

International Water and Sanitation Technologies Exhibition

And

International Conference on :

Water and climate change, for an Africa of solidarity



Casablanca 29th June - 1th July, 2017

Place

Hyatt Regency
Place des Nations Unies
20000 Casablanca Morocco
www.hyattregencycasablanca.com



www.fieldattitude.com

Presentation

A favorable context

The organization of the 5th edition of the SITEau network is in line with the Paris Climate Agreement of December 2015 and the 22nd session of the Conference of the Parties (COP 22) to the United Nations Framework Convention on Climate Change held in Marrakech from 7th to 18th, November 2016 during which the presidency of the next COP 23 to be held in Bonn in November 2017 was entrusted to Morocco. The event is also seen as a step in the preparatory process of for the 8th World Water Forum (Brazil in 2018) during which Morocco offers the prestigious Hassan II prize. The return of Morocco to the African Union deserves to honor the Continent, which has listed water as the first priority sector of their commitments to adaptation to climate change (INDC), followed by agriculture and health which interact with water and sanitation.

The SITEau: the must-see event for water stakeholders

Thanks to the experience of its previous editors and that of their partners, it offers a meeting platform for bringing together stakeholders and public, private, academic and National and foreign civil society involved in the sectors of water, sanitation, energy by water and water, opportunities for trade and market.

The 5th edition of SITEau offers all stakeholders:

- ◆ An exhibition of the water and sanitation professions with a space dedicated to the Strat-up ;
- ◆ An international conference. On the theme: «Water and climate change : for an Africa of solidarity” ;
- ◆ A workshop for university students on «Water, Sanitation and Green Jobs”;
- ◆ A gala evening.

The SITEau will contribute to the water reflection / action, integrating the “climate change” paradigm by exploring the interface between water and climate change in general and especially in partnerships for their implementation. It will thus focus on:

- ◆ The African continent ;
- ◆ The position of Morocco, as bridge between the two shores of the Mediterranean, illustrated by its return to the African Union and its presence through many private groups, making it a gateway to international investment in this region.

The SITEau, an opportunity to:

- ◆ Promote the concept of the green economy through water, sanitation and energy;
- ◆ Disseminate the benefits and added value of the circular economy;
- ◆ Explain that the environment is no longer considered as a burden but as an asset: innovation, employment, investment, efficiency, skills centers, new lines of research-action-development ... which involve changes in the modes of production and consumption by considering the public approaches and their regulatory and fiscal levers and inviting to reinforce the social responsibility of the companies in their strategies and their management.
- ◆ Inform on the perspectives of training, research, action and on the new trades;
- ◆ Show the opportunities of the water and sanitation market and to demonstrate the needs of water trades and their contribution to job creation;
- ◆ Confirm and reinforce the regularity of the meeting desired by the exhibitors and participants in the previous four editions;
- ◆ Constituting an awareness / education / training / information

Participate in the SITeau allows

- ◆ To develop trade and business-to-business relations with Moroccan economic operators and their foreign counterparts and take advantage of investment opportunities;
- ◆ To provide a concrete overview of technologies, including alternative and appropriate technologies and energy technologies that are useful for water but also those that produce energy through water;
- ◆ To share experiences and learn about advances, progress and lessons learned.

The targets of SITeau

The exhibition and the International Conference bring together exhibitors and representatives from:

- ◆ Agencies and public administrations;
- ◆ Operators; of SMEs; And Start-up;
- ◆ Organizations and institutions supporting sustainable development;
- ◆ Local authorities;
- ◆ Elected representatives (parliamentarians and local authorities) and the organizations that represent them;
- ◆ Development and cooperation agencies;
- ◆ Funding agencies;
- ◆ Projects and programs;
- ◆ National and international non-governmental organizations;
- ◆ Capacity building institutions: research, training, information, new technologies, monitoring, etc.
- ◆ Sectoral professional groups;
- ◆ Chambers of commerce, agriculture and industry;
- ◆ National and international media, social media.

