SPONSORSHIP DOSSIER
24 to 30 SEPTEMBER 2017
Building Bridges and Partnerships for your Business!

www.portowaterinnovationweek.eu
PORTO WATER INNOVATION WEEK
JOIN US TO PROMOTE INNOVATION IN THE WATER SECTOR!

For seven days, the city of Porto will be transformed into the European capital of water and innovation. Three main events are expected to attract more than 1,000 participants, including presidents and technicians of utilities companies, political leaders, regulators, industry and agriculture representatives, researchers, technology companies, start-ups, SMEs, investors and young professionals. The initiative is organised by the Municipality of Porto, with institutional support from the European Commission and the Portuguese government.

The following events will be held:
- EIP Water Conference 2017 (27-28 September);
- Mayors & Water Conference 2017 (29 September);
- Water Innovation Lab Europe Porto 2017 (24-29 September).

The Water & People initiative links all these events and consists of various activities aimed at getting citizens involved with water and innovation themes, particularly through street entertainment and performing arts in Downtown Porto (Baixa) and by holding the AquaPorto – Water Festival 2017 at Parque da Cidade.

All events are of free admission, except for the Innovation Dinner and the Water Innovation Lab Europe Porto 2017, although participants must register to attend.
WHO ARE THE ORGANISERS AND PARTNERS OF PORTO WATER INNOVATION WEEK?

JOIN US BY ATTENDING AN EVENT ORGANISED BY LEADING NATIONAL AND INTERNATIONAL ENTITIES!
The 4th European Innovation Partnership on Water Conference (EIP Water) will feature a varied and stimulating programme with expert panels, debates and competitions to overcome, in a collaborative and innovative manner, the barriers to innovation in the water sector, to create business opportunities and to foster partnerships between participants.

The exhibition area – reserved for national and international companies, start-ups, universities and research centres – will showcase the latest and most innovative solutions. The Splash Innovation Stage will host a competitive pitch session and reward the best start-ups.

The programme also includes parallel sessions and workshops, B2B matchmaking (Water Match), business meetings (Tech Talks), technical visits and various networking sessions.
Following the successful conferences in Leeuwarden (Netherlands) and Bratislava (Slovakia) in 2016, the Mayors & Water Conference 2017 will be held on 29 September in Porto, Portugal, to officially launch the Urban Water Agenda 2030. This agenda is a new inter-city collaboration platform for water issues promoting integrated and sustainable water management, thereby contributing to the fulfilment of European Union environmental objectives.

This platform will assist cities in finding solutions for their water problems, creating opportunities for urban renewal and participation by local communities, and in adopting intelligent solutions to boost economic growth and competitiveness. European mayors and city water management specialists, representatives from central and regional governments and from hydrographic regions, regulators, legislators, utilities companies and research institutes will be called upon to participate in the discussion.
If you are between 18 and 35 years old and passionate about water innovation issues, holistic thinking, innovative design and effective communication between cultures, Water Innovation Lab Europe Porto 2017 is an opportunity for a unique and unforgettable experience of inter-generational and cross-sector learning, a call to collaboration among young leaders, mentors and facilitators.

Based on the success of World Water Innovation Labs, the Canadian organisation Waterlution will be offering a six-day programme to shape future water leaders from different origins and nationalities. In facing local realities and real problems, each participant will develop his/her skills in leadership, creativity, communication and employability. Applications may be submitted at the beginning of April. Come and join us, in Porto!
Porto’s residents and visitors will be encouraged to reflect about water and innovation through multimedia and performing arts shows in the Downtown (Baixa) area… But that’s not all! The park called Parque da Cidade will also be part of the programme through its fourth edition of AquaPorto.

The Water Festival (Festival da Água) is for persons of all ages. It combines science, art and entertainment during the 29th and 30th of September 2017, as the closing activities for the Porto Water Innovation Week, National Water Day. More than 25,000 people are expected to participate.

