



**Water Institute of  
Southern Africa**



**Biennial Conference and Exhibition**  
12 - 14 JUNE 2024, DURBAN, KWAZULU-NATAL



**2024** | Sponsorship  
Exhibition Prospectus



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# Welcome



## What Is The WISA Biennial Conference & Exhibition?

The water sector is poised to attack the water crisis and implement policies, projects and new technologies that can solve many of our problems. It is now time to reflect on the current position that our sector is in and plot the course to the desired destination.

The WISA Biennial Conference & Exhibition is one of the largest gatherings where people from all spheres of the water sector get together to share their expertise, knowledge and find probable solutions to our ongoing water challenges.

It is the most beneficial networking event within the water sector, and is a huge marketing opportunity, and stakeholder influencer. Our conference theme in 2024 is "Turn the Tide". A wide range of topics will be covered in multiple parallel sessions and we aim to attract more than 2000 delegates, with representation from national and local government, as well as several international delegations.

## About WISA

WISA is a professional, comprehensive, independent volunteer, water sector community institution that provides diverse membership benefits, and supports the African water sector in a representative and effective way. It strives to be an effective, efficient and ethical organisation, subscribing to the principles of its memorandum of incorporation and complying with processes of good corporate governance. WISA is also recognised as a Professional Body by SAQA.

WISA has over 3500 members and is proud to have the Department of Water and Sanitation as a Patron Member.

## Why Sponsor?

- Increase your pre-conference exposure through marketing coverage (website / social media / mailers)
- Raise your profile above your competitors
- Increase recognition and drive traffic to your exhibition stand / website
- Marketing platform through branding and acknowledgement
- Contribute to and be actively involved in the development and growth of the industry and those that work in the water sector
- Deliver a greater ROI. Sponsoring an event can often be cheaper and have a higher return on investment than a TV commercial or other advertising methods.
- Contribute to the upliftment of science and technology.
- Increase your company's perceived image – sponsoring such a big, professional, and reputable event will provide the impression that your company is a reputable one.
- Gain the respect and credibility of your target audience.

## Why Exhibit?

- Launch new products
- Strengthen current product popularity
- Generate sales leads • Reach new specific markets
- Meet with sector specific audience
- Be recognised
- Brand trust: if you exhibit then you are more likely to be considered a serious business player
- Visibility: you might have a strong online presence, but to strengthen and grow, there also needs to be a real visibility. People buy from people.
- Train, coach and motivate staff in communication skills
- Market intelligence – get to know your competitors and their products
- Keep up on industry trends and products that compliment your business





## Message from the Organizing Committee Chair

The time for the WISA Biennial Conference and Exhibition is upon us. This edition comes at a time when the water sector has been riddled with a number of issues challenging the sustainability and reliability of water and sanitation services supply. Once again, the conference will bring together a healthy diversity of water professionals from the public and private sectors, and important stakeholders. It will further allow for presentation of the latest developments and innovation in water technologies and research. The theme for this edition of the conference is Turn the Tide. It is more than a theme; it is a call to action of water practitioners and professionals by fellow water professionals. It recognizes that a tide has to turn for the country to meet SDGs, improve wastewater collection and compliance and achieve protection of the environment.

Our sub-themes follow-on on the same call for action approach with a touch of a nautical theme as listed below:

1. Hands on the wheel – Moving towards stronger partnerships and stakeholder engagement
2. Aye Aye Capt'n – Turn the tide with improved governance
3. Reading the charts – Effecting resilient planning and management in a changing environment
4. Forging A'Head and improving municipal water and sanitation service delivery
5. Tending the lookout – Optimising monitoring and efficiency
6. Clipping new edges with innovation and Technology

Through these themes, the conference hopes to further bring afore experiences and proposals on surviving and overcoming the current water issues including operation of water and wastewater treatment systems and guaranteeing supply in an energy constrained country; the recent Green and Blue Drop reports scores; the cut in spend by the National Treasury; operations and infrastructure recovery from recent floods; recent cholera outbreak; climate change effects including the eminent El Nino effect. We aim to bring in a more diverse audience as water affects all industries, and strongly encourage outputs and action plans from the workshops to be hosted at the event. We will be partnering with a number of organizations in the sector to ensure that attendees get treated to a premium and insightful experience.