Other targets

- ◆ The visitors: professionals, students and the general public.
- ◆ The media, in the process of preparing the event, at the Press Conference, during the SITeau network to contribute to the visibility of the exhibitors and to disseminate the conclusions of the International Conference.
- ◆ Participants in the International Conference.

Funding and Partnerships

The SITeau network has benefited from the support and participation of national and international partners on a regular basis: the Ministry in charge of water, the Ministry of the Interior, the Ministry of Industry, Trade and New Technologies , The Ministry of Agriculture and Maritime Fisheries, the World Water Council, the General Confederation of Enterprises of Morocco “CGEM”, Les Eaux d’Oulmès, OCP, LYDEC, Suez Environnement, Veolia Morocco , The Hydraulic Basin Agencies, the Régies, Eco Médias, 2M and the Region of Casablanca Settat.

All activities related to the preparation, material organization and follow-up of the siteau network are financed by the grant of the exhibition by Moroccan and international exhibitors, grants and sponsors.

Registration form

See website : www.fieldattitude.com

Company/Organisation
Stat up
Address
Tel
Fax
E-mail
Contact Person
Others
Wish : 1 - be exhibitor Yes No Area 2 - participate in international conferences Yes No 3 - attend the gala evening Yes No
Payment choice
Remarks, special requests
Declares that it has read and approved the terms of participation Last name and first name Dated Signature

Location of the exhibition

Hotel Hyatt Regency Casablanca, United Nations Place. A marquee is dedicated to the exhibition and the Conference Hall is Forum 1.

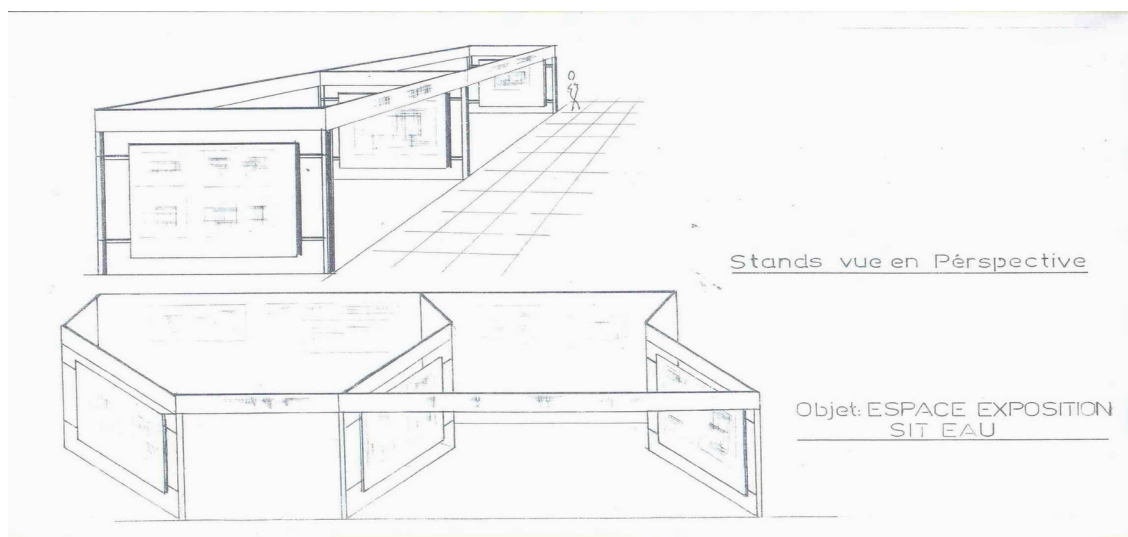
See www.hyattregencycasablanca.com

Tel: +212 5 224 31234

Stands arrangement

Since the marquee is a free space, the exhibition plan will be defined as and when required. A stand number will be communicated to the exhibitors

Stand models



Space rental

Space	Cost (Dirhams)
9 m ² (3 x 3)	16 850.00
12 m ² (3 x 4)	22 000.00
21 m ² (3 x 7)	34 000.00

The Turnkey Stand includes: space, carpet panels, 1 Desk, 3 chairs, electric connection, lighting, signboard, cleaning, security.