After all, the best Porto has to offer are its people! Their strength, pride and sense of belonging are the driving force for the innovation that has transformed the city. New urban leaders are emerging in greater numbers in the city’s streets. A city focussed on its underground water that gushes from the numerous fountains, springs, and mines. The water that freely flows from Douro ripples in the contours of streams and becomes turbulent when it finally reaches the Atlantic waves. A water of quality that quenches one’s thirst!
WHY PORTUGAL?
AN INTERNATIONAL CASE STUDY IN THE WATER AND INNOVATION SECTOR

- Portugal is considered an exceptional case study for its water services and resources, internationally recognised by the EU, OECD, EIB and IWA, consequent to a successful experiment in changing public policies during the last 20 years;
- Various geographic, orographic, hydrological and social conditions required a wide diversity of governance models and of applied technology;
- Growing success in the participation by Portuguese entities in research and innovation in water-related themes as part of the Horizon 2020 Programme, along with a substantial increase in the number of national start-ups (35,000 start-ups were created in 2015).

WHY PORTO?
INTEGRATED MANAGEMENT OF THE URBAN WATER CYCLE IN AN INNOVATIVE ECOSYSTEM

- Water is fully integrated in the city’s development strategy and plays a key role in urban planning and design;
- Various smart city initiatives have been implemented to transform the city into a living laboratory of intelligent urban technology that supports the main existing systems – water, transport, safety, ecological buildings and clean energy;
- Porto’s environment is favourable for innovation and entrepreneurship with clearly visible results in the higher number of companies based on technological, scientific and creative factors, in addition to being the city with the largest number of start-ups in Portugal;
- Universidade do Porto is a leading university, both nationally and internationally, not only in Research & Development, but also in creating partnerships with entrepreneurs and in the business segment.
The city of Porto surpassed another 19 competing destinations with a record number of votes and was bestowed with this important distinction for the third year. The Invicta city continues to be the only Portuguese city to win this award and also the first to have won it more than once.

After its nomination and the competition with cities such as Paris, Amsterdam, London and Barcelona, the city of Porto conquered once again the award it had already received in 2012 and 2014. This time around, however, it increased its winning margin by surpassing 138,000 votes, according to the European Best Destination, an entity dedicated to promoting tourism in Europe and headquartered in Brussels.

The voting numbers confirm the city’s appeal, not only to Porto residents, but also to Portuguese in general, and tourists from around the world. In truth, and according to data disclosed by the contest organisers, Porto would have won even only with votes cast outside Portugal. Porto was the most voted destination in 85 countries and merited 58% of votes cast outside Portugal.
MAIN FIGURES OF PORTO WATER INNOVATION WEEK

+ 1000 Participants at conferences
+ 60 Countries of origin of participants
+ 100 Stands in the exhibition area
25 000 Participants at the AquaPorto Water Festival 2017

PARTICIPANT GROUPS
- Utilities
- Municipalities
- Industry and agriculture
- Public bodies
- Central and local government
- Universities
- R&D Centres
- Technology companies
- Start-ups
- Equipment suppliers
- Investors
6 REASONS TO SPONSOR PORTO WATER INNOVATION WEEK

1. Share Know-how, Create Partnerships
Porto Water Innovation Week is a venue for greater sharing of know-how and for bridging gaps to create a closer working relation between industry, business, technology, innovation, practice and science in the water sector, in a collaborative and innovative environment. Sponsors will be in a privileged position to benefit from these collaboration opportunities, thereby strengthening their brands as perceived by a qualified and focussed audience.

2. Privileged and Broad Networking
A multifaceted event bringing together the different players in the water cluster, including various networking sessions, will enable sponsors to make privileged contacts with national and international participants. Access to this unique platform will boost business opportunities, open new markets and financing options, and strengthen the positioning of companies in the national and international water sector market.

3. Brand Recognition and Exposure
The placing of logos on a variety of printed and digital supports publicising the event, such as advertisements, flyers, brochures, newsletters, website, mobile app and email campaigns, along with many other benefits, will increase public awareness of the brands disclosed. On being recognised as a sponsor of a high added value initiative, sponsors will communicate and associate that said value to their brand and foster a highly credible image perceived by the various target publics.

