



**ALADYR**  
INTERNATIONAL  
**CONGRESS**  
2021 LIMA-PERU



# WATER REUSE AND DESALINIZATION

LIMA - 27 DE ENERO CONVENTION CENTER

From September 21 to 23, 2021



For more information:  
[dircom@aladyr.net](mailto:dircom@aladyr.net) / [info@aladyr.net](mailto:info@aladyr.net)



**LIMA - 27 DE ENERO CONVENTION CENTER (CCL) September 21, 22 and 23, 2021**



Av. de la Arqueología, San Borja 15021, Perú



Temperature between 60 and 71 degrees.



Chance of precipitation of 2%



# THE CONGRESS



The Caballito de Titora (left) is a means of indigenous transport used as an ancient tradition and represented in the art of Mochica culture (above)

The Latin American Association of Desalination and Water Reuse is pleased to invite you to participate in the most important meeting of sustainable water management leaders. THE ALADYR BIENNIAL CONGRESS 2021.

The wonderful city of LIMA will welcome us to share the most successful experiences and cases around the application of desalination, water reuse, and treatment of effluent technologies to guarantee access to drinking water.

Our goal is to gather over 700 attendees from around the world to share over 120 globally important presentations by leading professionals during 03 days, in the best space to develop strategic partnerships and potential trade deals.



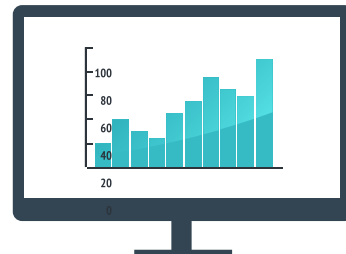
# THE ALADYR BIENNIAL CONGRESS IN NUMBERS

**124**  
SPEAKERS



**OVER 120**  
TECHNICAL PAPERS

The presentations of our Congress will be grouped into 4 major thematic areas to guide our attendees to the rooms of their interest.



**OVER 700**  
ATTENDEES!

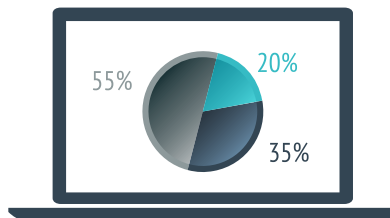
50%



Our stats from previous events revealed that about 50% of the attendees are end users



**+40**  
EXHIBITIONS



Desalination. Industrial, municipal, mining and agricultural uses.

Reuse. Technologies, success stories, regulation and uses.

New technological challenges. New pollutants, new technologies, equipment and research.

Health, legal and environmental issues of the use of non-conventional resources.

**03** PLENARY SESSIONS **04**

**SIMULTANEOUS**  
PRESENTATION ROOMS

**350**  
COMPANIES



it could be your business



it could be your country

**20**  
COUNTRIES

**CELEBRATION EVENING**  
**ALADYR PARTY**



# SPONSORSHIP

For more information and  
sponsorship quota reservations:  
[dircom@aladyr.net](mailto:dircom@aladyr.net) / [info@aladyr.net](mailto:info@aladyr.net)



## BECOME A SPONSOR OF ALADYR

ALADYR is a private nonprofit organization dedicated to promoting actions and initiatives that encourage the reuse, treatment, and desalination of water as suitable options for the sustainable and responsible use of this resource. Therefore, our events aim to provide professional training, updated content, and dissemination of knowledge and experiences through technical presentations. However, each one of these provides opportunities for the promotion and commercial boost of the companies that support us as sponsors. This way, your organization supports knowledge and technical promotion as well as advertises its product portfolio and services.





	CATEGORY	QUOTA	USD VALUE
STANDS	● DIAMOND	02	12.000
	● PLATINUM	08	9.500
	● GOLD	15	7.900
	● SILVER	10	6.800
	● COFFEE BREAK	06	6.500
	● MEMORABLE IMAGES	02	10.500
	SOCIAL PROMO	● YOUNG LEADERS PROGRAM	05
● WATER SCHOOL		01	6.500
● POUCH / BACKPACK		01	9.000
● PEN DRIVE / USB MEMORY		01	4.000
● LANYARD		01	8.000
● WIFI		01	7.000
● LEARNING		03	5.000
● PROTOCOL		04	5.000
● ALADYR PARTY		02	13.500
● RSE			



# SPONSORSHIPS WITH STANDS

The stands that constitute the commercial exhibition are made of recycled wood panels. We believe that ALADYR events must be consistent with our objectives and values, therefore, we minimize the use of single-use plastics and materials, contributing holistically with the environment.

