



Canadian Water Network **2019**  
**BLUE CITIES**  
EMBRACING CHANGE IN WATER MANAGEMENT

MAY 7 & 8, 2019  
TORONTO  
Delta Hotel

CONFERENCE  
PROSPECTUS



# YOUR INVITATION TO SPONSOR **BLUE CITIES 2019**

Blue Cities brings senior utility executives together with leading knowledge and solution providers from government, industry, NGOs and academia. Attendees register for the unparalleled networking opportunities and the exceptional program, which dives deep into the critical challenges faced by those involved in providing municipal water services.

## **Embracing Change in Water Management**

This year's event will focus on **forward-thinking strategies that empower confident decision-making** within the changing landscape of water management.

Session topics will include:

- ◆ Utility Risk Management in Uncertain Times
- ◆ 3Rs of Water: Reduce, Reuse & Reclaim
- ◆ The Changing Landscape of Water Financing

Each year the Blue Cities speaker roster is carefully curated to ensure maximum impact. Highly-respected interdisciplinary experts from across Canada and the globe are invited to share their innovative approaches and perspectives. The attendees — who are progressive leaders within the municipal water sector — are also invited to share experiences and insights.

*Support and accelerate progress in the municipal water sector.*

“*GREAT event — I thought this conference was particularly on point.*”



“*The intimate size of the conference was great for networking and CWN made a point of introducing me to the top delegates at the conference.*”  
2018 sponsor

Blue Cities is a small, intimate experience, limited to 200 water leaders from municipalities, industry, NGOs and government. The program is designed to maximize networking opportunities, with interactive breakout sessions, lengthy networking breaks, an all-delegates Welcome Reception, and Blue Networking — an informal evening with Toronto's water community.

“

*I enjoyed networking with colleagues who are interested in progressive solutions.”*

### Who will you find at Blue Cities?

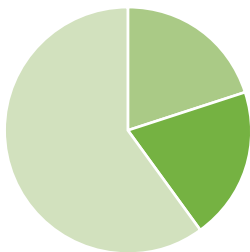
- Utility executives from across Canada, the U.S. and globally
- Industry CEOs
- Executive Directors from NGOs
- Canadian and international topic experts
- Provincial and federal government decision makers

### Why become a sponsor?

- Showcase your organization to the people who are making decisions about water systems
- Network with water executives and present yourself as a thought leader
- Build stronger relationships with municipalities, governments, industry and NGOs
- Participate in shaping solutions for the municipal water sector

## BLUE CITIES BY THE NUMBERS

### Attendees



- President/CEO/Director 60%
- Management 20%
- Academic/Government/Dignitary/Young Professional 20%

### Social Media Outreach



■ Twitter impressions  
May 1-2, 2018

### 2018 Media Coverage

《TORONTO STAR》

**Environmental  
& Science  
Engineering**  
MAGAZINE

**WATERCANADA**  
THE COMPLETE WATER MAGAZINE

## CONFERENCE SCHEDULE

### MAY 6

Canadian Municipal Water Consortium Meeting (closed door)

Exclusive Evening Reception (by invitation)

### MAY 7

Conference Welcome

Opening Keynote

Plenary Panel

Interactive Breakout Sessions

Welcome Reception

Blue Networking (off-site)

### MAY 8

Sponsored Breakfast Session

Interactive Breakout Sessions

Closing Address

Visit [bluecities.ca](http://bluecities.ca)



# SPONSORSHIP INVESTMENT LEVELS



## PLATINUM SPONSOR

(2 Available)

\$15,000

### Option 1: Blue Cities Welcome Reception, May 7

**SOLD!**

Place your CEO on the podium to welcome all delegates to the conference's signature networking opportunity. You'll also receive ten guest passes to the Welcome Reception, as well as two guest passes to our Exclusive Evening Reception on May 6.

### Option 2: Exclusive Evening Reception, May 6

**SOLD!**

Place your CEO on the podium to welcome special guests to an intimate and exclusive evening reception with the Canadian Municipal Water Consortium. You'll also receive three guest passes to the reception and two guest passes to the Welcome Reception on May 7.

### Each platinum sponsorship option also includes:

- 3 complimentary full-conference registrations
- Branded product placement at the reception (banners, marketing materials and/or branded gifts)
- 10-second recurring display ad on the live Twitter Wall
- Recognition on the conference website, registration package, signage and social media
- 8 discounted conference registrations (\$400 savings per person)

# SPONSORSHIP INVESTMENT LEVELS

## GOLD SPONSOR

(6 Available)

\$10,000

### Option 1: 30-Minute Networking Break

May 7 or 8

Host this space with an exhibit table, additional product placement and branded refreshments, such as cookies with your logo.

### Option 2: Enhanced Poster Showcase Exposure

May 7

Showcase 4 posters in a featured area during the Welcome Reception. Brand this space with product placement and branded gifts.

### Option 3: Networking Lounge **SOLD!**

May 7 & 8

Host this space for the duration of the conference, adjacent to the ballroom. This opportunity includes an exhibit and branded product placement.

### Option 4: Breakfast Session

May 8

Deliver customized content in a 1-hour session and provide participants with branded products.

A description of this session will be included on the conference website and in the print program.

### Option 5: Blue Networking Event

May 7

Host an informal gathering for conference delegates and members of the Toronto water community. Bring unlimited guests/staff to mix and mingle, distribute branded materials and share your message.

### Each gold sponsorship option also includes:

- 2 complimentary full-conference registrations
- 1 invitation to the exclusive evening reception on May 6
- 8' x 8' exhibit booth
- Recognition on the conference website, registration package, signage and social media
- 6 discounted conference registrations (\$400 savings per person)





# SPONSORSHIP INVESTMENT LEVELS

## SILVER SPONSOR

(5 Available)

\$5,000

### Option 1: Exhibit + Charging Station **SOLD!**

Smartphone charging station with sponsor branding.

### Option 2: Exhibit + Print Program Advertising

Half-page display ad in the conference program.

#### Each silver sponsorship option also includes:

- 2 complimentary full-conference registrations
- 8' x 8' exhibit booth or branded product placement in the registration folder
- Recognition on the conference website, registration package, signage, social media
- 4 discounted conference registrations (\$400 savings per person)

Canadian Water Network  
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## BRONZE SPONSOR

(Unlimited)

\$2,500

#### Bronze sponsorship includes:

- 1 complimentary full-conference registration
- 3' wide pull-up banner in the exhibit area
- Branded product placement in the registration folder
- Recognition on the conference website, registration package, signage, social media
- 2 discounted conference registrations (\$400 savings per person)

# SPONSORSHIP INVESTMENT LEVELS

## UTILITY LEADERS OF THE FUTURE SCHOLARSHIP

Make a difference!  
Sponsor a young professional

\$2,000\*

CWN will contribute an additional \$1,000 toward each scholarship. Scholarship funds will cover registration, travel and accommodation. All scholarship sponsors will be acknowledged on the conference website and during the conference remarks.

*\*This option can be added to platinum, gold, silver or bronze sponsorship investment.*







**Contact Bernadette Conant, CEO, Canadian Water Network  
to discuss sponsorship opportunities that  
will deliver high return on investment for your business.**

**519-888-4567 ext. 36171 | [bconant@cwn-rce.ca](mailto:bconant@cwn-rce.ca)**



**May 7 & 8 | Delta Hotel Toronto | [bluecities.ca](http://bluecities.ca)**

Blue Cities is an annual event hosted by the Canadian Municipal Water Consortium, a nationwide collaboration to advance municipal water management. The conference is organized by Canadian Water Network, a trusted broker of insights for the water sector.