Please bring your research, innovations, water sector experiences and great minds to Durban in May 2024, and let us, together Turn the Tide.

Until we meet.

**Mr Mluleki Mnguni** - Chair of the OC



## Message from the CEO

Greetings to all ! I'm so excited to and looking forward to seeing all of you again. This conference is a testament to our shared passion for water, and I'm grateful for your dedication to this critical issue.

You'll be coming come from all over the world, bringing with you a wealth of knowledge and expertise. Your collective efforts are what drive progress in water management, and this conference is a chance for us to come together, learn from each other, and brainstorm new solutions.

Over the conference few days, we'll have amazing speakers, workshops, and interactive sessions on everything from groundbreaking research to cutting-edge technologies. This is a chance to soak up new knowledge, connect with others, and create a ripple effect that will reach far beyond these walls.

I encourage you to actively engage, collaborate, and share your insights. Together, we can truly make a difference. Embrace the diversity of perspectives here, and let's collectively shape the future of water conservation and management. Also, don't forget to take advantage of the networking opportunities! Strike up conversations, make new friends, and forge lasting partnerships. Together, we can amplify our impact and work towards a more sustainable future.

Finally, I want to thank you all for your unwavering commitment to water. Your tireless efforts, creative solutions, and dedication are inspiring. Together, we can create a world where water scarcity is a thing of the past.

So let's embark on this journey together, with curiosity, openness, and enthusiasm. I'm confident that this conference will be a remarkable experience for all of us.

Welcome to the water sector enthusiasts gathering!

**Dr Lester Goldman** - WISA CEO



# Theme: “Turning the Tide”

We are excited to announce that the Biennial WISA 2024 Conference is back in the city of Durban and will take place on 27-29 May 2024 at the Durban ICC. To maintain the momentum of the 2022 conference, this event will continue with the nautical theme and aims to engage professionals and thought leaders to collaborate in providing innovative insight and solutions to progress within the sustainable development goals (SDGs) by “Turning the tide”.

Water is key to the economy including health, jobs as well as poverty eradication (inequality) and forms the basis of industry and social well-being. The 2024 Conference will bring together academics, professionals and industry leaders in water, sanitation, health, hygiene, mining, agriculture and manufacturing as well as the public sector in terms of policy makers, law makers and servicing authorities to collaborate on broad aspects of water challenges, climate change risks and innovation and technology solutions. The various subthemes below will ensure there is inclusivity, opportunities for partnerships as well as improved governance within the sector to foster next-generation solutions. To achieve the SDGs, particularly SDG6 - access to clean water and sanitation – actions and commitment need to be ramped up within the next 7 years; owing to the water action decade.

The subthemes are:

## 1 Hands on the wheel: Moving towards stronger partnerships and stakeholder engagement

This subtheme will focus on international initiatives, public private partnerships (PPPs), SDG6 communication and stakeholders, including developing capacity within the WASH sector such as technical skills and soft skills.

## 3 Reading the charts: Effecting resilient planning and management in a changing environment

With a changing environment and the impacts of climate change, it is integral to effectively plan toward integrated waste resources management, project management, disaster management (as a result of floods, droughts, waterborne diseases, pollution incidents), surface water resource protection and accessibility, including hydrology, in all terrestrial habitats and aquatic ecosystems. Moreover, this subtheme will invite papers on groundwater management, availability, accessibility and resilience planning including stormwater management. In addition, with attention to SDG2, agriculture and plant-soil-water enhancements.

## 5 Tending the lookout: optimising Monitoring and Efficiency

Monitoring and evaluation are key to efficient service delivery. This subtheme focusses on efficiency in water use with water balances, water quantity monitoring, WCDM and wastewater reuse, water quality impacts (surface and groundwater), monitoring, assessment and modelling. New methods and instrumentation for monitoring in chemical, microbiological and other laboratory analyses.