4. Marketing of International Reach and Media Exposure
All events associated to Porto Water Innovation Week are based on strong marketing campaigns, both at national and international levels, leveraged by disclosure through an extensive network of partners and media partners providing media coverage in Portugal and abroad. Sponsors will automatically benefit from the opportunity to promote their products or services to water sector professionals, with exposure guaranteed in various markets.

5. Market Leadership
Sponsor brands will be promoted at this large international event through an image of market leadership and critical points of access to reach a diverse and very interesting target public at an event where participants meet to learn and to enrich their knowledge, share experiences and search for new means of increasing and sustaining their businesses.

6. Community Involvement
Public participation in the reflection about water and innovation is part of this event and is essential for its success. Emphasis goes to activities focussing on the general public (street entertainment, shows and AquaPorto – Water Festival) and those of a solidarity nature (support to the Aqua – Water4Health project, of the NGO Mundo a Sorrir (World Smiling)). It is expected that this aspect will catapult sponsors to a wide audience and associate their image to a message about water education and solidarity causes in this sector.
# SUMMARY OF SPONSORSHIP OPPORTUNITIES

## PREMIUM SPONSORS

<table>
<thead>
<tr>
<th>Type</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum Sponsor</td>
<td>€ 50,000</td>
</tr>
<tr>
<td>Gold Sponsor</td>
<td>€ 35,000</td>
</tr>
<tr>
<td>Silver Sponsor</td>
<td>€ 25,000</td>
</tr>
<tr>
<td>Bronze Sponsor</td>
<td>€ 15,000</td>
</tr>
</tbody>
</table>

Become a sponsor of Porto Water Innovation Week and associate your brand to the main European Water and Innovation Event in 2017!

## SPONSORS OF EVENTS

<table>
<thead>
<tr>
<th>Event</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water Innovation Lab Europe Porto 2017</td>
<td>€ 25,000</td>
</tr>
<tr>
<td>Aquaporto – Festival da Água (Water Festival) 2017</td>
<td>€ 25,000</td>
</tr>
<tr>
<td>Splash Innovation Stage</td>
<td>€ 20,000</td>
</tr>
<tr>
<td>Water Match (Matchmaking Event)</td>
<td>€ 10,000</td>
</tr>
</tbody>
</table>

Promote your company image to more specific targets and join events that attract highly interested audiences!

## SPONSORS OF NETWORKING SESSIONS

<table>
<thead>
<tr>
<th>Session</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Networking Lunch</td>
<td>€ 5,000 - € 10,000</td>
</tr>
<tr>
<td>Welcome Drink Porto</td>
<td>€ 10,000</td>
</tr>
<tr>
<td>Innovation Dinner</td>
<td>€ 20,000</td>
</tr>
<tr>
<td>Networking Breakfast</td>
<td>€ 7,500</td>
</tr>
<tr>
<td>Coffee Breaks</td>
<td>€ 3,000 - € 5,000</td>
</tr>
</tbody>
</table>

Associate your image and brand to sessions of intense personal and business interaction and gain a competitive edge!

## INTERACTIVE SPONSORSHIPS

<table>
<thead>
<tr>
<th>Technology</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multimedia Show</td>
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<tr>
<td>App (Mobile App)</td>
<td>€ 15,000</td>
</tr>
<tr>
<td>Interactive Floor</td>
<td>€ 7,500</td>
</tr>
</tbody>
</table>

Favour more creative, innovative and impactful marketing actions!

## OTHER SPONSORSHIPS

<table>
<thead>
<tr>
<th>Product</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lanyards (ID Badges)</td>
<td>€ 10,000</td>
</tr>
<tr>
<td>Bag for Participants</td>
<td>€ 7,500</td>
</tr>
<tr>
<td>Image on Auditorium Seats</td>
<td>€ 7,500</td>
</tr>
</tbody>
</table>

Invest in business communication solutions with a lasting impact!
PREMIUM SPONSORSHIP OPPORTUNITIES

Become a sponsor for the Porto Water Innovation Week and associate your brand to the main European water and innovation event in 2017!

