



www.asiawater.org

29-31
MARCH 2022

KUALA LUMPUR
CONVENTION CENTRE
MALAYSIA

Co-located Event:



**The Region's
Leading Water
and Wastewater
Event For
Developing Asia**

Organised By

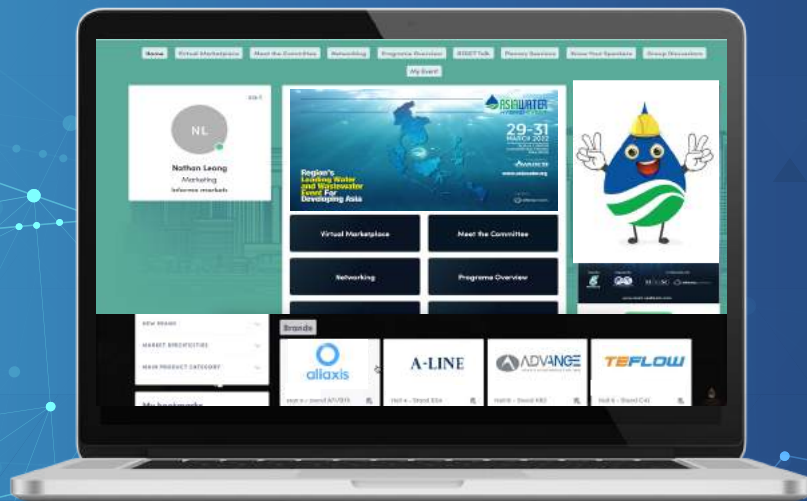


Supported By



ASIAWATER HYBRID EVENT 2022

The Region's
**Leading Water
& Wastewater Event**
for Developing Asia
Goes Hybrid



ASIAWATER, the region's leading water & wastewater event for developing Asia in its 12th Edition, will bring together for the first time ever the most extensive line-up of leading industry players and brand names both **PHYSICALLY** and **VIRTUALLY** in one event. This highly sought-after Hybrid Event, which will be taking place from 29 - 31 March 2022 at Kuala Lumpur Convention Centre, will provide a sea of trade opportunities for players from every sector in the water industry, **connecting over 17,000 live and 5,000 online visiting industry professionals from 65 countries**, to elevate their business further and strengthen networking among each other.

ASIAWATER is the most comprehensive international water & wastewater event for emerging ASEAN, showcasing solutions in the fields of water management, sewerage, industrial wastewater, purification, irrigation and water resources management as well as the latest technology from around the globe with attendance of crucial buyers and sellers from all segments of the water and wastewater industry.

It will be accompanied by free-to-attend Conferences & Seminars in hybrid format that brings together live and virtual audiences, featuring leading industry experts addressing current issues and opportunities, latest technologies and challenges within the water and wastewater industry.

Under the new norm, ASIAWATER has launched series of digital solutions including **WATERFEEDS Digital Directory** and a series of Sponsored Webinars to connect the water industry professionals with new trade opportunities.

WHAT IS **ASIAWATER HYBRID EVENT**



ASIAWATER Hybrid Event 2022, where **Virtual meets Reality!**

ASIAWATER Hybrid Event is an event where we combine both live and virtual event components (physical event + virtual event). Both the live and virtual components of the event will run concurrently during ASIAWATER Hybrid Event 2022 this coming 29 - 31 March 2022.

Through ASIAWATER Hybrid Event 2022, connecting global water and wastewater industry communities will be made possible, as our platform provides networking opportunities for both our physical and virtual participants, where everyone can have business interactions, connect and learn while having fun, all in one place!

What it Means to **Participate** in our Hybrid Event

Hybrid Participants

Exhibitors participating physically will also get a virtual booth. This will help facilitate physical exhibitors to be able to interact and communicate with both Online (attending virtually) and Offline (attending on-site) Visitors.

Physical Participants

Physical Visitors (attending on-site) can fully utilise face-to-face meetings with live on-site exhibitors as well as online (chat and video call function) meetings with virtual exhibitors.

Virtual Exhibitors

Exhibitors who can't participate physically at ASIAWATER 2022 will still be able to participate through our virtual exhibition platform. Our online platform will help facilitate our virtual exhibitors to connect, communicate and interact with both offline and online visitors. Contact our team to find out more!

