

# WEF Technology Platform:

## Special Discount for ACE 2013 Exhibitors



## Showcase your company's leading-edge products and services via the WEF Technology Platform.

If you are an AWWA ACE 2013 Exhibitor you are eligible to purchase three submissions for the price of just two. This promotion will only be available in the months of March, April and May.

The WEF Technology Platform is an e-mail that goes to 100,000 industry professionals including WEF members, WEFTEC attendees, and *WE&T*, *World Water* and *World Water; Water Reuse and Desalination* subscribers.

### How It Works

The e-mail blast will be limited to 20 products, and will include a small product photo, company name, product name, a hyperlink, and up to 75 word descriptor.

### Schedule

The WEF Technology Platform will be emailed mid-month each month.

### Product Position

Reserve your space as soon as possible by signing and faxing or e-mailing the order form on the back of this page. Ads will be accepted on a first-come first-served basis, and placed from top to bottom in the e-mail based on the order in which signed order forms are received by WEF.

### Price

\$1000 (net) per product/service submission  
\$3000 (net) Banner Sponsor (Limited to one per email)

### Deadline for Materials Submission:

First of every month

### Specifications

- Submissions should include a product/service descriptor up to 75 words
- Product image 150x100 px jpg (max file size 100k)
- Weblink
- If you are sponsoring a banner, please submit a 468x60 px jpg (max file size 100k)

Sample of e-mail layout

## TECHNOLOGY PLATFORM STATISTICS

Audience Size: 100,000  
Average Open Rate: 13.12%



# WEF Technology Platform

## Ordering Info

To order, please fill out this form and return to your advertising representative listed below.

### Northeastern U.S. and Canada

<b>Dave Mathews</b>	<a href="mailto:dmathews@wef.org">dmathews@wef.org</a>
<b>Vickie Bobo</b>	<a href="mailto:vbobo@wef.org">vbobo@wef.org</a>
	Fax: +1-678-947-9244

### Southeastern U.S. and Latin America

<b>Cari McBride</b>	<a href="mailto:cmcbride@wef.org">cmcbride@wef.org</a>
	Fax: +1-703-229-6499

### Western U.S. and Canada

<b>Tom Brun</b>	<a href="mailto:tbrun@wef.org">tbrun@wef.org</a>
<b>Janice Jenkins</b>	<a href="mailto:jjenkins@wef.org">jjenkins@wef.org</a>
	Fax: +1-724-539-2406

### International

<b>Tony Sear</b>	<a href="mailto:tsear@wefpublishinguk.com">tsear@wefpublishinguk.com</a>
	+44 (0)1702 258490

### WEF Office

<b>Jenny Grigsby</b>	Fax: +1-703-535-5260
----------------------	----------------------

## Materials (check one)

- Will send new  
 Pickup from previous submission

## Check the appropriate month(s)

- M  A  M

Email all materials (descriptor, image, weblink, banner if sponsoring) to [techplatform@wef.org](mailto:techplatform@wef.org)

Date

Company

## Contact Information (not for publication)

Name

Phone

E-mail

Billing Address

City

State

ZIP Code

Signature