For companies looking to become market leaders, Porto Water Innovation Week offers a unique opportunity to disclose their products and services to over 1,000 water and innovation professionals from more than 60 countries. Sponsors get many benefits. The event guarantees maximum brand exposure to participants and exhibitors, offering new networking and business opportunities. Sponsors benefit from a structured communication campaign and from broad media coverage.

PREMIUM SPONSORS (Categories)

- PLATINUM SPONSOR € 50,000
- GOLD SPONSOR € 35,000
- SILVER SPONSOR € 25,000
- BRONZE SPONSOR € 15,000
PLATINUM SPONSOR

€ 50,000

PACKAGE

- Company logo on the event website homepage;
- Rotating horizontal banner of the company on the event website homepage;
- Logo and 150-word message in the “Sponsors & Partners” section of the event website and hyperlink to the company website;
- Company logo on all printed and digital communication material;
- Company logo in the event brochures sent through email for a database containing over 10,000 contacts;
- Company logo in the “Sponsors & Partners” section of the event mobile app;
- Company logo on all communication supports at the Alfândega do Porto Congress Centre;
- Full advertising page in the event official guide;
- Promotional material included in the official event bag given to all participants;
- Presence in the event social network channels: five publicity posts on Facebook and Twitter and one promotional video on the Youtube channel;
- Presentation of a promotional video loop shown on the screen placed behind the Welcome Centre (participant reception and accreditation location);
- Distribution of merchandising to participants at the Welcome Centre;
- A space of 36 sqm will be made available in the exhibition area (Companies Trade Show, Start-ups Showroom and Innovation Hub);
- Three tables will be exclusively reserved for the company personnel and clients/partners at the Innovation Dinner;
- Possibility of organising three Tech Talk sessions as parallel events for the company event participants and guests (clients or potential clients).
GOLD SPONSOR

€ 35,000

PACKAGE

→ Company logo on the event website homepage;
→ Rotating horizontal banner of the company on the event website homepage;
→ Logo and 100-word message in the “Sponsors & Partners” section of the event website and hyperlink to the company website;
→ Company logo on all printed and digital communication material;
→ Company logo in the event brochures sent through email for a database containing over 10,000 contacts;
→ Company logo in the “Sponsors & Partners” section of the event mobile app;
→ Company logo on all communication supports at the Alfândega do Porto Congress Centre;
→ Full advertising page in the event official guide;
→ Promotional material included in the official event bag given to all participants;
→ Presence in the event social network channels: three publicity posts on Facebook and Twitter;
→ Presentation of a promotional video loop shown on the screen placed behind the Welcome Centre (participant reception and accreditation location);
→ A space of 36 sqm will be made available in the exhibition area;
→ Two tables will be reserved exclusively for the company personnel and clients/partners at the Innovation Dinner;
→ Possibility of organising two Tech Talk sessions, as parallel events, for the company event participants and guests (clients or potential clients).
SILVER SPONSOR

€ 25,000

PACKAGE

- Company logo on the event website homepage;
- Logo and 75-word message in the “Sponsors & Partners” section of the event website and hyperlink to the company website;
- Company logo on all printed and digital communication material;
- Company logo in the event brochures sent through emails for a database containing over 10,000 contacts;
- Company logo in the “Sponsors & Partners” section of the event mobile app;
- Company logo on all communication supports at the Alfândega do Porto Congress Centre;
- Half advertising page in the event official guide;
- Presence in the event social network channels: two publicity posts on Facebook and Twitter;
- A space of 18 sqm will be made available in the exhibition area;
- One table will be reserved exclusively for the company personnel and clients/partners at the Innovation Dinner;
- Possibility of organising one Tech Talk session, as a parallel event, for the company event participants and guests (clients or potential clients).
BRONZE SPONSOR

15,000

PACKAGE

→ Company logo on the event website homepage;
→ Logo and 50-word message in the “Sponsors & Partners” section of the event website and hyperlink to the company website;
→ Company logo on all printed and digital communication material;
→ Company logo in event brochures sent through emails for a database containing over 10,000 contacts;
→ Company logo in the “Sponsors & Partners” section of event mobile app;
→ Company logo on all communication supports at the Alfândega do Porto Congress Centre;
→ Half advertising page in the event official guide;
→ A space of 9 sqm will be made available in the exhibition area;

→ Five seating places will be reserved exclusively for the company personnel and clients/partners at the Innovation Dinner;
→ Possibility of organising one Tech Talk session, as a parallel event, for the company event participants and guests (clients or potential clients).
OPPORTUNITIES TO SPONSOR EVENTS

Promote your company image to more specific targets and join events that attract highly interested audiences!

