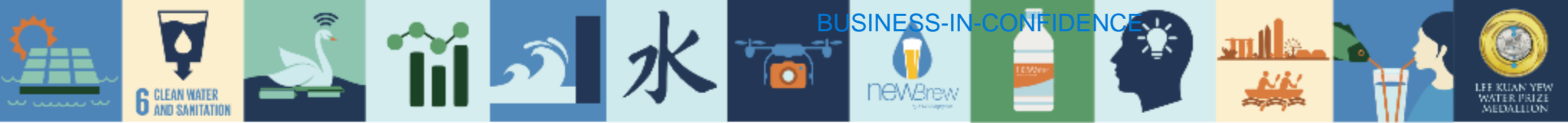




Singapore International Water Week

Sales Prospectus for SIWW2021 Online and SIWW2022



Content Page

About SIWW Page 3 – 5

SIWW2021 Online Page 6 – 23

- About SIWW2021 Online
- Virtual Booth Entitlements
- Types of Passes
- Participation Rates
- Sponsorship Opportunities
- Advertising Opportunities

SIWW2022 Page 24 – 35

- Business Opportunities
- Thematic Pavilions
- Cost for Participation
- Sponsorship Opportunities

The Global Platform to Share and Co-Create Innovative Water Solutions

SIWW's Value Proposition



SOLUTIONS & TECHNOLOGY

Innovation and solutions in urban water management, for municipal and industrial users



BUSINESS & NETWORKING

Gathering of industry, utilities and governments for business collaboration and partnerships



THOUGHT LEADERSHIP

Insights on latest trends, solutions and case studies in various thematic areas



GLOBAL EVENT, REGIONAL FOOTPRINT

A global water event with strong relevance and application to Asia



URBAN SUSTAINABILITY

Co-located with World Cities Summit and CleanEnviro Summit to advance sustainability agenda for built urban environment

How have past exhibitors & sponsors benefitted?

Top 5 Industries exhibited at SIWW 2018

1. Engineering & Construction
2. Manufacturing
3. Industrial Water
4. Water Utilities
5. Environment Management



OVER
24,000
PARTICIPANTS



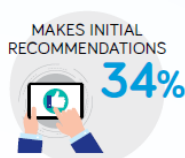
FROM **110**
COUNTRIES
AND REGIONS



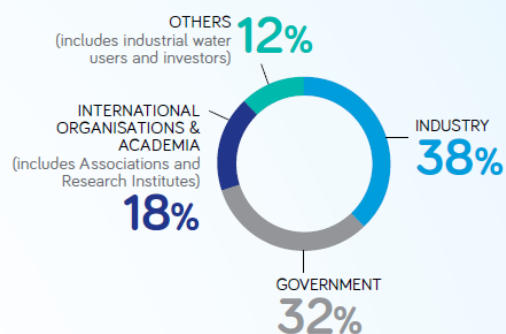
GATHERED
S\$23 BILLION
IN TOTAL VALUE
FOR BUSINESS
ANNOUNCEMENTS

Statistics are based on the Singapore International Water Week 2018

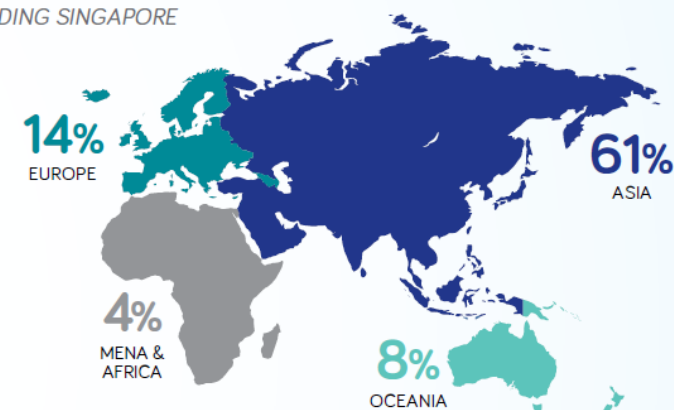
PROFILE/PURCHASING DECISION



SECTOR BREAKDOWN



TOP REGIONS AT SIWW 2018 EXCLUDING SINGAPORE



Highlights at SIWW

Lee Kuan Yew Water Prize



Water Leaders Summit



Water Convention



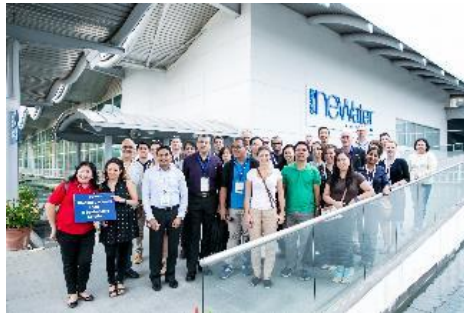
Business & Thematic Forums



Young Water Leaders Summit



Site Visits



TechXchange



Water Expo @ City Solutions Singapore





SINGAPORE INTERNATIONAL WATER WEEK 2021

THE GLOBAL PLATFORM TO SHARE AND CO-CREATE INNOVATIVE WATER SOLUTIONS

SIWW2021 SPOTLIGHT

 21 June 2021

SIWW2021 ONLINE

 21 June – 2 July 2021

SIWW2021 Event Format



SIWW2021 Spotlight (21 June 2021)

- High-level Summit for water leaders
- Hybrid: physical for Singapore attendees, virtual for overseas attendees
- Focus: Innovation and Collaboration to Build Sustainable Outcomes
- Co-located with World Cities Summit



SIWW2021 Online (21 June to 2 July 2021)

- Two week virtual event
- Comprehensive suite of online content covering the entire urban water cycle
- Thematic webinars, keynotes, workshops, technical presentations
- Water Expo, product/technology showcases

On-Demand Period:

The virtual platform will remain accessible from 3 July 2021 to 2 September 2021 for registered attendees to access the virtual expo and view on-demand content. Registration will be open until 12pm SGT on 2 September 2021.



