



THE FUTURE OF WATER EFFICIENCY – SCALING IT UP

‘The only annual UK conference dedicated to water efficiency’

20% discount available on sponsorship if payment is received by 31 August 2009

**Annual Waterwise Water
Efficiency Conference 2010**

Monday 22 March and Tuesday 23 March

Keble College, Oxford

Part of UNESCO’s World Water Day activities

waterwise

www.waterwise.org.uk



The success of the Waterwise

2009 conference

The 2009 Waterwise Annual Water Efficiency Conference (held in April) took place at Keble College Oxford and was sold out with over 230 delegates attending from a wide range of stakeholders in the water sector.

With Principal Sponsor, GROHE and part of UN World Water Day celebrations, the conference included a cross section of all organisations interested in water efficiency – the leading policy makers, doers and thinkers on water efficiency, retailers, manufacturers, academics and researchers, water companies, the bathroom industry, homebuilders, developers and local authorities.

The conference morning session was chaired by Philip Sellwood, Chief Executive of the Energy Saving Trust who highlighted the links between energy and water and the carbon savings that can be achieved from reducing the amount of hot water wasted in the home. Walter Menzies, Chief Executive of the Mersey Basin Campaign chaired the afternoon session.

What is Waterwise?

Waterwise is a not for profit non government organisation with the aim of promoting water efficiency throughout the UK. The UK has less water per person than most of our European neighbours and we use more. We each use around 150 litres of water per day and this has been rising by 1% on average each year since 1930. This is not sustainable in the long term as over half of England is already classified as severely water stressed by the Environment Agency. In addition, when you consider that 5% of our greenhouse gas emissions come from treating and pumping water to our homes and then heating it, our water use plays a significant contribution to our daily carbon footprint. We believe it is possible for each person to reduce their water wastage by a third. For more information please visit www.waterwise.org.uk

Previous speakers

Sandra Benbeniste Millan, Director of Programmes at the Foundation for Ecology and Development (ECODES)

André Boerema, Residential Water Conservation Programme Manager, Sydney Water Corporation, Australia

Ben Earl, Social Responsibility Advisor on Climate Change, B&Q

Sue Ellis, Head of Secretariat for an Independent Review on Water Charging, Walker Review

Regina Finn, Chief Executive, Ofwat

Warren Liebold, Director of Conservation, Bureau of Customer and Conservation Services, New York City

Claire Lipop, Environmental Sustainability Manager, Raven Housing Trust

Bengt Pihl, Chief Executive, Sanitec

Nicholas Rogers, Director of Design, Taylor Wimpey

Rose Timlett, Policy and Programme Officer, WWF

Pamela Taylor, Chief Executive, Water UK

Andrew Tucker, Principal Policy Officer – Climate Change Adaptation, Greater London Authority

Chris West, Director UK Climate Impacts Programme

Phil Woolas, Former Environment Minister

Barbara Young, Chief Executive, the Environment Agency

'Our conference provides a platform for different sectors of the water industry, retailers, manufacturers, government, architects and a wide range of other organisations to work together with NGOs to develop new ideas and debate current findings. Our recent conference in April 2009 was incredibly successful and we look forward to greeting you at Keble College in 2010'

Jacob Tompkins, Managing Director of Waterwise

Waterwise Conference 2010 – ‘The Future of Water Efficiency – Scaling it up’

The fifth Waterwise Water Efficiency Conference, will take place on UNESCO's World Water Day, and will once again bring together key stakeholders on water efficiency, both as speakers and participants to discuss the future of water efficiency in the UK. It will take place once again at Keble College in Oxford on 22/23 March 2010. It is the only annual conference dedicated to water efficiency in the UK.

Major features of the Waterwise conference

Water efficiency exhibition

Drinks reception

Dinner with key note speakers

Networking drinks at the bar

Speakers presentations

Strategic networking refreshment breaks

Separate meeting rooms are available for delegates on request

Who should attend?

The conference is open to anyone who wishes to attend but in the past delegates have consisted of water companies, key regulators, government bodies, bathroom manufacturers, product innovators, water efficient product suppliers, retailers, non-government organisations, community representatives, academics and researchers, water efficiency consultants and the media.