Porto Water Innovation Week will have a broad and diversified programme. Events targeting more specific target publics, either for water and innovation professionals or the general public, provide higher exposure for sponsors. The close relations formed during the event strengthen client trust and create more business opportunities.

SPONSORSHIP OF EVENTS (Categories)

- **WATER INNOVATION LAB EUROPE PORTO 2017**
  - € 25,000

- **AQUAPORTO WATER FESTIVAL 2017**
  - € 25,000

- **SPLASH INNOVATION STAGE**
  - € 20,000

- **WATER MATCH (MATCHMAKING EVENT)**
  - € 10,000
Water Innovation Lab (WIL) brings together young people, students and professionals who are passionate about water and in search of solutions for our era’s major challenges in this field. More than a typical initiative of talking heads, this event will be an opportunity to develop various skills through field outings, regular talks in small groups and one-to-one interactions with renowned specialists.

An intensive six-day activities programme expected to shape new water sector leaders of different ages, nationalities and life experiences. This is a unique opportunity for companies to form a link with these talented young people who will be future decision-makers and managers.

The event is organised by Waterlution, a Canadian training organisation using outside the box methods that include various stakeholders interested in analysing major challenges in water resource management. WIL has already held events in Canada, Europe (Scotland) and India, and is expected to hold more events soon in the Netherlands, Brazil and in the United States.

**PACKAGE**
- Company logo on the website homepage referring to WIL Europe Porto 2017;
- Logo and 50-word message in the “Sponsors & Partners” section of the event website and hyperlink to the company website;
- Company logo on all printed and digital communication material referring to WIL Europe Porto 2017;
- Company logo in the section referring to WIL Europe Porto of the event mobile app;
- Assigning of a water and innovation specialist to be part of the Resource Guests panel;
- Exclusive corporate exhibition and exterior and interior decoration at the luxury hostel Pousada de Ofir;
- A space of 18 sqm will be made available in the exhibition area;
- Seven seating places will be reserved exclusively for the company personnel and clients/ partners at the Innovation Dinner;
- Welcoming message at the start of WIL Europe Porto 2017.
On 29 and 30 September and for the fourth consecutive year, Parque da Cidade will host a new edition of AquaPorto, at which children, youths and adults are invited to actively participate in various recreational and educational activities. This Water Festival will be organised by Águas do Porto, a municipal company in charge of integrated and sustainable management of Porto Municipality urban water cycle.

AquaPorto includes two days of entertainment and 20 hours of adventure covering over 50 free activities combining water and science. Visitors may participate in experimental workshops, scientific demonstrations, games, field outings, guided visits, exhibitions, talks, music performances and children’s entertainment. After all, water involves a lot of science and science also consists of water.

At the 2016 edition, sunset concerts were a novelty featuring various artists performing on the stage, in particular Mário Laginha. AquaPorto broke all audience records and attracted more than 25,000 people to Parque da Cidade.
SPONSOR OF SPLASH INNOVATION STAGE

€ 20,000

Splash Innovation Stage is an innovation contest in the water sector for start-ups and spin-offs. It will be the stage for presenting innovative solutions for solving old problems faced by utilities, industry and agriculture, through three-minute pitches, interconnecting suppliers of solutions to end users and creating privileged networking opportunities.

Preselected start-ups and spin-offs will be assessed by a renowned national and international jury, whose decision, associated to voting by the attending public, will be the basis for selecting the three best pitches awarded a monetary prize:

- 1st Prize: € 12,000;
- 2nd Prize: € 6,000;
- 3rd Prize: € 3,000;

Splash Innovation Stage is organised by the Porto Municipality in partnership with UPTEC – Parque de Ciência e Tecnologia da Universidade do Porto, and with Isle Utilities, a technology and innovation consultancy company specialised in clean technology. This event is part of the EIP Water Conference 2017.