SIWW2021 Spotlight (21 June 2021, Monday)

Time	Programme
0830 – 1000	Pre-event COVID-19 testing & Event registration
1010 – 1030	Opening Address by Minister for Sustainability and the Environment, Ms Grace Fu (invited)
1030 – 1230	<p>Plenary 1: “Fostering Innovation and Collaboration: Overcoming Challenges for Water Sustainability”</p> <p>Session will showcase approaches by different stakeholders such as governments, utilities, academia and industry towards innovation, and how embracing an innovative mindset and working collaboratively uncovers opportunities to achieve water sustainability.</p>
1230 – 1400	Lunch
1400 – 1600	<p>Plenary 2: “Riding the Wave: Ensuring Security Against Climate Uncertainties”</p> <p>Session will examine how different stakeholders leverage innovation to implement solutions to safeguard urban water systems against shocks caused by climate uncertainties. Case studies will be presented to demonstrate solutions in building resilience to extreme weather events and enhancing resource efficiency.</p>
1600 – 1630	Tea break
1630 – 1800	<p>In Conversation with Deputy Prime Minister of Singapore, Mr Heng Swee Keat</p> <p>Jointly organised with World Cities Summit, this session invites DPM to deliver a keynote address and participate in a moderated dialogue on Singapore’s strategies and solutions on sustainability, with a focus on building a climate-resilient future.</p>



SIWW2021 Online - Virtual Exhibitor Entitlements

Virtual Booth: *[subject to changes]*

- 1 x Virtual Booth that comes inclusive of the following features
 - Display of corporate logo
 - Display of corporate profile write-up
 - Display of corporate/product brochures in PDF format
 - Display of promotional video
 - Leave-a-message function
 - Meeting scheduler
 - Post-event report (Downloads per brochure uploaded in booth, clicks to view booth)

Other Entitlements:

- 2 x Virtual Exhibitor passes (access limited only to virtual Expo)
- 2 x Virtual Delegate passes (full access to SIWW2021 Spotlight and SIWW2021 Online programmes)
- Customised invitations to selected delegates or trade visitors to visit your virtual booth (up to 5 invitations per exhibitor)
- Opportunity to purchase additional virtual delegate passes at 20% discount off published rate, S\$700/delegate pass.
- Opportunity to select preferred booth location in SIWW2022 based on first-come-first-serve basis (applicable only for exhibitors who sign up for SIWW2022)
- Optional Add-On Available:
 - 45-min Product/Technology Showcase @ S\$1,500 (limited to only one per exhibitor, and subject to availability.)



45-Min Product / Technology Showcase (Optional Add-On Available)

Cost: S\$1,500 per 45-min session*

- A self-curated Live Showcase accessible by all attendees
- Listed as part of the main agenda of SIWW2021 Online for higher mileage
- Upload brochures as session handouts to share more information with attendees during session.
- Pre-event marketing and publicity efforts via SIWW channels
- Live showcase will be recorded and uploaded on platform as on-demand content for longer view time

**Limited to only one session per exhibitor at limited availability*

Booth Visual - When Exhibitor is **Online**

[← BACK TO VIRTUAL EXHIBITION](#)

LIVE SUPPORT DND EXPORT

COMPANY NAME

Logo

No further events today



Veronica Tay
Sales Manager | Exhibition
Singapore International Water Week

LET'S MEET

Short write-up about your company

Request Live Meeting

Request Live Chat

[Exhibitor Information](#)

[Meeting Hub](#)

[Brochures](#)

[Product Brochure](#)
Sample
PDF Document – 4.5 MB

[Product Brochure](#)
Sample
PDF Document – 4.5 MB



Note: Visuals may be subjected to change at Organisers' discretion.

Booth Visual - When Exhibitor is **Offline**

< BACK TO VIRTUAL EXHIBITION

LIVE SUPPORT DND EXPORT

COMPANY NAME

Logo

No further events today



Veronica Tay
Sales Manager | Exhibition
Singapore International Water Week

LET'S MEET

Short write-up about your company

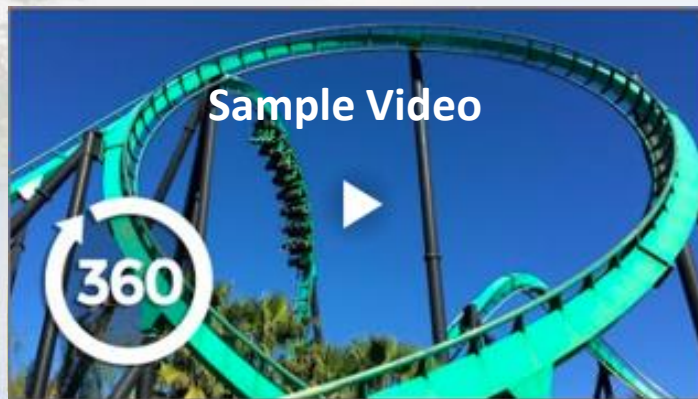
Exhibitor Information

Meeting Hub

Brochures

Product Brochure
Sample
PDF Document – 4.5 MB

Product Brochure
Sample
PDF Document – 4.5 MB



Note: Visuals may be subjected to change at Organisers' discretion.

Content Access by Types of Virtual Passes

	Exhibitor Pass	Delegate Pass
Paid Content		
Water Convention Technical Sessions (WC/T) [150 oral presentations over 45 sessions] Oral presentations delivered by authors across five themes – (a) delivering water from source to tap (network); (b) delivering water from source to tap (treatment); (c) effective and efficient wastewater management; (d) cities of the future; and (e) water quality and health	X	✓
Water Convention Poster Sessions (WC/P) [150 to 200 poster presentations over 7 sessions] Poster sessions with authors across five themes	X	✓
Keynotes (K) [3 to 4 invited speakers] Insights by global leaders on topics of relevance to the water sector	X	✓
Innovation to Practice (I2P) Series [8 to 10 sessions] Sharing by industry and utilities on their end-user journey in adopting innovative solutions to solve real water challenges	X	✓
Thematic Webinars (TW) [15-20 sessions] Thematic sessions presenting case studies, solutions and panel discussions on topics of emerging interest	Limited	✓

Content Access by Types of Virtual Passes

	Exhibitor Pass	Delegate Pass
Free-to-Air Content		
Up Close and Personal (UCP) Series [6-8 sessions] One-to-one interview with global water business leaders to share about their vision, corporate and business strategy of their company	✓	✓
Virtual Expo [100 to 150 virtual exhibitors] Virtual marketplace showcasing latest cutting-edge products, technologies and solutions in urban water management	✓	✓
Product/ Technology Showcase (PS) [20 to 30 showcases] Presentation by participating exhibitors on their technical products, services and solutions	✓	✓

Participating in Virtual Expo @ SIWW2021 Online

	Early Bird Rate (Valid till 1 April 2021)	Standard Rate (Applicable after 1 April 2021)
Special Rates* for Exhibitors taking up a booth at SIWW2022	S\$1,200/booth	S\$1,800/booth
Singapore Pavilion**	S\$1,400/booth	S\$2,000/booth
Rates for Exhibitors participating in SIWW2021 Online only	S\$2,400/booth	S\$3,600/booth

*Exhibitors who sign up for an exhibition booth at the Water Expo @ SIWW2022 will get to enjoy this special discounted rate for participation at the Virtual Expo @ SIWW2021 Online.