Attending the conference will give you the opportunity to raise your organisation's profile in the UK water industry while at the same time increasing your knowledge and awareness of issues that are affecting the water industry in the UK. In addition, there are many opportunities throughout the conference to network with key representatives of the water industry. Opportunities to participate in the Waterwise conference include various levels of sponsorship and support, exhibiting at the water efficiency exhibition and delegate tickets.

Why sponsor the Waterwise Conference?

Sponsorship provides you with the opportunity to showcase your organisation to the delegates of the Waterwise Conference. Sponsors benefit from a key association with the trusted and independent Waterwise brand. There are also opportunities for media exposure in association with Waterwise. Sky News, BBC Radio Oxford, BBC TV South-East, LBC, Water Energy and Environment Magazine and various websites have covered previous conferences. In addition, the conference provides a fantastic networking opportunity at the many strategically placed refreshment breaks – a number of large scale deals have been agreed at our conference.

Details of levels of sponsorship are included overleaf. Please note that these packages are open to discussion and other benefits may be available at the request of the sponsor.

Previous sponsors include Ariel, B&Q, Bathroom Manufacturers Association, Berkerley Homes, Big Green Smile, Bristan, Eaga, Environment Agency, Envirowise, GROHE, Multishower, Ripple Products, Water Energy and Environment and the Water Technology List.



Sponsorship opportunities

Waterwise has many packages available for sponsorship of the Annual Conference. Details are listed below. These are open to discussion with potential partners. In addition, a 20% discount is available on all of these packages if payment is received by the end of August 2009.

Principal sponsor – £20 000 (one opportunity)

- Includes four full conference registrations including all meals, accommodation and conference sessions
- Conference dinner and pre dinner drinks
 - opportunity to speak at conference dinner, adjacent to key note dinner speaker
 - high profile visibility at the conference dinner
 - four spaces reserved at a table with the opportunity to decide which other delegates you would like to sit with
 - opportunity to place corporate signage around the dining hall
 - opportunity to place marketing material on the tables
 - sponsor banners and signage in dining hall and reception area
- Conference programme
 - Logo on front and centre pages of conference brochure
 - Inside front page available for sponsor's welcome (full page)
 - 1 full page available for sponsor's advertisement
 - Logo and 150 word description of organisation in exhibition section
- Recognition in all conference related media, with opportunity to provide supporting quotes
- Display space at the Waterwise exhibition throughout duration of conference (3m x 2m)
- logo on all conference banners at the conference
- logo on holding slide adjacent to main presentation slide in lecture theatre
- logo with a hyperlink on the Waterwise conference webpage and a 150 word promotional paragraph about your organisation
- Listed on all electronic mailings eg: invites etc
- Promotional brochures in conference bags
- Sponsor may provide branded pads and pens for use in conference (at cost to sponsor)

Major sponsor – £7 000 (seven opportunities)

- Includes two full conference registrations including all meals, accommodation and conference sessions
- Two spaces reserved at a table at the conference dinner
- Conference programme
 - Logo on front and centre pages of conference brochure
 - 1/2 page available for sponsor's messages/ advertisement
 - Logo and 150 word description of organisation in exhibition section
- Display space at the Waterwise exhibition throughout duration of conference (3m x 2m)
- logo on all conference banners at the conference
- logo on holding slide adjacent to main presentation slide in lecture theatre
- logo with a hyperlink on the Waterwise conference webpage
- Listed on all electronic mailings eg: invites etc
- Promotional brochures in conference bags

Exhibitor – £2000 (seven opportunities)

- Display space at the Waterwise exhibition throughout the duration of the conference (3m x 2m display area including table, two chairs, electricity and internet access)
- Includes two full conference registrations including all meals, accommodation and conference sessions
- Logo and 150 word description of organisation in conference programme

Other opportunities (unlimited)

1/2 page advertisement in the conference programme – £500
Marketing material/product placement in the conference bags – £500

Contact details

For more information on sponsorship opportunities or any other partnership interests please contact Chris Philpot, Communications Manager, on 0207 957 4615 or cphilpot@waterwise.org.uk