This event also includes a start-up accelerator programme designed to support them in building, implementing and validating their business model, in accessing international markets and in getting the most from specific financing instruments.

PACKAGE

- Company logo on the website homepage of Porto Water Innovation Week;
- Logo on the website page referring to the Splash Innovation Stage;
- Logo and 50-word text in the “Sponsors & Partners” section of the event website and hyperlink to the company website;
- Company logo on all printed and digital communication material for the event;
- Company logo in the section referring to the Splash Innovation Stage in the event mobile app;
- Exclusive corporate exhibition and decoration in the exterior and interior of the Auditorium at the Alfândega do Porto Congress Centre;
- Assigning of a company representative to the jury panel;
- A space of 18 sqm will be made available in the exhibition area;
- Five seating places will be reserved exclusively for the company personnel and clients/partners at the Innovation Dinner;
- Welcoming message at the opening session of the Splash Innovation Stage;
- Awarding of prizes at the session created for the purpose as part of the EIP Water Conference 2017.
SPONSOR OF WATER MATCH

10,000

This is a matchmaking event covering technology in the water sector. The Water Match enables exhibitors and visitors to find partners for commercial cooperation, technological development and R&D projects. Companies, start-ups, research institutes and universities, and investors are invited to make new contacts for future national and international partnerships.

The 25-minute face-to-face meetings are managed by a specific platform in which each company presents its areas of interest:

- Water and waste water treatment;
- Solutions for decreasing unbilled water;
- Reutilisation of water and waste water;
- Rainwater management and recycling;
- Asset management;
- Energy efficiency in the water sector;
- Intelligent water networks;
- Instrumentation, analyses and automation;
- Innovation and monitoring through ICT;
- Big data & internet of things;
- Telemangement and telemetry systems;
- Emerging technology;
- Water management as part of urban planning;
- Green infrastructures and nature-based solutions;
- Efficient water use in industry and agriculture;
- Financing mechanisms.

The Water Match will be held on 27, 28 and 29 of September aligned with the two conferences of Porto Water Innovation Week: EIP Water Conference 2017 and Mayors & Water Conference 2017. It is organised by a national consortium led by the Porto Municipality, by Agência Nacional de Inovação and by Enterprise Europe Network.

PACKAGE

- Logo on the website page referring to the Water Match;
- Logo and 50-word text in the “Sponsors & Partners” section of the event website and hyperlink to the company website;
- Company logo on all printed and digital communication material for the event;
- Company logo in the section referring to the Water Match in the event mobile app;
- Exclusive corporate exhibition and exterior and interior decoration at the hall reserved for the Water Match, at the Alfândega do Porto Congress Centre;
- A space of 9 sqm will be made available in the exhibition area;
- Three seating places will be reserved exclusively for the company personnel and clients/ partners at the Innovation Dinner;
- Privileged meetings with companies participating in the Water Match.
OPPORTUNITIES TO SPONSOR NETWORKING SESSIONS

Add your image and brand to moments of intense personal and business interactions and benefit from the resulting competitive edge!

Networking is a powerful instrument for business development. Face-to-face contacts make a difference in an increasingly more digital world. Personal contact intensifies the sharing of know-how, facilitates the creation of strategic alliances and strengthens contact networks and high performance collaboration networks. The various networking sessions included in the Porto Water Innovation Week function as leverage for more and better business.

SPONSORING NETWORKING SESSIONS
(Categories)

- **WELCOME DRINK PORTO**
  - € 10,000

- **INNOVATION DINNER**
  - € 20,000

- **NETWORKING LUNCH**
  - € 5,000 - € 10,000

- **NETWORKING BREAKFAST**
  - € 7,500

- **COFFEE BREAKS**
  - € 3,000 - € 5,000
In the late afternoon of 26 September 2017, the Ferreira Borges Market will be the reception and welcoming stage for the Porto Water Innovation Week. The sunset with a view of the Douro River and of the traditional houses in the Ribeira quarter is the ideal scenario to enhance social engagement and to create the first bonds between participants. The event will last into the warm night of early autumn.