** Singapore Pavilion rates are before Lead IFM Funding.



Sponsorship Opportunity – Gold Sponsor (\$15,000)

Entitlements	SIWW2021 Spotlight	SIWW2021 Online
Exhibition Space		
Entitlements:		
- Display of corporate logo		
- Display of corporate profile write-up		
- Display of corporate/product brochures in PDF format		
- Display of promotional video		
- Leave-a-Message		
- Meeting Scheduler		
- Post-Event Report		
	NA	Yes
Access Passes		
SIWW2021 Spotlight: Physical Passes	2 x Physical Passes	NA
SIWW2021 Online: Exhibitor Passes	NA	2 x Exhibitor Passes
SIWW2021 Online: Delegate Passes	2 x Complimentary Delegate Passes (Virtual Access)	
Marketing & Publicity		
Logo on Virtual Platform	NA	Yes
Logo on all event marketing collaterals, where appropriate	Yes	Yes
Logo on SIWW website and hyperlink to sponsor's homepage	Yes	Yes
Corporate write-up on SIWW website (250 words)	Yes	Yes
Add-On Available		
Webinar / Technical Presentation	NA	Yes, 1 x 45min slot

For any queries or customised sponsorship opportunities, please contact Ms Veronica Tay at sales@siww.com.sg.



Website Rate Card

Why Advertise with Us?



36,000
Users Per Year



Audience of Water Professionals



Global Reach

Advertising Rates

	3 Months (Apr - Jun 2021)	3 Months (Jul - Sep 2021)
Rectangle	S\$3,000	S\$1,500
Long Banner	S\$9,000	S\$4,500

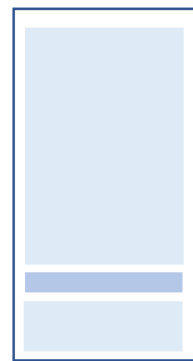
Specifications

Ad Unit	Dimensions (WxH)	Maximum File Size	File Type
Rectangle	450 x 150 px	200 KB	JPG, GIF, PNG
Long Banner	1350 x 150 px	500 KB	

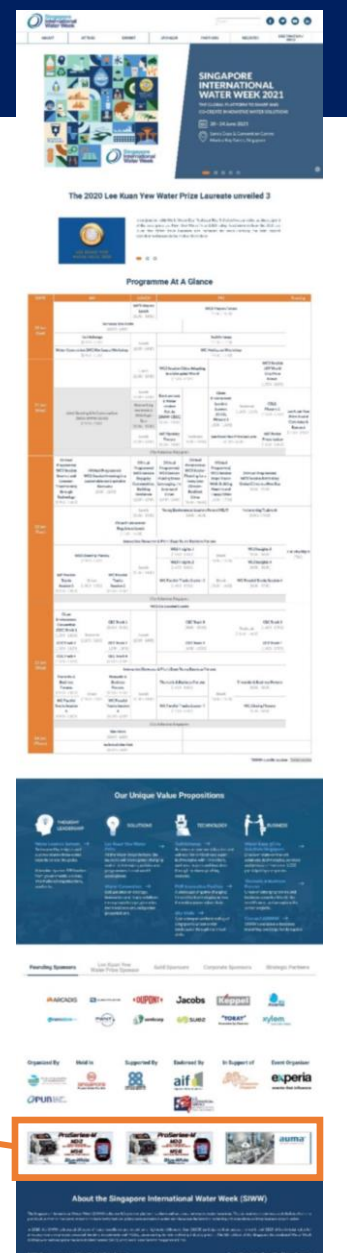
Advertisers to provide artwork and URL for hyperlink



Rectangle



Long Banner



eDM Advertising Rate Card

Why Advertise with Us?



34,000
Subscribers



Audience of Water
Professionals



Global Reach

Specifications

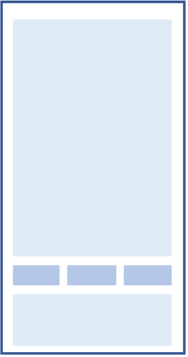
Ad Unit	Dimensions (WxH)	Maximum File Size	File Type
Rectangle	150 x 150 px	200 KB	JPG, GIF, PNG
Long Banner	600 x 150 px	500 KB	

Advertisers to provide artwork and URL for hyperlink

Advertising Rates

	Rates Per Edition*
Rectangle	S\$300
Long Banner	S\$900

*Applicable from April 2021 to April 2022



Rectangle



Long Banner

SINGAPORE INTERNATIONAL WATER WEEK 2021
THE GLOBAL PLATFORM TO SHARE AND CO-CREATE INNOVATIVE WATER SOLUTIONS

SIWW2021 SPOTLIGHT
21 June 2021

SIWW2021 ONLINE
21 June – 2 July 2021

A World Water Day 2021 message:
Hear from SIWW's MD, Ryan Yuen on his mission on turning the tide for the SIWW2021

It was a twist of tales from many around the world when COVID-19 hit. It was also a time where sustainability and resilience were put to the test. On World Water Day today, we take a moment to stop, breathe, and remember the importance of clean and freshwater and safeguarding this precious resource.

Singapore is not alone in facing urban water management issues such as flood management stemming from ever rising sea levels and a low-lying coastline, and, extreme weather conditions like a prolonged dry spell. In the global fight against climate change, safeguarding water security and reducing carbon footprint through the use of clean energy remains paramount for us as is for the world too. The Green Plan, which is Singapore's whole-of-nation movement to advance the national agenda on sustainable development strengthens Singapore's commitments under the UN's 2030 Sustainable Development Agenda and Paris Agreement.

Join us at SIWW2021 Online Virtual Expo!

Introducing the SIWW2021 Online Virtual Expo, happening from 21 June to 2 July 2021. Attendees can engage, network and learn about your innovative products at their convenience, from any part of the world. Be part of this immersive and interactive SIWW Online virtual platform to reach your target audience today!

Have a chat or book a space by contacting sales@siww.com.sg.