## Aye Aye Capt'n: Turn the tide with improve governance

This subtheme targets water governance, water law and regulation, water economics, business development with particular attention to the circular economy, Financials & Infrastructure Asset management

## Forging A'Head: Improving municipal water and sanitation service delivery

All things service related such as drinking (potable) water and access to clean water, municipal performance, blue and green drop certification, sanitation delivery including alternative sanitation, excluding sewage treatment technology and infrastructure design, construction, operation and maintenance and efficiency.

## Clipping new edges with Innovation and Technology

Innovation leads to change and progressive movement. This subtheme will target treatment technologies in wastewater and wastewater reuse, including sewage treatment, wastewater and faecal sludge, mine water and acid mine drainage, nature-based solutions such as natural and constructed wetlands, 4IR, bioremediation, alternative technology (non-sanitation), applied science or Artificial Intelligence (AI).

# Primary Sponsorship Benefits

	Anchor	Platinum	Gold	Silver	Bronze
Value (Excludes VAT at 15%)	R800,000	R650,000	R330,000	R190,000	R110,000
Number Available	1 (Exclusive)	2	3	4	4
PRE-CONFERENCE EXPOSURE					
Logo on Conference website with URL link and company description	300 Words	220 Words	110 Words	80 words	50 words
Video on Conference Website (to be supplied by sponsor)	Yes				
Logo to appear on all marketing material distributed prior to the Conference	Yes – in a prominent position	Yes	Yes	Yes	
AT CONFERENCE EXPOSURE					
Listing in Conference electronic Programme / Book of Abstracts (Sponsor & Exhibitor section)	300 words	220 words	150 words	80 words	50 words
Exhibition / Display	6m x 6m (36m <sup>2</sup> ) (includes 8 exhibitor delegates)	9 x 3m (27m <sup>2</sup> ) (includes 6 exhibitor delegates)	6m x 3m (18m <sup>2</sup> ) (includes 4 exhibitor delegates)	3m x 3m (9m <sup>2</sup> ) (includes 2 exhibitor delegates)	3m x 3m (9m <sup>2</sup> ) (includes 2 exhibitor delegates)
Complimentary delegates (includes conference session access and excludes technical tours, gala dinner, travel and accommodation)	10	6	3	2	1
Acknowledgement on electronic holding screens.	In plenary hall	In breakaway venue	In breakaway venue	In breakaway venue	N/A
Speaker opportunity	Opening Session presentation slot				
Acknowledgement in Plenary session (includes Logo on looped presentation in plenary session)	Yes – prominent position	Yes			
Logo on Conference signage and banners	Yes – prominent position	Yes	Yes	Yes	
Inserts to be included in delegate packs (sponsor to provide)	2	1	1	1	N/A
Advertisement in final digital programme	Double page advertorial spread	Full Page	Half page	Half Page	
Opportunity to host breakfast or lunch symposium (additional cost to be covered by sponsor)	Yes (no royalty fee)	Yes (royalty fee of R15,000)	Yes (royalty fee of R20,000)		
POST CONFERENCE EXPOSURE					
E-mail to attendee database with sponsorship/exhibitor acknowledgement	Yes	Yes	Yes	Yes	Yes
Post Conference exposure on WISA 2024 website.	Yes	Yes	Yes	Yes	Yes



**TURN THE TIDE**



# Additional Sponsorship Opportunities

Delegate Pack Items	Cost	Detail
1. Conference Bags (Exclusive)	R260,000	Co-branding on the Conference bag 1 x Insert into Conference bag Full page advertisement in final digital programme book Logo, URL & company write up conference website and in final programme (110 words) 1 x Complimentary Delegate
2. Mousepad with wireless optic mouse	R150,000	Co-branding on mousepad and mouse Logo and URL on conference website & final digital programme book /app
3. Colourful socks (South African made)	R150,000	Co-branding on socks Logo, URL & company write up conference website and in final programme (100 words) One complimentary delegate Half page advertisement 1 x Insert into delegate packs
4. Mini Programme	R86,250	Sponsor logo on the front of the mini programme (to be inserted into each delegate's badge) Logo & URL on conference website & final programme book / app
5. Conference Notepads	R57,500	Logo on notepad along with Conference branding – A5 Logo, URL & company write up conference website and in final programme
6. Conference pens	R57,500	Co-branding on Conference pen 1 x Insert into delegate bag Logo, URL & company write up conference website and in final programme
7. Delegate Gifts Trinket gifts – bag drop 4 x opportunities available	R30,000	Logo on delegate gift (sourced by the committee in consultation with the sponsor) Sponsor provided opportunity to supply branded packaging for the gifts. Logo, URL & company write up conference website and in final programme
8. Delegate Pack Inserts	R8,750	Company to supply 1,500 copies of the insert A4 size (1 insert only)