## DIAMOND

Sponsorship category located in the most prominent place in the stand distribution and is available only for two (02) companies.

It is the best opportunity to stand out with an attractive and interactive stand, with protocol staff trained to offer appropriate information and achieve profitable relationships for your company. In addition, this category has the exclusive benefit of having your logo on the back cover of the Aguas Latinoamérica Magazine and the opening article.

Measurements: 13.12 ft x 13.12 ft. INCLUDES ELECTRICAL OUTLET AND LIGHTING





## IT INCLUDES:

- Square aluminum profile structure - octanorm system
- Wood textured panels
- 2 Totems with lower storage space and backlit graphics (3.11 ft x 3.93 ft)
- 2 customer service counters 3.11 ft wide x 3.11 ft high and 1.31 ft deep.
- 2 white high benches
- Bin
- Top border in wood texture with labeled vinyl.
- 3 low tables with glass tabletop
- 8 white low chairs

DIAMOND





# PLATINUM

Our platinum sponsors, available for eight (08) companies, have the possibility of having a large stand located in the best corridors of the social area guaranteeing a prominent location among the attending companies. The quality of service provided by your protocol staff will allow you to get the maximum benefit from this category. Measurements: 13.12 ft x 6.56 ft.

INCLUDES ELECTRICAL OUTLET AND LIGHTING



## IT INCLUDES:

- Square aluminum profile structure - octanorm system
- Wood textured panels
- Totem with lower storage space and backlit graphics (3.11 ft x 3.93 ft)
- Wood texture side dividers with polycarbonate inside.
- Customer service counter of 3.11 ft wide x 3.11 ft high and 1.31 ft deep.
- High white bench
- Bin
- Upper border in labeled vinyl

PLATINUM



# GOLD

The companies that choose for the gold sponsorship, a total of fifteen (15), have a comfortable stand in which they can offer promotional material and have a space for commercial samples, as well as business meetings. It is undoubtedly an excellent option to have a presence in social areas. Measurements: 9.84 ft x 6.56 ft.



## IT INCLUDES:

- Square aluminum profile structure - octanorm system
- Wood textured panels
- Totem with lower storage space and backlit graphics (3.11 ft x 3.93 ft)
- Wood texture side dividers with polycarbonate inside.
- Customer service counter of 3.11 ft wide x 3.11 ft high and 1.31 ft deep.
- High white bench
- Bin
- Upper border in labeled vinyl

GOLD



# SILVER

The companies that choose the silver sponsorship, a total of ten (10), have a space suitable for the handout of promotional material within the exhibition areas.

Measurements: 6.56 ft x 6.56 ft.



## IT INCLUDES:

- Square aluminum profile structure - octanorm system
- Wood textured panels
- Totem with lower storage space and backlit graphics (3.11 ft x 3.93 ft)
- Side dividers in wood texture with interior polycarbonate
- Customer service counter of 3.11 ft wide x 3.11 ft high and 1.31 ft deep.
- High white bench
- Bin
- Upper border in labeled vinyl

