Sponsorship Guide

XVII
World Water Congress
International Water Resources Association (IWRA)

29 November - 3 December 2021
EXCO, Daegu, Republic of Korea
IWRA’s XVII World Water Congress

IWRA’s XVII World Water Congress hosted by Daegu Metropolitan City, Korea Water Resources Association (KWRA) and K-water and supported by Ministry of Environment will be held in Daegu, Republic of Korea, from 29 November - 3 December 2021.

Get involved in the XVII Congress as an official sponsor!

✓ Over 40 years, the World Water Congress has gained a reputation for presenting ground-breaking research focused on the delivery of practical solutions.

✓ In 2021, the World Water Congress will be held in Daegu, Korea where hosts this major international water event first time in East Asia.

Sponsorship Benefits

Major International Water Event
Over 40 years, the World Water Congress has been held 16 times since 1973 in Africa, Asia, Europe, Oceania and the Americas.

First Visit to East Asia
From 29 November to 3 December 2021, IWRA’s XVII World Water Congress will visit Daegu, Korea where this global water event will be held for its first time in East Asia.

Ground-breaking Research & Leading Platform for Discussions
The World Water Congress has gained a reputation for presenting ground-breaking research focused on the delivery of practical solutions, while providing a distinguished forum for international scientific and policy debates about key water issues, globally.

International Water Community Expertise
This major event offers the opportunity to enhance knowledge with numerous, distinguished speakers and invitees as well as representatives of the IWRA, Daegu Metropolitan City, KWRA, K-water and Ministry of Environment and other influential international organisations, institutions, utilities, private businesses, etc.

Showcase Opportunity
Seizing opportunities to promote researchers, universities, think tanks, decision-makers, water authorities, private companies and non-government organisations to a relevant and receptive water audience from Korea and all regions of the world.

Networking
Relationship building with both the national and international water communities at the forefront of water resource management.

Key Milestone to the 9th World Water Forum
The XVII Congress constitutes a key milestone event in the road to the 9th World Water Forum in Dakar, Senegal, in 2022 with many preparatory meetings, invited delegates and synergy activities.
Overview

Title
IWRA’s XVII World Water Congress

Theme

Date
29 November - 3 December 2021

Venue
EXCO, Daegu, Republic of Korea

Scale
More than 1,300 water experts and professionals from all over the world

Hosted by
Daegu Metropolitan City
Korea Water Resources Association

Supported by
Ministry of Environment

Contents of events
- Sessions
  Keynote Speeches, High-level Panels, Parallel Sessions, Poster Sessions, Special Sessions, IWRA Awards Ceremony
- Official events and banquets
  Opening and Closing Ceremonies, Congress Welcome Reception, Congress Gala Dinner
- Exhibitions
  Booth exhibition by organisations and institutions related to water industry
- Social Programme
  Field visit, cultural and historical tour programme

Congress Themes and Issues


Theme A
Building resilient systems for climate change and growing populations and epidemics

Theme B
Maximising social, cultural and economic benefits

Theme C
Adopting smart technologies, policies and processes

Theme D
Securing healthy waters, catchments and ecosystems

Theme E
Implementing pathways for development and cooperation

Cross-cutting issues

1. Sharing and communicating data, knowledge and information
2. Catalysing private sector engagement and participation
3. Delivering SDG outcomes: Five years on and looking to 2030
IWRA’s XVII World Water Congress is proud to introduce a sponsorship programme to promote our official sponsors to worldwide water related professionals, practitioners, experts, academics, governmental officials, distinguished speakers and invitees, and many others. Sponsors will be rewarded through an extent list of benefits listed below while standing out from multiple promotional, networking and branding activities before, during and after the XVII World Water Congress.

## EXCLUSIVE SERVICES
- Complementary room reservation during the entire congress

## NETWORKING BENEFITS

<table>
<thead>
<tr>
<th>Raw Space (6m²)</th>
<th>Standard Booths 3 units (27m²)</th>
<th>Standard Booths 2 units (18m²)</th>
<th>Standard Booths 1 unit (9m²)</th>
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<tbody>
<tr>
<td>USD 30,000</td>
<td>USD 20,000</td>
<td>USD 10,000</td>
<td>USD 5,000</td>
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<tr>
<th>Complimentary full-registration</th>
<th>Coffee Break</th>
<th>Speaking Slot in Exhibition</th>
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<tbody>
<tr>
<td>20</td>
<td>USD 2,000</td>
<td>USD 1,000</td>
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- Complimentary exhibit space (3m x 3m)

<table>
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<tr>
<th>Congress Lanyards</th>
<th>Onsite registration desk</th>
<th>Street light pole banner in EXCO square</th>
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<tbody>
<tr>
<td>USD 5,000</td>
<td>USD 5,000</td>
<td>USD 3,000</td>
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- Coffee Break

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<tr>
<th>Logo on E-newsletter</th>
<th>Logo on all programmes as official sponsor</th>
<th>Programme Book Advertisement</th>
<th>Hyperlink on the congress website</th>
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Contact

IWRA Executive Office  
51 rue Salvador Allende 92027 Nanterre Cedex, France
✉ congress@iwra.org
様々 www.iwra.org

The XVII World Water Congress Secretariat  
10 Exco-ro, Buk-gu, Daegu 41515, Korea
✉ wwcongress@exco.co.kr / wwcongress2021@gmail.com
様々 www.worldwatercongress.com

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