Virtual Visitors

For Visitors who can't travel, they can fully utilise our online (Virtual) platform to browse through products and exhibitors, giving online visitors the ability to connect with both live on-site and virtual exhibitors.

WHY GO HYBRID

WITH ASIAWATER HYBRID EVENT 2022

With the recent global pandemic, businesses around the globe has been badly affected due to travel restrictions, which directly inhibits business dealings and face-to-face interactions.

That is why ASIAWATER 2022 will be going Hybrid this time, as we understand the needs for businesses to stay connected and continue to strive during these trying times. Through our Hybrid Event we are confident that businesses and networking can continue as usual, be it via face-to-face meetings (physical event) or online (virtual event).



WHY EXHIBIT

with ASIAWATER Hybrid Event 2022

ASTOUNDING RESPONSE
from trade buyers and visitors



HIGH-LEVEL HYBRID CONFERENCES & SEMINARS with a series of interactive webinars, talk sessions and conferences led by distinguished experts

STRONG CONTINUOUS SUPPORT from the government and various prominent associations.



ASIAWATER is widely recognised as the **leading water & wastewater event** in Southeast Asia



COMPREHENSIVE MARKETING STRATEGY to attract quality visitors and buyers with wide global reach



KEY FACTS OF ASIAWATER HYBRID EVENT 2022



11 International /Regional Group Pavilions



More than **17,000** Live On-site Visitors and **5,000** Online Virtual Visitors from 65 Countries



Over **2,000** Local & International Brands from **32** Countries



More than **3,000** Live On-site Participants with and over **2,000** Virtual Views of our Free-to-Attend Conferences & Seminars

*Figures are a combination of data collected from ASIAWATER 2018 and ASIAWATER Virtual Event 2020

Exhibitor Profile

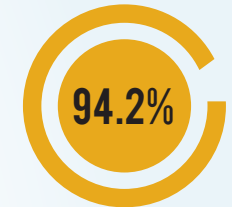
-  Disinfection & Bio Pollution Technology
-  Filtration
-  Flotation Equipment Technology
-  Green Technology & Sustainable Water Technologies
-  Industrial Water & Wastewater Treatment
-  Irrigation
-  Membranes
-  Municipal Water Management
-  Natural Treatment Systems
-  Non Revenue Water (NRW)
-  Nutrient Removal & Recovery
-  Particle Removal Technologies
-  Pump & Valve
-  Rainwater Harvesting Technology & Management
-  Raw Water Quality Monitoring System
-  Sewerage Treatment System
-  Smart Meters
-  Storm Water
-  Ultra-pure water
-  Water resources management
-  Water reuse
-  Wastewater treatment & management
-  Bottled Water Production

Visitor Profile

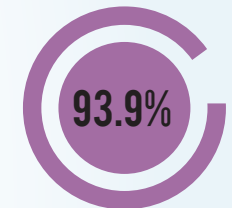
-  Agriculture
-  Architects
-  Building Contractors
-  Developers
-  Entrepreneurs
-  Environment / Civil Engineering Consultants
-  Food/Drinks / Beverages / Distillery / Brewery
-  Hospitality segments
-  Ministry and Government
-  Other Local & National Government Agencies
-  Pharmaceutical
-  Research Institutes / Education
-  Water Companies / Operators
-  Waterworks Authority and more