NB. The rates are increased by the VAT which is 20%.

Conference fee: 1500.00 DH

Gala evening: 800.00 Dirhams.

Local currency Dirhams (MAD) - 1 € = 11, 7 MAD

Useful information :

The modular stand includes: surface, carpet, partitions, table, 2 chairs, power supply and lighting, sign, cleaning, security.

Characteristics of the exhibition space:

Side height 4 m

Ridge height 10,50 m

PVC cover Ferrari opaque

Polygonal Structure

Peripheral paneling in insulating panels

Reversible climate control :

- 10 LG cabinets of 48,000 btu each
- Electrical: 250 KVA available

Wireless.

How to participate in the exhibition:

- ◆ Exhibitors are requested to respect the following agenda:
- ◆ The SITEeau will be open on June 29th and 30th 1st of July from 10 am to 7 pm.
- ◆ Installation: Exhibitors must respect the following schedule:
- ◆ They can install their booths from June 27th and must be installed before the opening of the SITEeau, is on June 29th, 2017 at 10 am.
- ◆ It is not permitted to leave the exhibition before the closing of the SITEeau, ie July 1, 2017 at 19:00.
- ◆ Installations and equipment must be recovered by July 2th, 2017. Beyond this, the organizers shall not be held liable for the objects and materials deposited.

Personalized assistance by hotel masters: M. FALAH AND M. ABDERRAHIM: +212657918744 and +212610933028

Payment :

- ◆ 50% deposit upon confirmation of reservation of the stand. Settlement can be made in full.
- ◆ Remainder by June 15, 2017.
- ◆ Any payment by check, transfer must be made payable to Field Attitude, sarl
- ◆ Account No. 022 780 000 043 00 275519 07 74
- ◆ Société Générale Marocaine des Banques "SGMB"
55, Boulevard Abdelmoumen - Casablanca – Morocco

Types of Partnership

Becoming a SITeau partner

1 - Associate the image of your business, entity or media to SITeau, a major citizenship focused event:

- Social promotion of your business.
- Positioning as a citizenship-oriented entity.
- Weave ties with a large and broad based public (Decision-makers, opinion leaders, the Medias, the public at large) on the issues of water and sanitation.
- Enhance your business.
- Federate and mobilize staff to cement internal cohesion.

2 - Take advantage of the visibility and the national and international media noise caused by the SITeau:

- Increase its reputation through national and international media outcomes related to the event.
- Possibility to exploit the association in SITeau in classical communication (Campaign Marque based on the event, animation of the sales force, distribution of promotional items to the emblem of the event, etc.).
- Parallel to the actors who have joined the process of social responsibility.

3 - Enjoy plenty of public relations opportunities:

- Opportunity for privileged contact with the economic actors and national and international opinion leaders gravitating around the event.
- Enrich standard professional ties with quality non-trade-related contacts. It is an opportunity to enable a specific target population to enjoy an exceptional event in excellent conditions (Invitations to various events).

Partnership options

Businesses can select the level of partnership that will enable them to achieve their objectives in terms of promotional and public presence and public relations opportunities.

Depending on the level of participation (financial, technical or medias), terms are scalable enabling all businesses and/or organizations to associate themselves with SITeau.

Official Sponsor of the event/ 800,000.00 DHS

Public Relations:

- Attendance of a representative during the press conference to be held before the event.
- Attendance of a representative during the press briefing held during SITeau.
- Mention in the press kit sent to national and international journalists.
- Invitation to the VIP celebration attended by journalists and VIP guests.
- Invitation to the opening and closing ceremonies of SITeau.
- Thanks addressed in the opening and closing statements of SITeau with a mention as an "Official Sponsor".
- Receive a full set of post event documents one month after it ends.
- Enjoy VIP seats in all conferences.

