



# 2023 WATER WEEK CONFERENCE HIGHLIGHTS OF YOUR SPONSORSHIP



## THANK YOU!

Thank you for choosing to sponsor the Alberta Water & Wastewater Operators Association (AWWOA) 2023 Water Week Conference!

We saw our highest attendance since the event began in 2018 and are grateful for your support which helps us bring it all together. We wanted to share some highlights from the event, including the **benefits of your sponsorship**.

Please share this information with your 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

- 324 attendees
  - 281 full delegates
  - 16 trade show registrants
  - 27 single day registrants

### Trade Show Exhibitors

- 93 exhibiting companies
- 202 booth reps

### Networking Events

- Pub Night
  - approx. 100 attendees
- Casino Night
  - approx. 100 attendees

## SOCIAL MEDIA

### Twitter

- 1,242 followers
- 925 impressions and 60 engagements on 9 dedicated sponsorship posts

### Facebook

- 977 page likes
- 1,124 page follows
- 2,678 reach and 415 engagements on 9 dedicated sponsorship posts

### LinkedIn

- 2,398 followers
- 4,633 impressions and 448 clicks on 9 dedicated sponsorship posts



## EVENT LOGOS AND SIGNAGE

- Sponsor logos included in the printed Conference program.
- Sponsor logos included in signage throughout the venue including near the registration desk, the main ballroom and at sponsored networking events.
- Sponsor logos included in the opening session PowerPoint and mentioned by name by AWWOA Chair during the Conference opening and closing.
- Sponsor logos included on the AWWOA website (dedicated Conference sponsorship page) with principal and gold sponsors featured on the home page.
- Sponsorship banner included in a “Thank You” news item on the home page of the AWWOA website.
- Sponsorship banner included in the event app (Sched).
- Sponsors Tab included in the event app (Sched) with more information on how to connect at the Conference.



## E-BLAST COMMUNICATION

- Sponsor banner included in dedicated Conference e-mail sent to over 2,200 AWWOA members.
- Sponsor banner included in an additional e-mail sent to all Conference registrants.

## TRADE SHOW GAME

- All sponsors exhibiting at the trade show included in the trade show game (distributed to all delegates and NAIT students).

## WINTER 2024 NEWSLETTER

- Sponsorship banner to be included on the front page of the AWWOA Winter 2024 Newsletter (sent to over 2,200 members).



Thank you for all your support and we look forward to seeing you again in 2024!

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)

**SAVE THE DATE FOR MORE WAYS TO CONNECT**

**49th Annual Operators Seminar**

March 11-15, 2024

Banff, AB - Banff Park Lodge

**7th Annual Golf Tournament**

June 17, 2024

Innisfail, AB - Innisfail Golf Club

**2024 Water Week Conference**

November 13-15, 2024

Edmonton, AB - DoubleTree by Hilton

Hotel West Edmonton

**Connect With AWWOA**

Ph: 780-454-7745 E: [info@awwoa.ca](mailto:info@awwoa.ca)

Website: [awwoa.ca](http://awwoa.ca) Twitter: [@awwoa](https://twitter.com/awwoa)

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