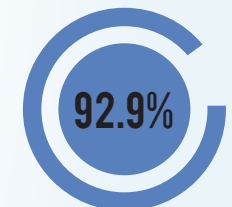
ON-SITE EXHIBITORS SURVEY



Most likely to recommend ASIAWATER to partners and colleagues



Satisfied with overall participation and experience



Most likely to participate again at ASIAWATER 2022



of Exhibitors rated ASIAWATER as the most important event for their company



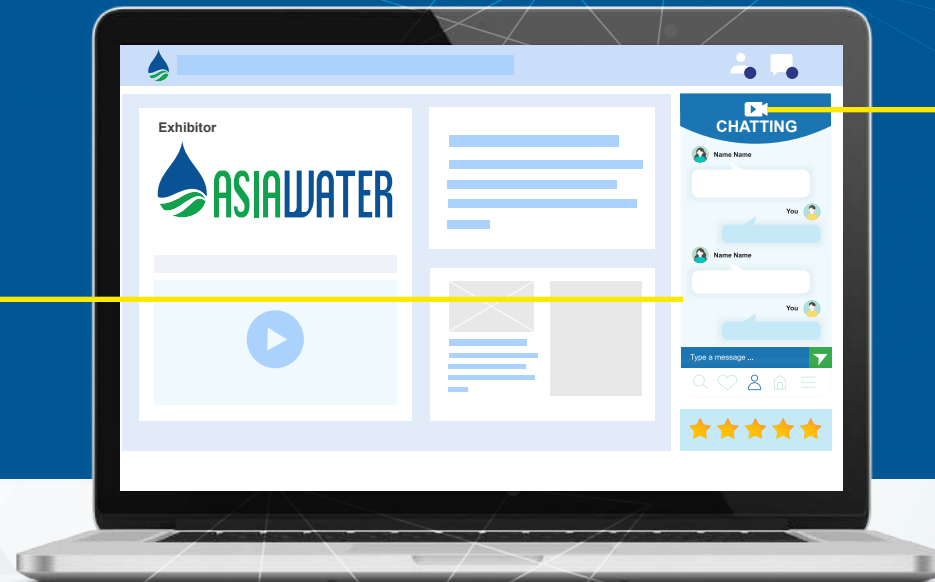
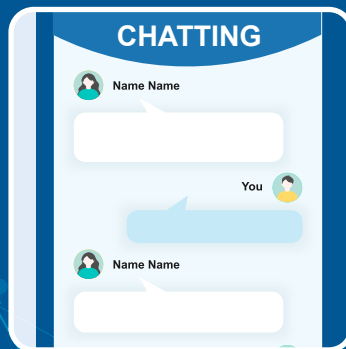
Hybrid Business Matching Feature

For the first time ever, ASIAWATER is introducing a Hybrid Business Matching Feature where we connect both our physical and virtual exhibitors with our physical and virtual visitors via our online platform during the event day. Through our new Hybrid Business Matching Feature, both live and online Visitors can chat or video call directly with exhibitors via our virtual platform. Visitors can pre-schedule business matchings with our exhibitors before and during event day itself. Get in touch with our team to learn more!

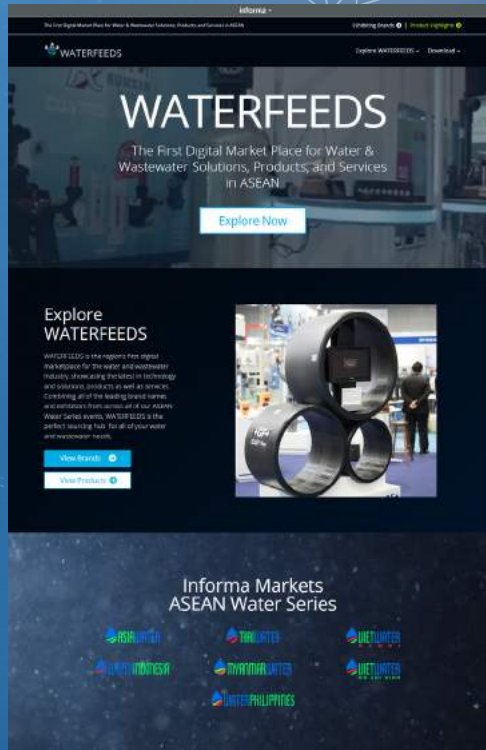


Business Matching:

