

South Asia's Largest Water Event

CO-ORGANISED BY

ASSOCHAM



# 9<sup>th</sup> EverythingAboutWater EXPO 2012

International Exhibition and Conference on Water and Wastewater Management

**The Only Show By Water Experts**

**February 9-11, 2012**

India Expo Centre & Mart, Greater Noida  
(National Capital Region of Delhi, India)

## STAR ATTRACTIONS



Badge Partner



## GATEWAY TO INDIAN WATER INDUSTRY

### Event Profile

EverythingAboutWater EXPO is **South Asia's largest exhibition** and conference covering the Water & Wastewater industry. Our flagship event in Mumbai celebrated **8 years** in 2010 and saw over **17,035** trade visitors from all corners of the globe come together to share experiences & knowledge, to network and do business over a three day period. The exhibition, the **largest industry gathering** in India, permits you to penetrate dynamic water markets of Indian and International regions.



### Key Information

**Show Title:**

9<sup>th</sup> EverythingAboutWater Expo 2012

**Show Theme:** South Asia's largest Water & Wastewater Management Exhibition

**Venue:** India Expo Centre & Mart, Greater Noida, National Capital Region of Delhi, India

**Exhibition Dates:** 9, 10 & 11 February 2012

**Exhibition Timings:** 10:00 AM to 07:00 PM

**th Status:** The 9<sup>th</sup> in the series

**Frequency:** Annual

**Type of Exhibition:** Trade Event for Business Professionals only

**Total Exhibition Area:** 150,000 sq ft

**Estimated No. of Exhibitors:** 340+

**Estimated No. of Trade Visitors:** 18,500+

**Last date for early bird discount on space booking:** 30 June 2011 (20%), and 30 September 2011 (10%)

**How to participate:** By sending us the Booth Space Application Form, duly filled in.

**Contact for more information & enquiries:**  
enquiry@eawater.com (India)  
intlenquiry@eawater.com (International)

**The Organizer:** EA Water Pvt Ltd is India's only knowledge and marketing solutions provider in Water, Environment and Building sector. In most of its activities, EA Water has always been a market leader & innovator, thus starting fresh trends and newer markets. EA Water is India's 1<sup>st</sup> ISO 9001:2000 certified company in the publication and events sector.

### What to Expect ?

- ▶ **Focus and understanding on water:** We are a water-focused company. Our exhibitions, conferences, magazines, websites, e-Newsletters, seminars, and training programmes are extremely popular with water professionals. As a marketing company, nobody has the focused domain knowledge and exhaustive quality database like ours.
- ▶ **Holistic and comprehensive platform:** The exhibition focuses on the expected dynamic growth in India's water & wastewater market. It provides a unique platform for sourcing and trading of water/wastewater treatment technologies, services and financing. The conference will cover financing opportunities & market trends, legislation & policies, and technological innovation.
- ▶ **Extensive international outreach:** EverythingAboutWater EXPO leverages on the strength of its reach (participation in all International Water Events, and active International Agents in USA, Europe, Middle East and Asia). The latest offering is exclusive China Edition of EverythingAboutWater magazine which reaches out to entire water community in China.
- ▶ **Strong support from industry and media:** International and local trade associations such as ASSOCHAM, VDMA, Indian Water Works Association, Indian Desalination Association, Indian Environmental Association, and Indian Membrane Society, as well as leading print & electronic media actively support the event.
- ▶ **India's strategic position as South Asia's water hub:** India is one of the biggest and most attractive markets in the world, related to water management. Total Indian water market is estimated to be about \$12 billion, growing at a rate of 15-20% every year. EverythingAboutWater EXPO will capitalize on India's role as a regional water hub, as well as a trade, services and finance centre in Southeast Asia reaching out to regional markets and players.

