



## 2022 WATER WEEK CONFERENCE

# HIGHLIGHTS OF YOUR SPONSORSHIP

### THANK YOU!

Thank you for choosing to sponsor the Alberta Water & Wastewater Operators Association (AWWOA) 2022 Water Week Conference!

This was the first in-person Water Week Conference since 2019 and we are grateful for your support. We wanted to share some highlights from the event, including the **benefits of your sponsorship.**

Please share this information with your management team or at your next meeting.

### ATTENDEE NUMBERS

The Conference attracted attendees from more than 120 communities/organizations across central and northern Alberta.

#### Conference Registration

- 249 attendees
  - 219 full delegates
  - 16 additional trade show registrants
  - 14 single day registrants

#### Trade Show Exhibitors

- 68 exhibiting companies
- 156 booth reps

#### Networking Events

- Pub Night
  - approx. 80 attendees
- Casino Night
  - approx. 70 attendees

## EVENT LOGOS AND SIGNAGE

- All event sponsor logos included in the printed Conference program which was distributed to all delegates.
- All sponsor logos included in venue signage including at the registration desk, in and outside the main ballroom and additional signage at sponsored networking events.
- All sponsor logos included in the opening session PowerPoint and mentioned by name by AWWOA Chair.
- All sponsor logos included in PowerPoint presented throughout the venue.
- All sponsor logos included on the AWWOA website (dedicated Conference sponsorship page) with gold sponsors also featured on the home page.
- Sponsorship banner included on the event app (Sched), in addition to a dedicated Sponsors Tab including additional info on how to connect at the event.

## TRADE SHOW GAME

- All sponsors exhibiting at the trade show given priority to participate in the trade show game, which was distributed to all delegates and additional NAIT students.

## SOCIAL MEDIA STATS

### Twitter

- 1,237 followers
- 1,571 impressions and 103 engagements on 11 dedicated sponsorship posts during the event

### Facebook

- 916 page likes
- 1054 page follows
- 2,135 reach and 224 engagements on 11 dedicated sponsorship posts during the event

### LinkedIn

- 1,945 followers
- 3,904 impressions and 336 clicks on 11 dedicated sponsorship posts during the event



## E-BLAST COMMUNICATION

- Networking event sponsors named in dedicated Seminar e-mails sent to over 2,000 AWWOA members.

## SPRING 2023 NEWSLETTER

- Sponsor banner to be included on the front page of the AWWOA Winter 2023 Newsletter (distribution to over 2,000 AWWOA members).

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## SAVE THE DATE FOR MORE WAYS TO CONNECT

### 48th Annual Operators Seminar

March 13-17, 2023

Banff, AB - Banff Park Lodge

### 6th Annual Golf Tournament

June 19, 2023

Whitecourt, AB - Whitecourt Golf & Country Club

### 2023 Water Week Conference

November 13-15, 2023

Edmonton, AB - DoubleTree by Hilton  
Hotel West Edmonton



Thank you for all your support and we look forward to seeing you again in 2023!

If you are interested in future sponsorship opportunities, you can reach to:

Kirstin Mihaychuk, Program Manager

780-454-7745 ext 227

[kmihaychuk@awwoa.ca](mailto:kmihaychuk@awwoa.ca)

[connect@awwoa.ca](mailto:connect@awwoa.ca)







## Connect With AWWOA

Toll free: 1-877-454-7745    Local: 780-454-7745

Email: [info@awwoa.ca](mailto:info@awwoa.ca)    Website: [awwoa.ca](http://awwoa.ca)

Twitter: @awwoa

Facebook/LinkedIn: Alberta Water & Wastewater  
Operators Association (AWWOA)