IDE When others see industrial water problems IDE sees water solutions [Learn More](#)

Ministry of Sustainability and the Environment SINGAPORE | PUB SINGAPORE'S NATIONAL WATER AGENCY

Held in Conjunction with
WORLD WATER SUMMIT | CleanEnviro Summit

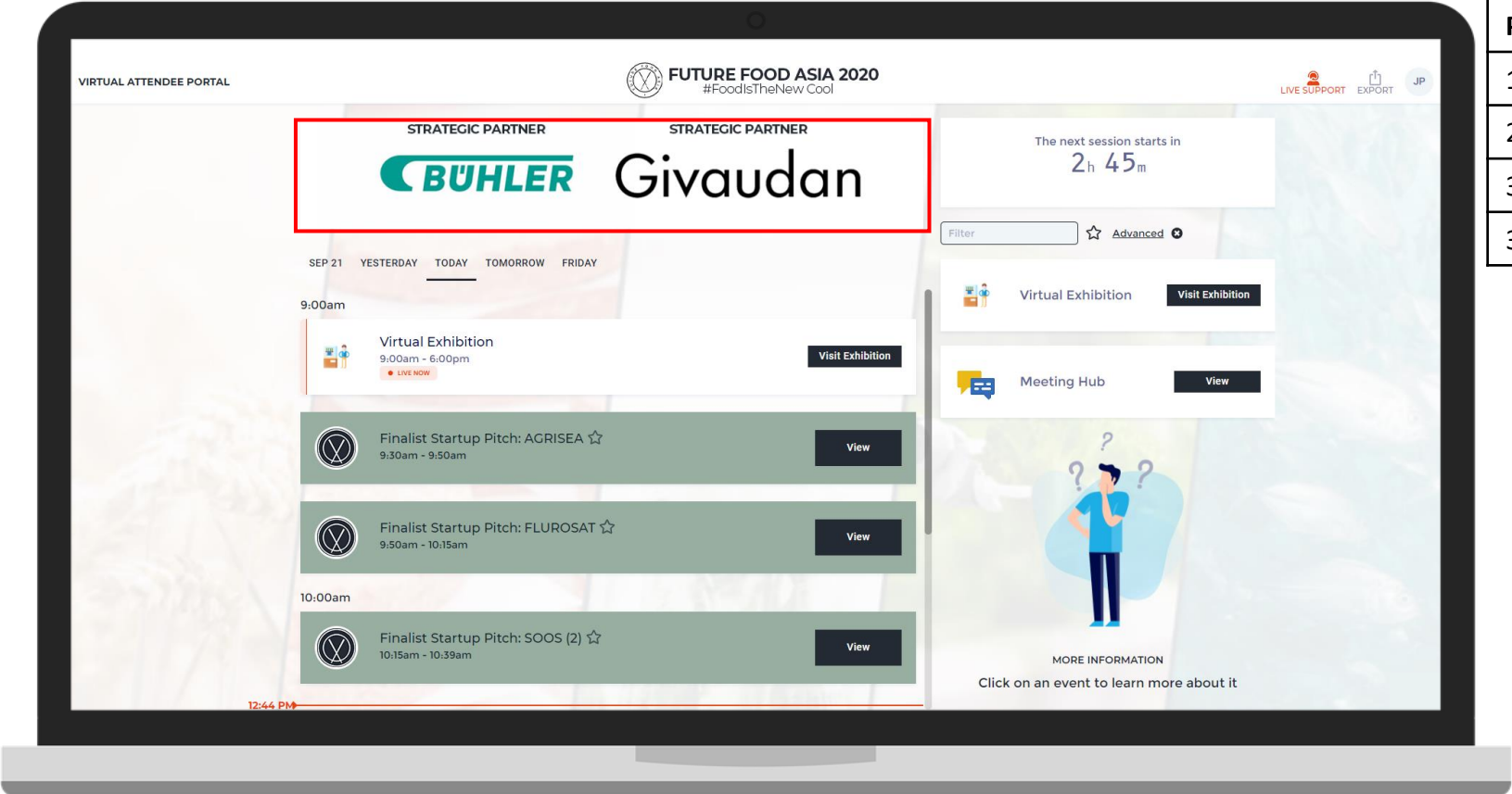
LEE KUAN YEW WATER PRIZE SPONSOR
TEMASEK EDUCATIONAL

Advertising Opportunities – Virtual Platform

• Cost:

Period/Dates	Cost (SGD)
18 Jun – 25 Jun 2021 (Event Week 1)	\$2,100 - \$ 4,200
26 Jun – 2 Jul 2021 (Event Week 2)	\$2,100 - \$4,200
3 Jul – 2 Aug 2021 (On-Demand Month 1)	\$1,200 - \$3,400
3 Aug – 2 Sep 2021 (On-Demand Month 2)	\$900 - \$3,000

- Banner is located on the main programme listing for SIWW2021 Online, premium page of the portal.
- Banner will be locked at its position even when user scrolls down.
- Exclusivity: Non-Exclusive
- 20% discount to SIWW2021 Online Sponsors and exhibitors.
- Remarks
 - Banner to be provided by Advertiser and no change allowed upon submission of banner.
 - Rotating Banner, rotates every 3 seconds.



Note: Visuals may be subjected to change at Organisers' discretion.