### Exhibitor Profile

Water Utilities, Project Developers, Project Finance Cos., Plant Builders, Engineering Cos., Consultants, Research & Technical Institutes, Trade Publications, Manufacturers, Suppliers (Water Treatment, Wastewater Management, Recycling, Water Supply & Services, Water Management Systems, Water Conservation, Desalination & Distillation, Filtration Equipment, Effluent Treatment Systems, Water Pollution Monitoring, Water Purification, Sewage & Sludge Treatment, Pipes Fittings, Valves, Packaged Drinking Water, Instrumentation & Process Control, Transportation Distribution & Collection Systems, Water Treatment Chemicals, Boilers, Cooling Towers, Rainwater Harvesting, Pumps & Motors, etc)

### Visitor Profile

Government & National Officials, Technocrats, Advisors & Policy Makers, Manufacturers & System Integrators, Top Management Decision Makers, Builders, Contractors and Architects, Engineering Organisations, Consultants, Media & Trade Publications, Distributors & Dealers, Operations & Manufacturing Heads, and Utility Heads & Engineers from End User Industries, etc.

The Conference is painstakingly compiled to be one of the most significant water conferences in the world by industry professionals. It will feature renowned International, and National experts from the water sector. They will share their valuable analysis and experience through in-depth discussions on current and burning issues.

**Panel Discussion on Water 2020 (Day 1)**  
EverythingAboutWater Panel Discussion brings together leaders from some of the top water companies in India to discuss issues faced by the Indian Water Industry. The objective is to get them to share their perspective, outlook and future plans with the attendees at the discussion.

**International Conference on 'Latest Developments in the Water & Wastewater Sector' (Day 1 & 2)**  
The two-day conference aims to create a platform for knowledge sharing for all stakeholders in the water & wastewater sector. It covers a rich variety of subjects, technologies and practices.



**Interactive Training Workshop on 'Water Reuse & Recycle' (Day 1)**  
This training workshop will investigate all sources of water, address the quality characteristics of each, and detail the treatment technologies appropriate for the range of treated water uses.

**Interactive Training Workshop on 'Seawater RO Desalination' (Day 2)**  
This training workshop will cover design of pre-treatment, selection of membranes, split partial concept and post treatment. Designing of two-pass systems and optimization of second pass for higher salt-rejection would be covered. The participants will acquire knowledge on how to design and engineer desalination systems.

**Interactive Training Workshop on 'MBR & MBBR Technology' (Day 3)**  
This training workshop will give special emphasis on selection designing and operation of MBR and MBBR systems. The training workshop will impart knowledge to the participants on how to design and engineer such systems.



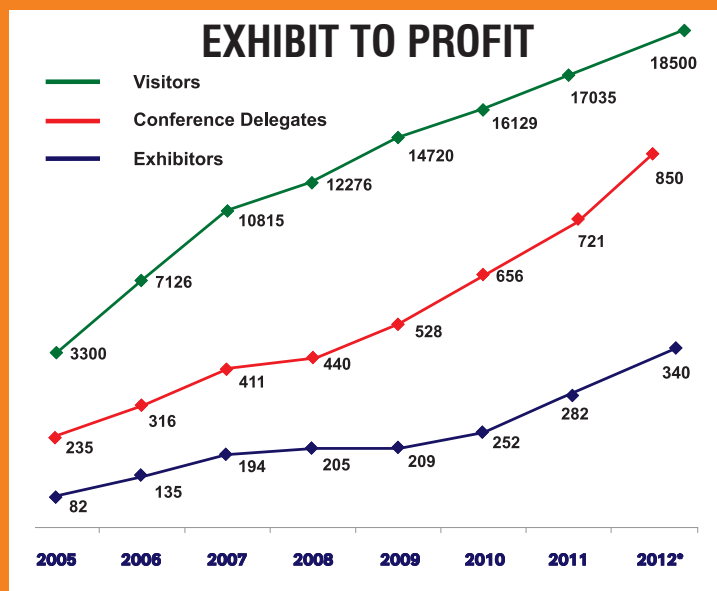
**For Stall Booking, Sponsorship, Advertising, Paper Submission & Delegate Registration:**

[enquiry@ewater.com](mailto:enquiry@ewater.com) (India)  
[intl enquiry@ewater.com](mailto:intl enquiry@ewater.com) (International)

## Why Exhibit ?

If remaining ahead of the competition is what you are looking for, why not exhibit at EverythingAboutWater EXPO? The exhibition presents you the perfect occasion to...