Chat Function

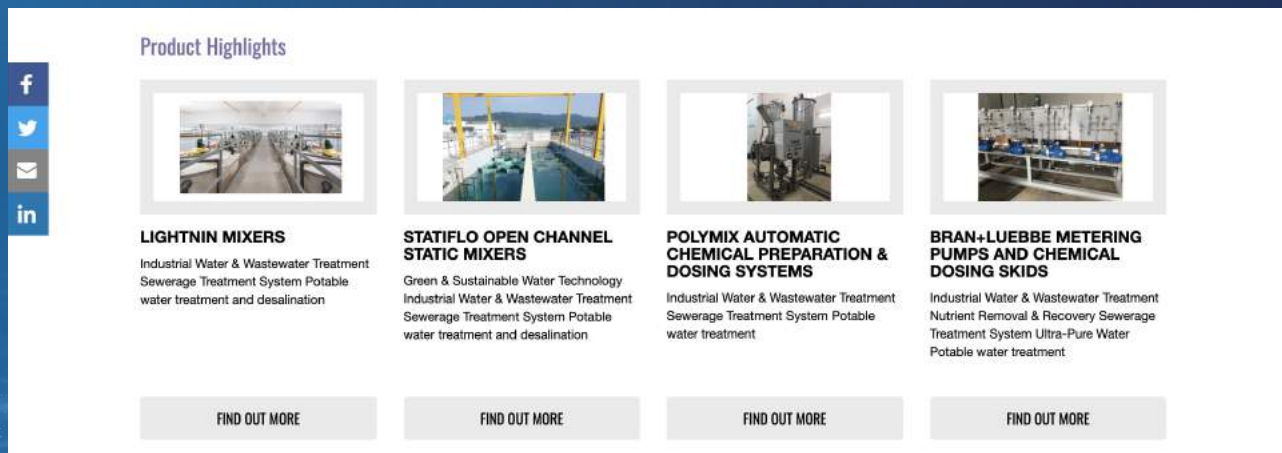
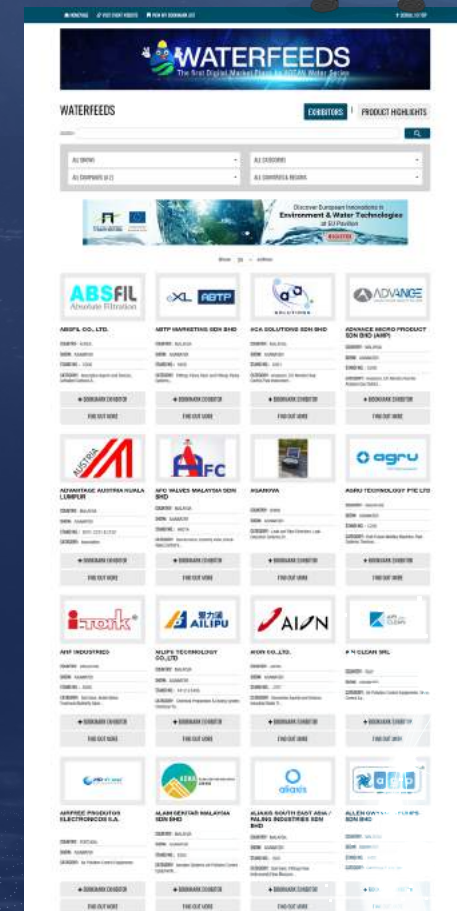
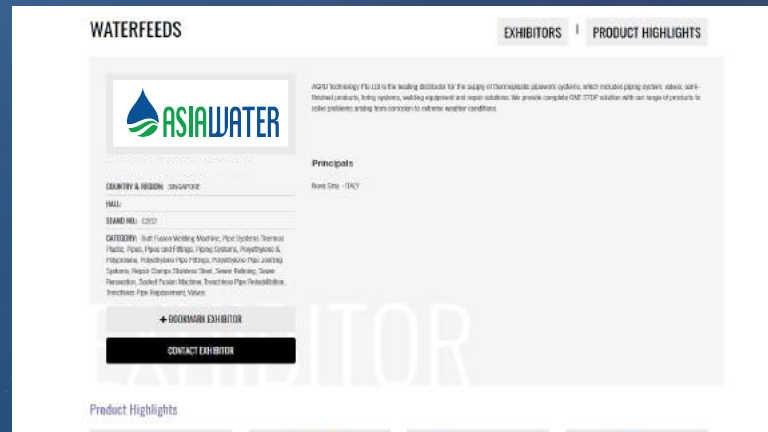


Video Call



WATERFEEDS

Introducing our latest Digital Market Place, WATERFEEDS, where exhibitors can now upload their company and brand profiles as well as their latest products and technologies. Our WATERFEEDS Digital Market Place is the perfect tool for you to stay connected with buyers everyday of the week, 365 days a year. Get in touch with our team to find out more!



HYBRID CONFERENCES & TECHNOLOGY SEMINARS



As with our exhibition, our Conferences and Technology Seminars will adopt the same hybrid format. Both our Conferences and Technology Seminars will have live and online speakers which will be held at the live event and will be streamed online at the same time for viewing by virtual visitors.



Speakers (live and online) can interact with **audience (live and online)** in Real-time.