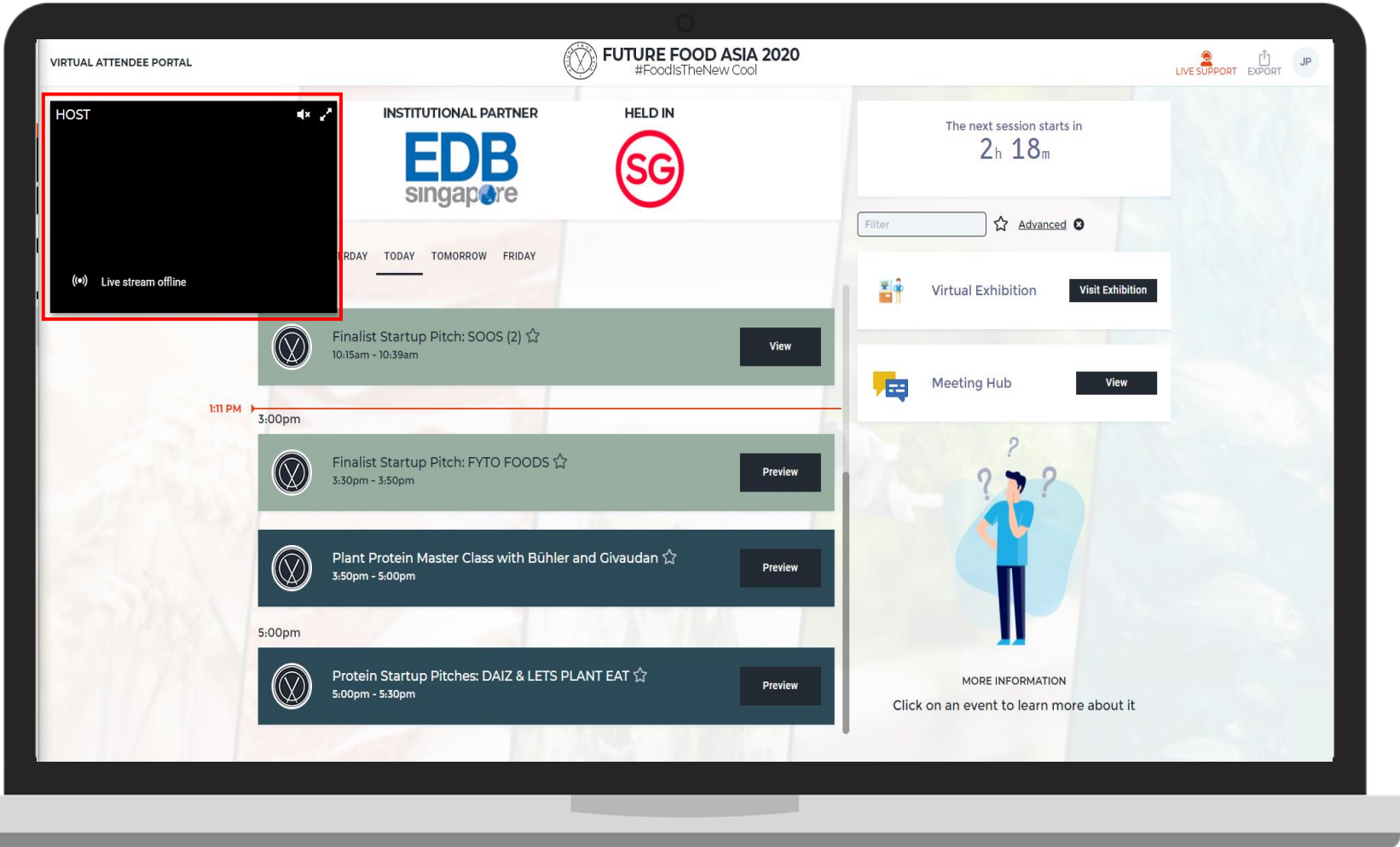


Rotating Banner Rates

In Order	18 June to 2 July	3 July – 2 August	3 August – 2 September
1	S\$4,200	S\$3,400	S\$3,000
2	S\$4,200	S\$3,400	S\$3,000
3	S\$4,200	S\$3,400	S\$3,000
4	S\$3,600	S\$2,800	S\$2,400
5	S\$3,600	S\$2,800	S\$2,400
6	S\$3,300	S\$2,400	S\$2,100
7	S\$3,300	S\$2,400	S\$2,100
8	S\$2,100	S\$1,200	S\$900
9	S\$2,100	S\$1,200	S\$900
10	S\$2,100	S\$1,200	S\$900

SIWW2021 Online Sponsors and Exhibitors will be entitled to a 20% discount off advertising published rates.

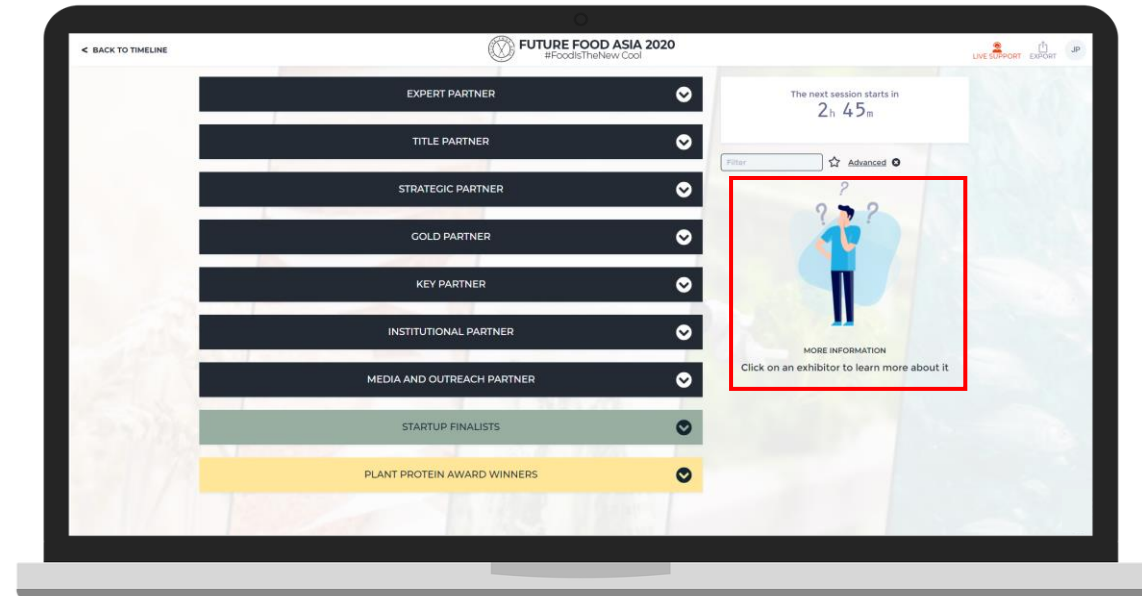
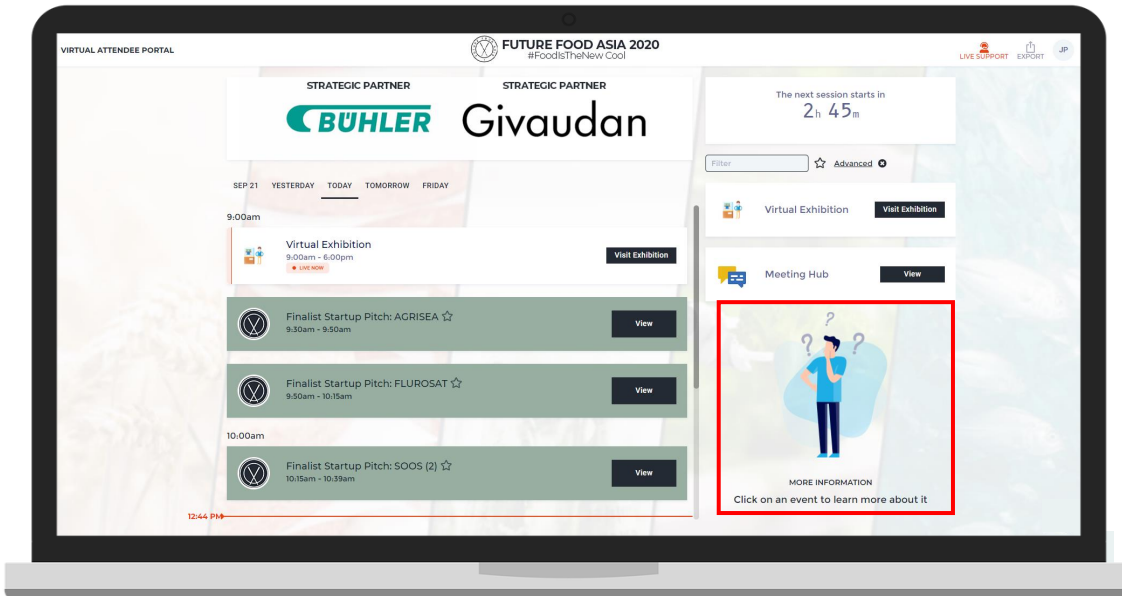
Advertising Opportunities – Virtual Platform