This is an exclusive opportunity for a company to associate its brand to the relaxed atmosphere, the ample and original space and for savouring a special menu appealing to the senses.
The Innovation Dinner will be held on 27 September 2017, in the magnificent Pátio das Nações, at the Palácio da Bolsa palace, an iconic building of commercial relations. This is the ideal meeting place for informal contacts, fostering new business and partnerships whilst strengthening already existing institutional and commercial relations. The sponsor’s brand will benefit from an exclusive, striking and broad exposure to the most important national and international players in the water and innovation sector.

**PACKAGE**

- Company logo on the website page referring to the Innovation Dinner;
- Logo and 50-word text in the “Sponsors & Partners” section of the event website and hyperlink to the company website;
- Company logo on all printed and digital communication material referring to the Innovation Dinner;
- Company logo in the section referring to the Innovation Dinner in the event mobile app;
- A space of 18 sqm will be made available in the exhibition area;
- Two tables will be reserved exclusively for the company personnel/partners at the Innovation Dinner;
- Exclusive corporate exhibition and exterior and interior decoration at Pátio das Nações;
- A plaque will be placed on the dinner table showing the sponsor company logo;
- Welcome message during the Innovation Dinner.
Mayors & Water Conference 2017

SPONSOR OF NETWORKING LUNCH

THREE SPONSORS

€ 10,000

EIP Water Conference 2017

€ 5,000

Mayors & Water Conference 2017

This informal networking opportunity will be held in a scenario of a truly architectonic rarity called Furnas Nascente. Here, delegates will continue a more in-depth discussion of the topics covered by the conference panels, increase their contacts network and promote their business.

PACKAGE

• Company logo on the website page referring to the Networking Lunch;
• Logo and 25-word text in the “Sponsors & Partners” section of the event website and hyperlink to the company website;
• Company logo on all printed and digital communication material referring to the Networking Lunch;
• A space of 9 sqm will be made available in the exhibition area;
• Three seating places will be reserved exclusively for the company personnel at the Innovation Dinner;
• Exclusive corporate exhibition and interior decoration in the spaces of the Networking Lunch;
• A plaque will be placed on the dinner table showing the sponsor company logo at the Networking Lunch;
• Distribution of the company merchandising during the Networking Lunch;
• Welcome message at the Networking Lunch.
All participants at the EIP Water Conference 2017 will be welcomed with a Networking Breakfast, to take place at the same time as the accreditation process (27 September 2017). Decorated with panels by Martins Barata, the Main Hall (Salão Nobre) of Alfândega do Porto creates the ideal atmosphere for interaction among participants.

Emphasis goes to the access to the Alfândega quay with its fabulous view over the Douro River and the Port Wine Cellars, enabling the sponsor company to increase its brand awareness and to gain better access to more and better business leads. Making a good first impression at the Networking Breakfast may be decisive.

**PACKAGE**

- Company logo on the website page referring to the Networking Breakfast;
- Logo and 25-word text in the “Sponsors & Partners” section of the event website and hyperlink to the company website;
- Company logo on all printed and digital communication material referring to the Networking Breakfast;
- A space of 9 sqm will be made available in the exhibition area;
- Three seating places will be reserved exclusively for the company personnel at the Innovation Dinner;
- Exclusive corporate exhibition and exterior and interior decoration at the main hall (Salão Nobre – Alfândega);
- A plaque will be placed on the dinner table showing the sponsor company logo at the Networking Breakfast;
- Distribution of the company merchandising during the Networking Breakfast;
- Welcome message at the Networking Breakfast.
SPONSOR OF COFFEE BREAKS

FIVE SPONSORS

€ 5,000 EIP Water Conference 2017

€ 3,000 Mayors & Water Conference 2017

The exhibition area is an excellent space for building bridges and partnerships for business opportunities, particularly during coffee breaks.