Share screen / Q&A upvote / Raise Hand in Webinar mode



Live stream broadcast



Recorded version of the sessions can be **watched on-demand** via our platform



The Venue

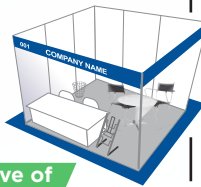
ASIAWATER 2022 will be held at the state-of-the-art exhibition centre, the KUALA LUMPUR CONVENTION CENTRE (KLCC) which is nestled next to the tallest twin towers in the world – the PETRONAS Twin Towers. KLCC is situated right in the heart of KL's business district making it a perfect venue for international trade exhibitions. For more information about the convention centre, log on to www.klccconventioncentre.com

Pavilion Package

USD 614 per sqm

Walk On Package

USD 544 per sqm
(Standard Walk-On-Package minimum 9sqm)



Bare Space Only

USD 478 per sqm
(With a minimum size 18sqm)

Package inclusive of

- Needle Punch Carpet
- Information counter
- Round table
- White Polyester laminated panels for board
- Folding chair
- Easy arm chair
- Adhesive vinyl letters for exhibitor's name and booth numbers on fascia board
- Waste paper basket
- Market Page (Virtual Platform)
- LED Spotlight
- Brochure rack
- Waterfeeds 2 Years Subscription

Virtual-Only Package

USD 3000

Package inclusive of

- Market Page (Virtual Platform)
- Digital Product Display and Description
- Basic Listing (Company Logo, Company Name, Company Profile/ Description, Contact Details, Social Media)
- Ai Powered Networking
 - Business Matchings (Chat and Meeting)
 - Business Card Exchange
 - Pre - Schedule Business Matching
- Company or Product Brochure Upload
- Company or Product Video Upload
- Banner Branding
- Email Lead Generation
- Waterfeeds 2 Years Subscription
- Business Leads Provided



EXCLUSIVE

Sponsorship Opportunities For You!

Expand your brand exposure, drive your booth traffic and create distinctive impressions by sponsoring at ASIAWATER 2020. The sponsorship programme offers various marketing and promotional opportunities including print, online and on-site promotions. Take advantage of the sponsorship and event marketing package to stand-out amongst the rest.

Sponsors Benefits:

- Showcase your latest technologies, product and services
- Place yourself at the top of your prospective clients minds for potential partnership deals
- Maintain a good relationship with existing customers
- Our experienced sales representative will work closely with you to create a customised sponsorship package to meet your promotional objectives.



Pavilion Hybrid Package	Individual Pavilion	Country Pavilion	Country Pavilion (Open Concept / Lounge)
Market Page (Virtual Platform)	✓	✓	✓
6sqm (2m x 3m) Size Booth	✓	✓	N/A
1x Hostess/Booth Promoter	✓	✓	✓
1x Fascia Board With Company Name	✓	✓	✓
1x High Counter	N/A	N/A	✓
1x A1 Poster Size	N/A	N/A	✓
1x Bar Stool	N/A	N/A	✓
1x Brochure Rack	✓	✓	✓
1x Round Table and 2 x Easy Arm Chair	N/A	N/A	✓
1x TV with Stand (Product Image and Video Playing)	✓	✓	✓
1x Laptop with Webcam	✓	✓	✓
Reception Counter and 2 Folding Chair	✓	✓	N/A
Internet Connection	✓	✓	✓
Lighting and Electrical	✓	✓	✓
Waterfeeds 2 Years Subscription	✓	✓	✓
Email Lead Generation (Bonus)	N/A	✓	✓

Individual Pavilion Package
USD 614 per sqm

Country Pavilion Package
USD 614 per sqm

Country Pavilion Package (Open Concept / Lounge)
USD 650 per sqm

ASEAN's LEADING WATER INDUSTRY EVENTS

VIETWATER
HANOI
20 - 22 JULY 2021
www.vietwater.com
vietwater@informa.com

WATERINDONESIA
15 - 18 SEP 2021
www.waterindonesiaexpo.com
lia@pamerindo.com

THAIWATER
12 - 14 OCT 2021
www.thai-water.com
thaiwater-th@informa.com

VIETWATER
HO CHI MINH
10 - 12 NOV 2021
www.vietwater.com
vietwater@informa.com

WATERPHILIPPINES
08 - 10 DEC 2021
www.waterphilippinesexpo.com
waterphilippines@informa.com

ASIAWATER
29 - 31 MAR 2022
www.asiawater.org
asiawater-my@informa.com

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