Price	S\$1,800 / per run
Location	1x 30 second pop-up advertisement (in between sessions)
Exclusive/ Non-Exclusive	-
Remarks	<ul style="list-style-type: none"> • Advertiser to provide 30second video to be uploaded. • Each additional second charged at S\$200. • 20% discount to SIWW2021 Online Sponsors and exhibitors. • No changes allowed upon submission. • Schedule of advertisement subjected to Organiser's decision.

Advertising Opportunities – Virtual Platform

Note: Visuals may be subjected to change at Organisers' discretion.



• Cost:

Period/Dates	Cost (SGD)
18 Jun – 25 Jun 2021 (Event Week 1)	\$5,000
26 Jun – 2 Jul 2021 (Event Week 2)	\$5,000
3 Jul – 2 Aug 2021 (On-Demand Month 1)	\$3,500
2 Aug – 2 Sep 2021 (On-Demand Month 2)	\$2,500

- Location: 2x concurrent placements – Main Agenda and Exhibitor Listing Page
- 20% discount to SIWW2021 Online Sponsors and exhibitors.
- Exclusivity: Exclusive during selected periods
- Remarks
 - Banner to be provided by Advertiser and no change allowed upon submission of banner.
 - Static Banner



Singapore International Water Week

SIWW2022

17 to 21 April 2022

Sands Expo & Convention Centre



About SIWW2022

Water Expo at SIWW2022 is a major trade exhibition showcasing a comprehensive range of products and services and the latest state-of-art technologies of the entire water value chain. It is a marketplace where top government officials, industry leaders, water experts, practitioners as well as procurement officers and enterprises converge to establish business and networking opportunities.

Creating Business Opportunities

Overseas Buyers and Distributors Programme



- Invite potential buyers/distributors from regional markets in Southeast Asia (SEA)
- Create more business opportunities and lead generation for Exhibitors
- Dedicated hour(s) at Water Expo to conduct pre-scheduled one-to-one meetings between exhibitors and regional buyers/distributors in SEA

Overseas Visitors Programme



- Invite regional partners to curate visit programme for overseas delegations to visit Water Expo and meet our exhibitors
- Objectives: To promote international business networking opportunities and exchange of learnings

Co-location of SIWW with WCS and CESG



- SIWW will be co-located alongside the World Cities Summit and CleanEnviro Summit Singapore
- This 3-in-1 platform offers unique opportunities for businesses in water, environment, waste, sustainability and urban planning to collaborate and seek new business



Why Participate in SIWW2022?

- Business leaders, Water Leaders Summit where we bring in the technical experts
- Associate yourself as the forefront of the industry
- Technology, forefront of technology with the digital solutions pavilion where we gather all the latest technology in one

Thematic Pavilions

Digital Solutions Pavilion

We welcome digital and smart solution providers to participate and showcase your technologies at the Digital Solutions Pavilion @ Water Expo.

The Pavilion will be the largest gathering of digital technology solution providers ever in an international water trade show, and it will profile the latest cutting-edge solutions to more participating trade visitors and delegates.



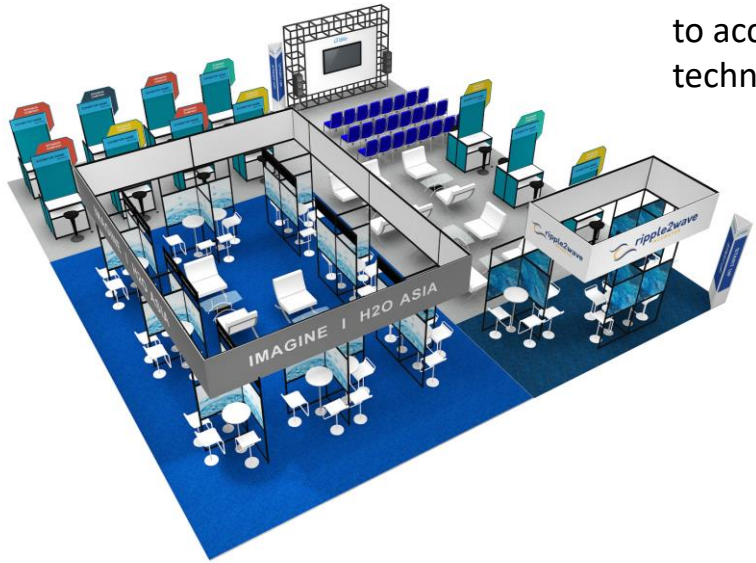
Coastal Protection Pavilion

Coastal protection is key to building climate resilience. We welcome the participation of companies offering solutions and technologies in coastal engineering, modelling, design and consultancy to manage inland and coastal flood risks.

Start-Up Pavilion

The Start-up Pavilion is a platform for promising start-ups to establish new connections and meeting up with potential partners or investors for collaboration.