SILVER



## COFFEE BREAK

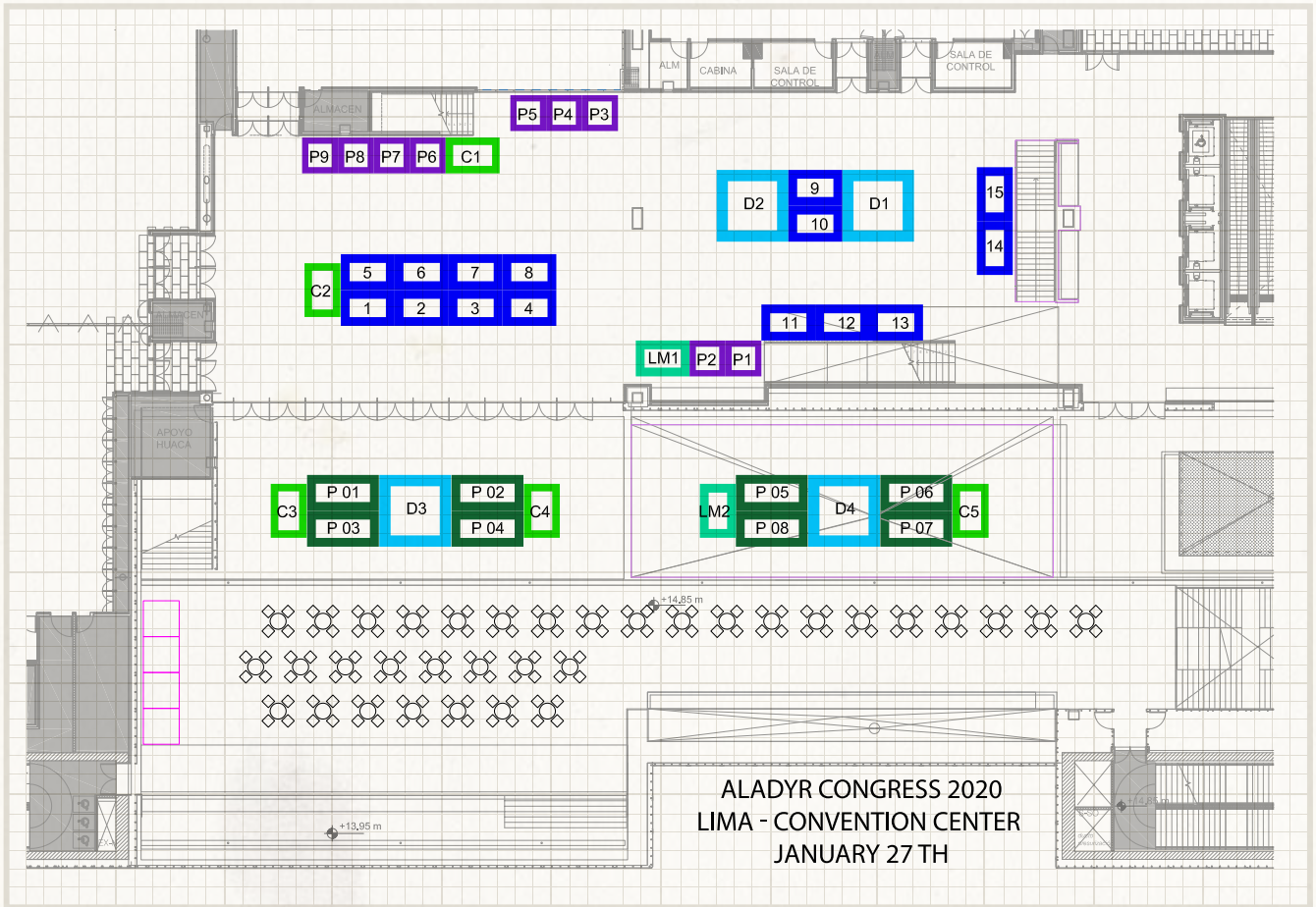
The organizations that opt for COFFEE BREAK sponsorship, a total of six (06), sponsor one of the busiest areas of the exhibition area “THE COFFEE STATIONS”. These will have a 9.84 ft x 6.56 ft stand where it will be announced that coffee and food from that area are courtesy of your company. Attendees will find a space with the advertising of your company and if you wish you can deliver promotional material such as brochures and gifts. It is not a stand for commercial samples, it is a station where your company invites a coffee.



## MEMORABLE IMAGES

Exclusive for two companies (02), it offers a Stand of 9.84 ft x 6.56 ft decorated with various images, costumes and details of Peruvian culture. It is a space for memorable, individual or group photographs with various frames that will have the logo of your company. In this Stand, your promoters can invite participants to take entertaining photos that can be sent directly via email and will also be in the image galleries on the screens of our hallways. It is undoubtedly an excellent way to generate remembrance of your logo and brand. Your logo will also be present at the top of the Stand.