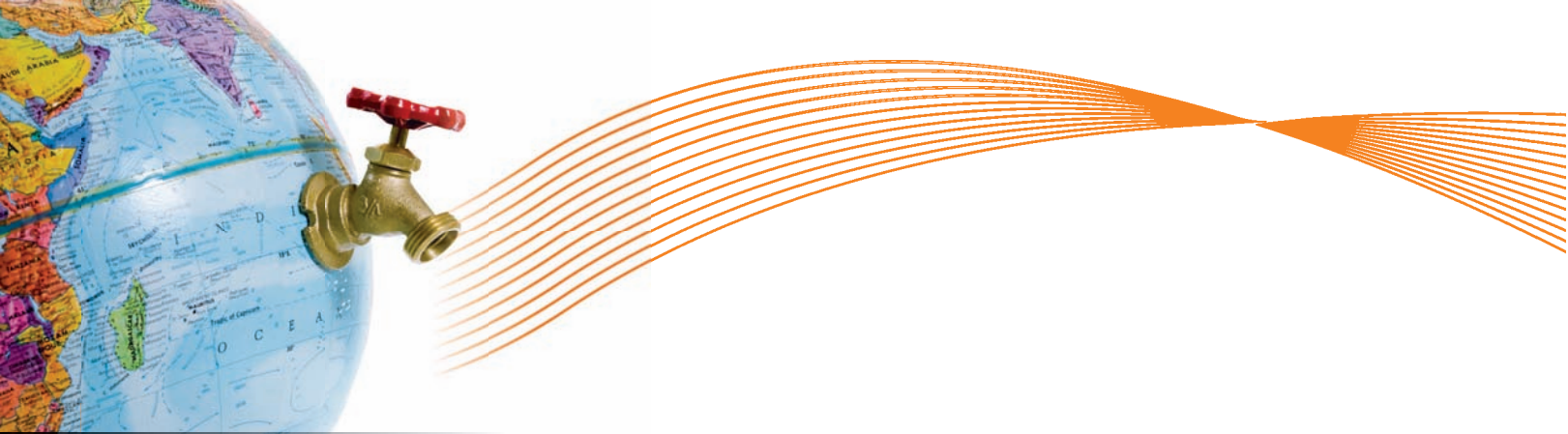
- Position your company as a market leader in the water domain.
- Gain unparalleled access to your target market.
- Target new clients and launch new products and/or services.
- Provide positive brand alignment to your products, and promote your company image
- Gain access to industry leaders, policy/decision makers and visitors attending the event
- Profile your technologies and projects and meet the key stakeholders
- Benefit from a range of networking opportunities at the expo
- Gain from a direct association to the event's global promotional campaign
- Spot new trends, show the progress made
- Gain feedback and collect market research
- Build prospective databases and generate Sales leads



\*Expected

	Other Exhibitions	EA Water Expo
Domain Knowledge	No	Yes
Focused Platform	No	Yes
Reach to Right Audience	No	Yes
International Presence and Repute	No	Yes
Proven Quality in all Previous Activities	No	Yes

**If you want to reach our exclusive, industry led audience then exhibit at EverythingAboutWater EXPO 2012. With over 85% of customers rebooking their stands, you will need to be quick to ensure you get the best position available.**



## Previous Show (EverythingAboutWater EXPO 2011, Mumbai)

Why India's Water Industry gave it top rank...