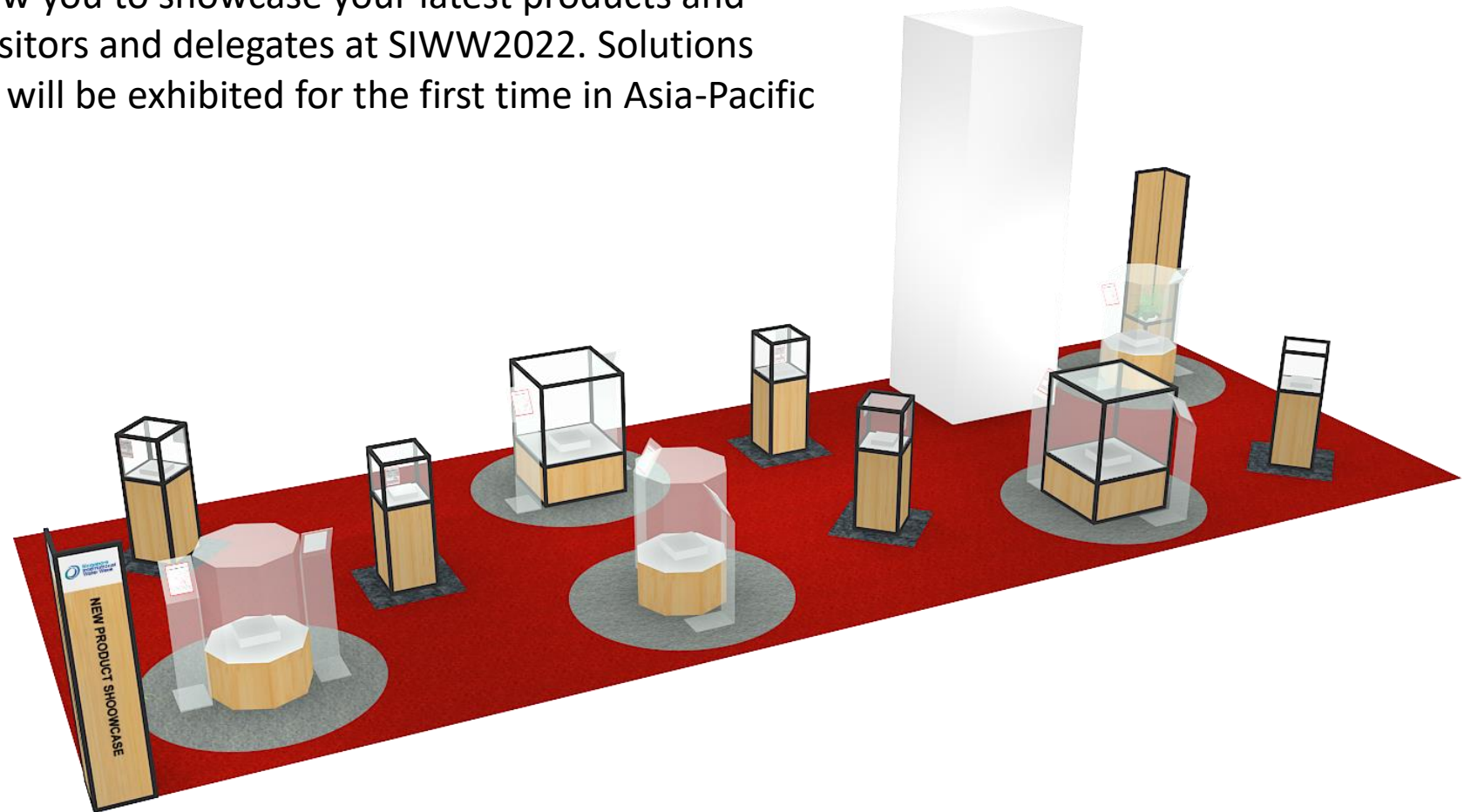
It gathers entrepreneurs, investors, venture capitalists, accelerators and industry professionals from across the water industry. It is most suitable for start-ups who are looking to accelerate the commercialisation of new technologies and form strategic relationships.





New Product Showcase

The New Product Showcase will allow you to showcase your latest products and innovations to participating trade visitors and delegates at SIWW2022. Solutions that are presented at this showcase will be exhibited for the first time in Asia-Pacific in 2022.



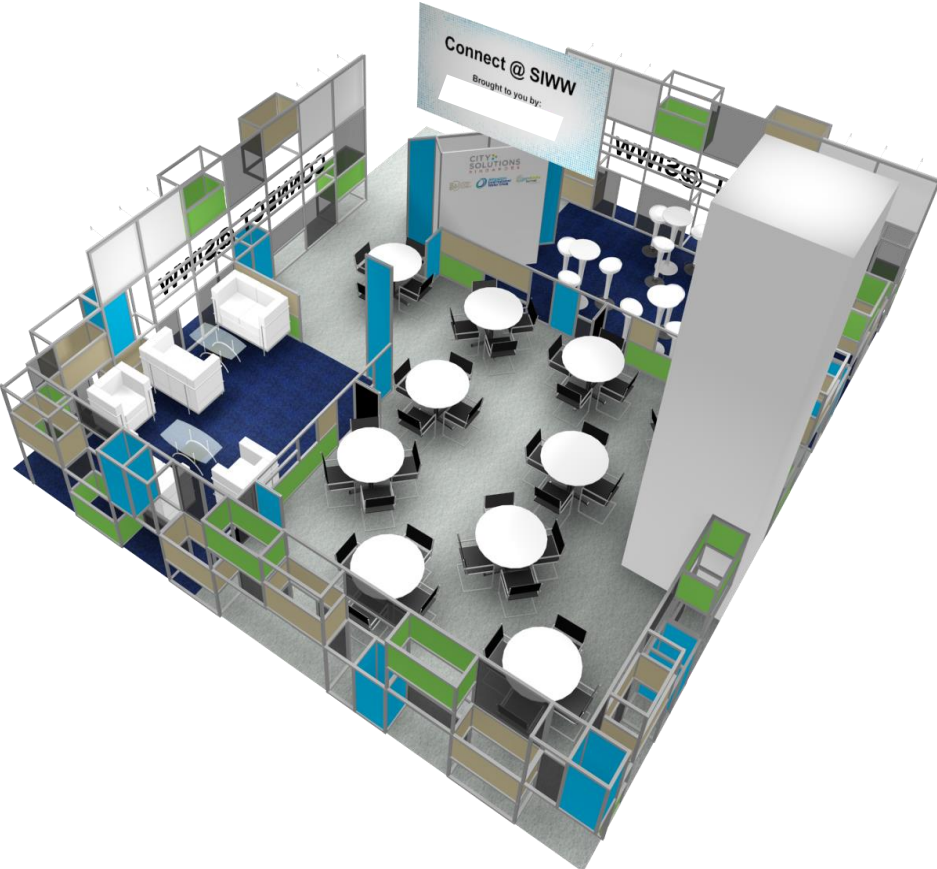
Solutions Stage



A platform for you to showcase your company's latest products and solutions to trade attendees at the show floor.