\*\*All Costs listed are VAT exclusive

Registration	Cost	Detail
1. Registration	R155,000	Co-branding of registration area Opportunity to display brochures and banners in registration area Opportunity to provide branded shirts for registration staff 1 x Insert into delegate packs Half page advertisement in final programme / abstract book 1 x complimentary delegate Logo, URL & company write up conference website and in final programme (80 words)
2. Name Badges & Lanyards	R75,000	Logo included on name badge and lanyard (to be designed and sourced by the LOC) Logo, URL & company write up conference website and in final programme 1 x insert into delegate bag

\*\*All Costs listed are VAT exclusive

Travel Grants	Cost	Detail
1. Travel Grants for bursaries	Registration, travel and accommodation per delegate. <i>Cost Subject to Quotation</i>	Acknowledgement according to contribution value Logo, URL & company write up conference website and in final programme To be used to fund students and delegates from developing countries
2. Keynote Speakers	R35 000 per Key-note Speaker flight / accommodation / registration fees	Acknowledgement according to contribution value Logo, URL & company write up conference website and in final programme Acknowledgement in electronic branding inside venue where the sponsored speaker is presenting.

\*\*All Costs listed are VAT exclusive

Catering & Events	Cost	Detail
1. Conference Dinner 2 x Opportunities available	R250,000	NOTE: This opportunity can be shared with another company Logo on all items related to the gala dinner, including programmes / menus / invitations / tickets Logo, URL & company write up conference website and in final programme (350 words) 2 free standing banners Opportunity to place gifts on the tables for the delegates 5 Minute welcome speech at gala dinner 10 additional tickets for non-delegate guests of your choice
2. Welcome Cocktail Sponsorship	R130,500	Logo included on all materials relating to the meet & greet (including invitations, tickets, etc.) Speaking opportunity at the Cocktail event Logo, URL & company write up conference website and in final programme (120 words) Full page advertisement 6 x complimentary non delegate tickets to event
3. Farewell Reception	R74,750	Logo, URL & company write up conference website and in final programme (80 words) Acknowledgement at Farewell Reception Branding on all materials related to the farewell reception (invitations, tickets, etc.) 2 free standing banners
4. 1 x Coffee bar during re- freshment breaks	R45,000 per day	Co-branding on coffee no bar Branded apron for barista (sponsor to provide) Product samples can be handed out (sponsor to provide) 2 x free standing pull up banners in next to cappuccino bar Logo, URL & company write up conference website and in final programme