- South Asia's Largest Water Event
- Over 150,000 sq ft of Exhibition Space
- Over 282 Exhibitors from 25 Countries
- Over 17,035 Business Visitors
- Exclusive Country Pavilions
- Over 721 Conference Delegates
- International Participants from USA, Canada, China, Taiwan, Germany, UK, Italy, Spain, Israel, Singapore, Malaysia, and Australia
- Presence of leading companies from all parts of the country
- 2-day International Conference - 'Latest Development in the Water & Wastewater Sector'
- Training Workshop on 'Sea Water RO Desalination Technology'
- Training Workshop on 'Water Reuse & Recycle'
- Conference & Training Workshop on 'MBR & MBBR Technology'

## Sponsorship Opportunities

Enhance your presence and visibility at 9<sup>th</sup> EverythingAboutWater EXPO 2012 through sponsorship opportunities tailored to your individual requirements. There are a number of fantastic opportunities:

- |                               |                                |
|-------------------------------|--------------------------------|
| • Platinum Partner            | • Diamond Partner              |
| • Gold Partner                | • Silver Partner               |
| • Badge Partner               | • Lanyards Partner             |
| • Exhibitor Directory Partner | • Registration Counter Partner |
| • VIP Lounge Partner          | • Business Lounge Partner      |
| • Dr. H2O Pavilion Partner    | • Water Partner                |
| • Lunch Area Partner          | • Gala Dinner Partner          |
| • Conference Partner          | • Delegate Kit Partner         |

## Exhibitor Directory 2012 - Advertising Opportunities

The Official Exhibitor Directory is the ultimate reference guide for the visitors and regular readers. As year-round reference source, the directory lists complete exhibitor company profiles, brand listings and important product information. Ads are prominently placed and bring results - even after the show is over. The directory is distributed to all attendees at the event. Contact us for rates and details of Advertising options.



**EA WATER PVT. LTD.**

### HEAD OFFICE

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Tel : +91-11-4310 0568/ 0586/ 0500 Fax : +91-11-4310 0599

E-mail: enquiry@eawater.com (India), intl enquiry@eawater.com (International)

### BRANCH OFFICES

• AHMEDABAD • BENGALURU • CHENNAI • MUMBAI

## Event Advertising & Promotion Activities

- Advertising in relevant national and international trade publications and trade dailies
- Editorial coverage in relevant national and international trade publications and trade dailies
- Extensive daily mailing campaigns to capture target buyers
- Comprehensive exhibition previews for distribution to promote exhibitor's presence in the expo
- Weekly E-mail broadcast to increase exhibition awareness
- Listing in worldwide exhibition calendars
- Media Releases to various related industries
- Invitation flyers, posters, stickers will be sent to all exhibitors to assist them in highlighting their presence at the expo
- Media conference to announce the progress and highlights of the event
- Advertising in leading national newspapers in India

## Book Your Stall Now

For stall booking, write to us at:

**enquiry@eawater.com (Indian Exhibitors)**

**intl enquiry@eawater.com (International Exhibitors)**

### Shell scheme package per 9 sqm includes

- Walls
- Carpeting
- 3 Spotlights
- 1 Power Point
- Stand Fascia
- 1 Table & 2 Chairs
- Wastepaper Basket
- Company Entry in Product Category of Exhibitor Directory
- Short Company Profile / Product Description in Exhibitor Directory
- Company Logo in Exhibitor Directory

### Early Bird Discount

- 20% discount on paying 100% participation charges by June 30, 2011
- 10% discount on paying 100% participation charges by September 30, 2011

## Supporting Organizations



**INDIAN  
WATER WORKS  
ASSOCIATION**



**INDIAN  
DESALINATION  
ASSOCIATION**



**INDIAN  
ENVIRONMENTAL  
ASSOCIATION**



**INDIAN  
MEMBRANE  
SOCIETY**

**www.eawater.com/expo**