Business Matching Lounge

A private meeting area for your 1-to-1 business meetings with your clients.

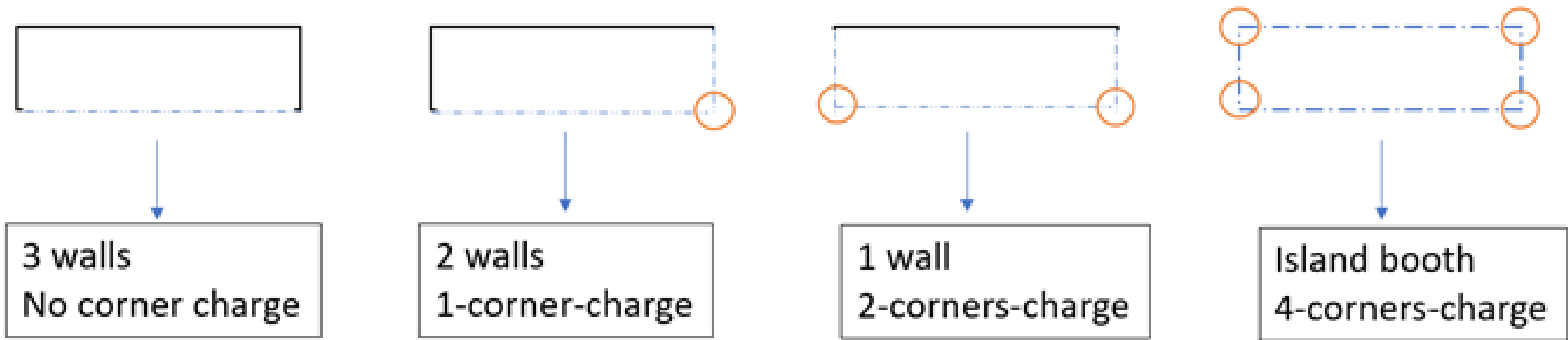


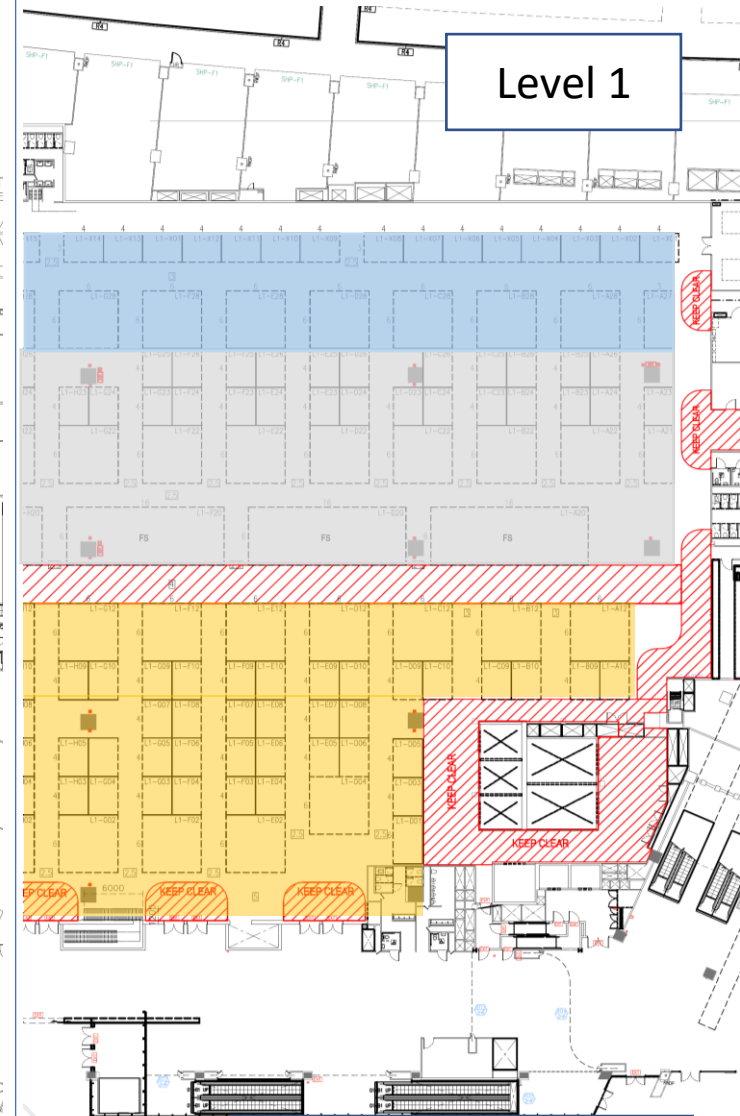


Cost for Participation in SIWW2022

Packages	Rates for New Exhibitors		
	Zone C (blue)	Zone B (grey)	Zone A (gold)
Raw Space (<i>min. 24sqm</i>)	S\$660/sqm	S\$680/sqm	S\$700/sqm
Shell Scheme (<i>min. 12sqm</i>)	S\$740/sqm	S\$760/sqm	S\$780/sqm
Singapore Pavilion (<i>min. 12 sqm</i>)	S\$750/sqm	S\$770/sqm	S\$790/sqm
Additional Charges			
Corner Charge	S\$50/corner		

How does corner charge work?





Legend:

Zone A	Zone B
Zone C	



SIWW2022 Premium Sponsorship

Entitlements	Founding Sponsor SGD150,000	Platinum Sponsor SGD100,000	Gold Sponsor SGD50,000
Exhibition Space (Raw Space)	96sqm	66sqm	36sqm
Water Leaders Summit*	4 tickets	2 tickets	1 ticket
Water Convention	6 tickets	5 tickets	1 ticket
Lee Kuan Yew Prize Award Banquet & Ceremony	4 tickets	2 tickets	1 ticket
Welcome Reception	4 tickets	2 tickets	2 tickets
Golf	2 pax	2 pax	-
Advertisement in Trade Directory	1 page	1/2 page	1/2 page
Logo Acknowledgement on marketing collaterals	Where applicable	Where applicable	Where applicable

**By-invitation only event*



See you at the next Singapore International Water Week!

Interested to Exhibit?

Please contact Ms Veronica Tay to reserve your space today!

Mobile: +65 9733 9364, Email: sales@siww.com.sg

Stay connected with us:



siwwlinkedin



siww.com.sg



www.siww.com.sg



@WaterWeekSg