\*\*All Costs listed are VAT exclusive

OTHER OPPORTUNITIES		Cost	Detail
1.	Electronic Posters – branding of a pod of 6 Screens	R165,000	Branding of electronic poster pod, logo on screens. Logo, URL & company write up conference website and in final programme 1 x Complimentary delegate
2.	Wi-Fi	R130,000	Acknowledgement as bronze sponsor Logo, URL & company write up conference website and in final programme Branding of login screen
3.	LOC Branded Clothing 2 x Opportunities available	R94,000	Co-branding of uniform shirts (OC to source in conjunction with the sponsor) 10 x Uniform Shirts for sponsor's staff Logo, URL & company write up conference website and in final programme
4.	Mobile Phone / Tablet Application	R75,000	Co-branding on Mobile Application (all pages) 1 x Insert into delegate bag Logo, URL & company write up conference website and in final programme (50 words) Branding on banners with mobile app information Branding on all marketing materials relating to the mobile application
5.	Mint Tins	R30,000	Logo on mint tin to be handed to delegate in plenary Conference session Logo, URL & company write up conference website and in final programme
6.	Branded Charging Stations	R25,000	Logo on all the charging stations situated in the exhibition hall Logo, URL & company write up conference website and in final programme
7.	Sponsored Satellite Meetings / Workshops	R22,000	Breakfast, Lunch and Dinner slots available Venue provided – all additional expenses to be covered by the sponsor Inclusion on satellite meetings page on the conference website Inclusion on the programme as an official satellite meeting 1 x electronic invitation (sponsor to provide) to be distributed to registered delegates prior to the conference (within last month prior) 1 x invitation insert into delegate bag (to be provided by sponsor) Branding of venue for duration of satellite meeting Logo, URL & company write up conference website and in final programme <i>*Subject to T&amp;C's</i> <i>*Subject to availability outside the conference programme and</i> <i>*Subject to approval by the Technical Committee</i>
8.	Branded water stations	R16,500 per day	Logo on water stations scattered throughout the venue Logo, URL & company write up conference website and in final programme
9.	Speaker gifts	Tbc – dependent on number of speakers	Co-branding of speaker gifts Acknowledgement upon handing over of speaker gift Logo, URL & company write up conference website and in final programme
10.	Tech Tour Transport	TBC	ROI dependent on contribution. This will be quoted closer to the time and once the exact requirements have been determined. This can also be split per event.
11.	Prizes for presentations	TBC	Company name to be associated with prize. Opportunity to hand over the prize over at the Gala Awards Dinner
12.	Electronic brochure on mobile app	R6,350	Electronic brochure on mobile app under sponsors section

# Exhibition Info



It is true that the better you know your customer – and the better your customer knows you – the more likely you are to make that first sale and the increasingly profitable sales that follow. Exhibitions are more about relationship-building than selling a product. They are the most explicit form of direct marketing.

When it comes to the total quantity of a marketing interaction, nothing holds a candle to exhibitions. Exhibitions have a number of advantages over other media. They are powerful tools for:

- Bringing your customers and most active prospects to you
- Meeting pre-qualified prospects
- Allowing you to meet your market face-to-face
- Allowing you to demonstrate products, answer questions and overcome objections
- Using all five senses to communicate a message
- Representing the marketplace in one place and time, bringing together suppliers, buyers, purchase influencers, consultants and media

Exhibitions also produce tangible results, making it easy to measure the medium's return on investment.

The WISA Biennial Conference & Exhibition 2024 will provide companies an opportunity to participate in their exclusive exhibition, focused on all facets of the water sector.

**\*\* Stand positions are allocated on a first confirmation basis and are subject to availability. We will endeavour to allocate your first-choice position selection.**

	SIZE	COST (excl. VAT)
Standard Exhibition Stand	3m x 3m	R49,500
Double Exhibition Stand	6m x 3m	R84,000
Floor Space Only Single Stand	3m x 3m	R46,500
Floor Space Only Double Stand	6m x 3m	R79,500



## Included In Each Stand:

Shell Scheme – 2,500 mm high

Fascia Board with your company name printed on it in black Arial font

1 x 16 amp Plug Point

2 x Spotlights

2 x Chairs

1 x Table

2 x Exhibitor full access exhibitors passes to man the stand for the duration of the Conference (includes access to Conference sessions)