**04** Stand Diamond  
4.00 x 4.00 m

**15** Stand Gold  
3.00 x 2.00 m

**02** Memorable Images  
3.00 x 2.00 m

**08** Stand Platinum  
4.00 x 2.00 m

**05** Coffee Break  
3.00 x 2.00 m

**09** Stand Silver  
2.00 x 2.00 m

# DISTRIBUTION



## CORPORATE SOCIAL RESPONSIBILITY

### YOUNG LEADERS PROGRAM

Each of the five (05) companies that decide to be part of this program support ten (10) fourth-level university students so that they can attend the Congress for free, having access to important academic relationships and possible labor market as well as acquiring and updating useful knowledge for the successful development of their careers. Videos will be made where students will appreciate the experience with your company logo, these videos will be shown on our social networks. In addition, students will be using a flannel with the logo and image of your company and the indication “PROGRAM OF YOUNG LEADERS”.

---

### WATER SCHOOL

Valid for one (01) company. Days before the event we will carry out an outreach activity on sustainable water management in a school in Peru. In the presentation that will be made for children, your company can take part and deliver promotional material such as caps, bottles, flannels and others. A video about this Corporate Social Responsibility action will be generated. The video will be transmitted on the central screen of the event. It is an opportunity to show a social side of your organization and also promote education and early awareness about the responsible use of water.



# PROMOTIONAL

The sponsorship options contemplated in these categories allow the image of your company to transcend the event, because the promotional elements can be used day by day in the offices of organizations in different latitudes. A great advertising strategy. Long-term advertising that transcends borders at an affordable cost.

## POUCH OR BACKPACK

The logo of the sponsoring company of this category will be on all the backpacks that will be delivered to each of the attendees in the accreditation. During our congress, attendees will carry the backpack to collect the gifts and informational handouts offered in the commercial exhibition.

## LANYARD

It is impressive how such a small element can generate such a powerful reminder effect. For three (03) days, more than 800 people will wear the logo of your company as a badge and, even when the Congress ends, they can continue to use it.

## PEN DRIVE / USB MEMORY

USB flash drive with your company logo. This will contain a promotional brochure of our Congress and, of course, a briefing of your organization.

## WIFI

One of the most requested services at events is internet access, especially by foreign attendees who request the use of WIFI networks. The organization that sponsors this category will have signs and notices with its logo that indicate the name of the network (THE NETWORK WILL TAKE THE NAME OF THE COMPANY) and the password.



# SOCIAL EVENTS

## LEARNING

Those who are familiar with ALADYR events know this dynamic. The company that sponsors the Learning (three companies, 03) offers one of the most anticipated spaces of the day: The Trivia Session. On each day of the event there will be a plenary session with all attendees during the evening. At the end of this session, we will ask questions about the information shared and participants will be able to respond through an app. We will award prizes to first, second and third place. The logo of the sponsoring organization will be on the screen of the plenary during the trivias and a representative of the company will take the stand to deliver the awards. The value of the category includes the prizes for the three sessions. For this sponsorship, the day of the plenary will be granted in the order of reception of the sponsorships

(the first company that chooses this category will correspond to the plenary on September 7, the second company will correspond to the plenary of the day 08 and the third will correspond to the plenary on day 09.)

## PROTOCOL

We will have a total of 04 rooms for technical sessions or presentations, in each room a total of 42 dissertations will be offered. In order to offer the best service and service logistics, it is necessary to have protocol staff in the rooms. When deciding on this category, the protocol staff of the rooms will wear a shirt with the logo of your organization and may also have informative or promotional material on the tables of the attendees. The category allows the participation of four (04) companies, each of them will have a room with its logo present. Includes staff and clothing.

## ALADYR PARTY

It represents the most exclusive category of sponsorship, only two (02) companies will be in charge of offering a party for everyone present in the wonderful facilities of the 5th floor terrace. More than 800 professionals and sector authorities will enjoy in a festive atmosphere with advertising of your organization. This company can employ promotional and advertising strategies - videos, protocol staff and entertainment and culture shows. Everyone present will enjoy a pleasant meeting observing the logo of your entity throughout the celebration, everyone will go home remembering that you were the promoter of this great evening.



