All eblasts will have to be approved by NHA.

## Main Page Tile

This opportunity offers high-visibility as the sponsor's logo is displayed prominently on the virtual event's home screen. This tile can be linked to the sponsor's external URL.



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## How to Purchase Virtual Sponsorship/Exhibit Package

1. Visit the [WPW 2021 sales website](#).
2. Select "Sign Up Here".
3. Type your organization's name.
4. Enter the administrative contact information for your organization.
5. Select sponsorship or exhibit only package.
6. Enter the payment information and submit payment or select "Check" as your form of payment.
7. An email confirmation of your contract submission will automatically be sent to the administrative coordinator.

## Waterpower Week 2021 Terms and Conditions

1. **Event Management:** The virtual exhibition for Waterpower Week 2021 is organized and managed by The National Hydropower Association (NHA). Any matters not covered in these Rules and Regulations are subject to the interpretation of NHA and their designees, and all exhibitors must abide by their decisions. Exhibitors must comply with the policies and procedures set forth by Event Management. Event Management shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of exhibitors. Each virtual exhibitor, for him/herself and their employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with preceding sentence.
2. **Rates, Deposits and Refunds:** Full payment is due with your online application. Online payment by credit card results in immediate sponsorship purchase. Payment by check results in a temporary sponsorship purchase. You may select the option to pay by check through January 15, 2021. Payments by check must be received within one month of purchase. If the check is not received within this timeline, the sponsorship will be released for general sale. NHA cannot accept partial payment. Payment for exhibit booth rental, advertising, and/or marketing opportunities must be paid in full. Checks must be in USD and payable to the National Hydropower Association. All international bank fees are the responsibility of the exhibitor. There is no refund for cancellation of this sponsorship.
3. **Arrangement of Virtual Exhibits:** Event Management reserves the right to inspect the quality of the appearance of each virtual booth prior to beginning of the virtual event. Event Management, on behalf of NHA, may request removal of any unapproved content.
4. **Virtual Booth Design:** Each exhibitor will be provided with a link to the official Virtual Exhibitor Guidelines. All virtual booth space must be arranged and constructed in accordance with the guidelines, provisions, and limitations contained in the Virtual Exhibitor Guidelines.
5. **Subleasing of Virtual Space:** Virtual exhibitors may not assign, sublet or apportion to others the whole or any part of the virtual space allocated, and may not display goods or services other than those manufactured or regularly distributed by them.
6. **Conduct:** All virtual exhibits will be to serve the interest of the NHA attendees and will be operated in a way that will not detract from other exhibits, the exhibition, or the meeting as a whole. Event Management reserves the right to request the immediate withdrawal of any virtual exhibit that NHA believes to be injurious to the purpose of NHA. Management reserves the right to refuse to admit and eject from the virtual platform any objectionable or undesirable person or persons or any individual who violate rules set forth in the NHA Code of Conduct Policy. The use of sideshow

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tactics or other undignified methods considered by NHA to be objectionable are expressly prohibited in the exhibition area and in any virtual room. NHA reserves the right to restrict sales activities that it deems inappropriate or unprofessional. Any exhibitor or exhibiting company who is removed from the virtual conference, will not receive a refund and NHA will retain as liquidated damages all monies paid.

7. Exhibitor's Personnel: Virtual Exhibitors are prohibited from sharing badges or their assigned link to the NHA's virtual meeting. Violating this condition may result in loss of admittance for the person(s) sharing the badge. If there are specific hours or chat times available each participating exhibitor must be staffed by company specialists who are qualified to discuss details of their company's products or services.

8. Giveaways and Prize Drawings: Virtual promotional giveaways and exhibit prize raffles will be permitted. All hand-out materials are expected to be of a professional nature. NHA reserves the right to disallow any material that they believe to be inappropriate.

9. Solicitation of Exhibitors: No persons will be permitted in the virtual exhibit hall for the purpose of soliciting advertising or other exhibit space without the express written permission of NHA.

10. Trademarks: NHA will be held harmless for any trademark, trade name, copyright or patent infringement on any printed materials belonging to or distributed by any exhibitor.

11. List Publication: The list of NHA virtual exhibitors, in whole or in part, shall not be published other than in NHA official publications.

12. Platform Policy: In the event of a severe platform or technical issue outside of NHA's control, that prevents fulfillment of the marketing deliverables, NHA will refer to the platform Service Level Agreement. NHA will make every effort to provide the same marketing opportunity on a different date/time proposed by NHA. Should NHA be unable to satisfy the original marketing opportunity, comparable alternate opportunities will be offered.

13. Violations: NHA may at their discretion take away all or part of future exhibiting privileges for violations of the Rules and Regulations. In addition, violation of any of these Rules and Regulations by the exhibitor or his or her employees or agents shall at the option of the NHA forfeit the exhibitor's right to occupy space and such exhibitor shall forfeit to NHA all monies paid or due. Upon evidence of violation, NHA may take possession of the virtual space occupied by the exhibitor, and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages that NHA may incur thereby.

14. Severability: All agreements and covenants contained herein are severable, and in the event any of them shall be held to be invalid by any competent court, this agreement shall be interpreted as if such valid agreements or covenants were not contained herein.

QUESTIONS? Contact Waterpower Week Exhibit and Sponsorship Managers at 301-200-4616 ext. 106 or 114.