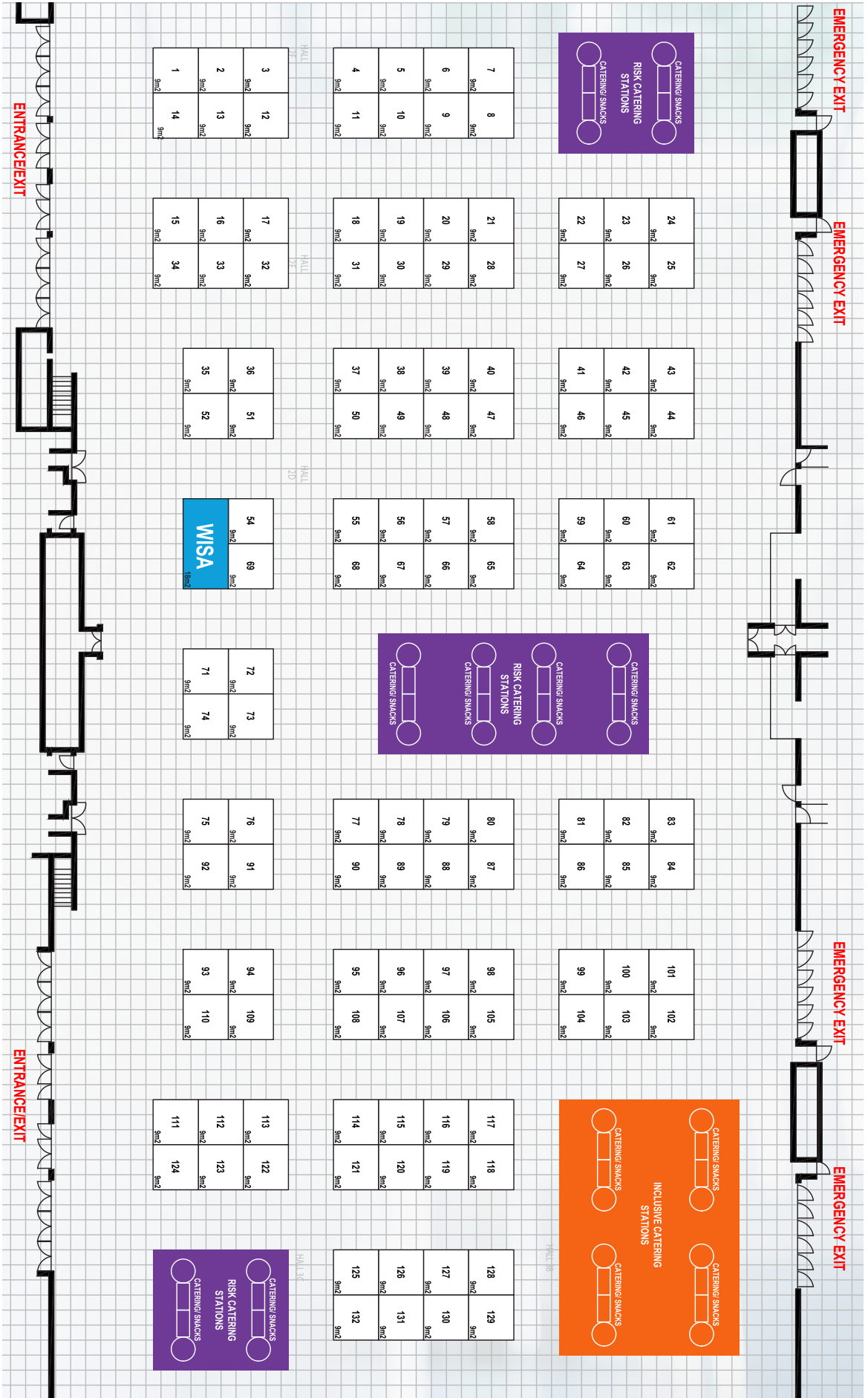
Additional exhibition only delegate @ R2,750.00 excl. VAT each (excludes paid for social events i.e. Technical Tour, Conference Dinner)

## Payment Terms:

Payment Terms will be as follows:

- 25% deposit on signing of contract to secure your stand
- Further 25% payable by 30 January 2024
- Balance (50%) payable by 31 March 2024

# Exhibition Floorplan



# How To Book



Click on Create New Account



Click on New Package  
Click on Create  
Contact, complete  
details



Select Sponsorship  
Package  
Accept Terms and  
Conditions



Submit the booking form and an email with  
the confirmation will be sent



Sign the contract and an invoice  
will be emailed after  
contract signature



An invoice will be sent and to  
pay the deposit

# Contact Us



## WISA Sales

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## For more information contact

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## WISA H/O Support

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