PACKAGE

- Company logo on the website page referring to Coffee Breaks;
- Logo and 25-word text in the “Sponsors & Partners” section of the event website and hyperlink to the company website;
- Company logo on all printed and digital communication material referring to Coffee Breaks;
- A space of 9 sqm will be made available in the exhibition area;
- Two seating places will be reserved exclusively for the company personnel at Coffee Breaks;
- Exclusive corporate exhibition and interior decoration of the spaces reserved for Coffee Breaks;
- A plaque will be placed on the dinner table showing the sponsor company logo at Coffee Breaks;
- Distribution of the company merchandising during Coffee Breaks.
INTERACTIVE SPONSORSHIP OPPORTUNITIES

Choose more creative, innovative and impactful marketing actions!

A brand is automatically associated to the stimuli it provokes. Interactivity as the main factor of communication actions is part of sensory marketing. Exploring the five senses of participants is a means of enhancing the brand’s status and generating a competitive edge.

Sponsors may thus choose a more disruptive communication to create good storytelling that generates empathy and mobilises potential clients and partners and maintains current clients loyal.
SPONSOR OF MULTIMEDIA SHOW

€ 30,000

Lights, sounds and water: a unique show! A large multimedia session with the projection of a water curtain, in a scenario that includes Parque da Cidade main pond and its surroundings, to be held for the first time in Porto. In the evening of 30 September, and with free admission for everyone, this show and its spectacular visual impact will highlight the closing of the Porto Water Innovation Week.

PACKAGE

- The company logo is highlighted during the Multimedia Show;
- The company logo on the website page referring to the Multimedia Show;
- Logo and 75-word text in the “Sponsors & Partners” section of the event website and hyperlink to the company website;
- Company logo on all printed and digital communication material for the event;
- Company logo in the event brochures sent through emails for a database containing over 10,000 contacts;
- Company logo in the section referring to Multimedia Show in the event mobile app;
- A space of 18 sqm will be made available in the exhibition area;
- Five seating places will be reserved exclusively for the company personnel at the Innovation Dinner;
Available for Android and IOS, the mobile app will function as the event pilot. The app will guide participants and visitors, playing the role of a facilitator in accessing the most relevant information about the agenda, the exhibition area, networking sessions and the social agenda.

**PACKAGE**
- Company logo on the app’s welcome screen, the first image participants will see when they open the software application;
- The company logo on the website homepage;
- Logo and 25-word text in the “Sponsors & Partners” section of the event website and hyperlink to the company website;
- Company logo on all printed and digital communication material;
- A space of 9 sqm will be made available in the exhibition area;
- Three seating places will be reserved exclusively for the company personnel at the Innovation Dinner;
SPONSOR OF INTERACTIVE FLOOR

€ 7,500

The interactive floor may be used to create an atmosphere of complete interaction with the public, combining intuitive human movement with a reaction and exhibition floor. The images to be projected in the central corridor of the Alfândega Congress Centre, on the ground zero, combining the two exhibition aisles, will be personalised to highlight the sponsor’s brand. An experience of movement, action and fun.

PACKAGE

- Exclusive corporate exhibition on the interactive floor of the identified location (Alfândega);
- Logo and 25-word text in the “Sponsors & Partners” section of the event website and hyperlink to the company website;
- Company logo on all printed and digital communication material;
- A space of 9 sqm will be made available in the exhibition area;
- Three seating places will be reserved exclusively for the company personnel at the Innovation Dinner.
OTHER SPONSORSHIP OPPORTUNITIES

Invest in business communication solutions with a lasting impact!

As a complement to the traditional sponsorship categories, there are also more specific marketing actions to which you may associate your brand. These are more selective opportunities aimed at having a faster and more lasting impact on participants and visitors at the Porto Water Innovation Week.

SPONSORSHIP OF EVENTS (Categories)

- **IMAGE ON AUDITORIUM CHAIRS**
  - € 7,500

- **LANYARDS (ID BADGES)**
  - € 10,000

- **BAG FOR PARTICIPANTS**
  - € 7,500
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