## CONSIDERATIONS:

Each category of sponsorship has a courtesy quota of registrations and passes of protocol staff. If you require more registrations, you will have to pay for the value corresponding to that of ALADYR PARTNERS participants. The extra passes for protocol have a preferential value of 250 USD (these are not valid to enter the technical rooms, nor plenaries). Coffee breaks and lunches are exclusive for registered attendees, speakers and protocol staff with credentials. If your company is interested in sponsoring any category of office supplies that is not described in this list, you can request it and we will gladly review it.

## GENERAL SPONSORSHIP BENEFITS

Logo in the publicity of the event, printed and digital, occupying a prominent position in order of relevance of the category.

Permanent logo on the ALADYR WEB during the entire promotion stage of the event, until it ends.

Logo on the welcome presentation at the opening and closing ceremony.

Possibility of publishing in our Newsletter "Aguas Latin America" widespread among more than 58 thousand professionals linked to the sector.

Possibility of making a technical presentation any day of the event. Schedule subject to availability of agenda and evaluation by the Technical Committee.

# SPECIFIC SPONSORSHIPS BENEFITS

CATEGORY	USD VALUE	STAND m <sup>2</sup>	COURTESY TICKETS	CREDENTIAL PROMOTERS	
					<p>Logo in the publicity of the event, printed and digital, occupying a prominent position in order of relevance of the category.</p> <p>Permanent logo on the ALADYR WEB during the entire promotion stage of the event, until it ends.</p> <p>Logo on the welcome presentation at the opening and closing ceremony.</p> <p>Possibility of placing an exclusive 3.28 ft x 6.56 ft banner with the company logo to place it along the route of the stands and conference rooms. For this, an additional cost of 120 USD must be paid and the art must be sent in PDF format in high resolution.</p> <p>Possibility of publishing in our Newsletter "Aguas Latin America" widespread among more than 58 thousand professionals linked to the sector.</p> <p>Possibility of making a technical presentation any day of the event. Schedule subject to availability of agenda and evaluation by the Technical Committee.</p> <p>Possibility of including promotional material in the gift bags of each attendee.</p> <p>Inclusion of one (01) page letter format with promotional information of the company to be included in the summary of the event inserted in the Pen Drive (USB Memory) - Benefit subject to the confirmation of this category of sponsorship.</p>

## STANDS

DIAMOND	12000	16 m <sup>2</sup> (4X4)	05	04	<p>All include electrical outlets. In addition to courtesy tickets, they get a 10% discount on extra tickets (up to 10) on the value of ALADYR Members tickets. The promotional material, advertising, as well as support must be placed by each company. ALADYR can facilitate supplier contacts to optimize the printing, logistics and assembly process - costs are borne by the sponsor.</p>
PLATINUM	9500	12m <sup>2</sup> (3x4)	04	03	
GOLD	7900	6 m <sup>2</sup> (3x2)	03	02	
SILVER	6800	4 m <sup>2</sup> (2x 2)	01	01	
COFFEE BREAK	6000	6 m <sup>2</sup> (3x2)	02	02	
MEMORABLE IMAGES	10500	6m <sup>2</sup> (3x2)	03	02	

## SOCIAL RESPONSIBILITY

YOUNG LEADERS PROGRAM	4000	X	02	0	<p>Photos and videos of each sponsorship will be displayed on the Central Screen of the Congress</p>
WATER SCHOOL	6500	X	03	0	





# SPECIFIC SPONSORSHIPS BENEFITS

## PROMO

BACKPACK	9000	X	03	0	May include promotional material or gifts to place inside
FLASH DRIVE USB MEMORY	4000	X	01	0	
LANYARD	8000	X	03	0	The lanyard will have exclusively the logo of the sponsoring company
WIFI	7000	X	02	0	

## SOCIAL

LEARNING SESSION	5000	X	02	2	Protocol tickets must be used to be in the Plenary Hall
PROTOCOL	5000	X	02	1	Protocol input must be used to be in the Broadcast hall
ALADYR PARTY	13500	X	02	10	Protocol tickets are for exclusive use at the party