Media and Sign Visibility:

- Insertion of your logo on the various communication materials.
- Insertion of your logo on the invitation card (with mention Official Sponsor).
- Insertion of your logo on the official website of SITeau (with a hypertext link), whose data is also available on Médiaterre, a francophone site promoting sustainable development.

Commercial and other activities:

- Possibility to distribute your articles and advertizing materials.
- Possibility to integrate your flyers in the kits handed out to journalists.
- Possibility to use SITeau's name and image in your advertizing campaigns (upon validation by the organizing committee).
- Customized SITeau gadget with mention (offered by...) to be distributed to national and international journalists and SITeau guests.

Platinum Sponsor of the event / 600.000,00 DHS**Public Relations:**

- Attendance of a representative during the press conference held before the event.
- Mention in the press kit sent to national and international journalists.
- Invitation to the SITeau opening and closing ceremonies.
- Thanks addressed in the SITeau opening and closing statements.
- Receive a full set of post event documents one month after it ends.
- Enjoy VIP seats in all conferences.

Media and display visibility:

- Insertion of your logo on the various communication materials.
- Insertion of your logo on the invitation card.
- Availability of customized badges.
- Insertion of your logo on the official website of SITeau (with a hypertext link), whose data is also available on Médiaterre, a francophone site in promoting sustainable development.

Commercial and other activities:

- Possibility to distribute articles and advertising materials.

Gold Sponsor / Host an evening 400,000.00 DHS**Public Relations:**

- Attendance of a representative during the press briefing held during SITeau.
- Invitation to the SITeau opening and closing ceremonies.
- Thanks addressed in the SITeau opening and closing statements.
- Receive a full set of post event documents one month after it ends.
- Enjoy VIP seats in all conferences.

Media and display visibility:

- Insertion of your logo on the various communication materials.
- Customized invitation to the VIP evening.
- Insertion of your logo on the official website of SITeau (with a hypertext link), whose data is also available on Médiaterre, a francophone site in promoting sustainable development.

Commercial and other activities:

- Possibility to distribute your articles and advertizing materials during the evening.
- Possibility to integrate your flyers in the kits handed out to journalists.
- Customized SITeau gadget with mention (offered by...) to be distributed to national and international journalists and SITeau guests.

Silver Sponsor of the event/ 300,000.00 DHS

Public Relations:

- Mention in the press kit sent to national and international journalists.
- Invitation to the SITeau opening and closing ceremonies.
- Thanks addressed in the SITeau opening and closing statements.
- Receive a full set of post event documents one month after it ends.
- Enjoy VIP seats in all conferences.

Media and display visibility:

- Insertion of your logo on the various communication materials.
- Availability of customized badges.
- Insertion of your logo on the official website of SITeau (with a hypertext link), whose data is also available on Médiaterre, a francophone site in promoting sustainable development.

Commercial and other activities:

- Possibility to distribute your articles and advertising materials.

Other options

Option 1 : Sponsor a roundtable = 200,000.00 DHS

Organizing a round table will enable you to:

- Customize the activity (invitation cards, display media...).
- Develop communication materials suited to the round table (upon validation by the organizing committee).
- Distribute documents or articles during the activity.
- Enjoy visibility in the venue of the activity.

Option 2 : Organize a cultural event = 200.000,00 DHS

This type of sponsorship will enable you to:

- Customize the activity (invitation cards, display media...).
- Develop communication materials suited to the activity (upon validation by the organizing committee).
- Distribute documents or articles during the activity.
- Enjoy visibility in the venue of the activity.

Accommodation & Food

Organizing your trip:

Ticketing

We can make your electronic ticket available for you at your originating airport.

Transport in Casablanca

We can set up your airport transfers as well as potential touring and shopping you might be interested in doing alongside the Exhibition.

Accommodation in Casablanca

We can take care of the booking, confirmation, coordination of your stay with the hotel you have selected. We have preferential prices.

The selected hotels are:

- Hayatt Regency, venue of the Fair: www.hyattregencycasablanca.com
- Ibis Center City Hotel (opposite the Railway Station): www.ibis.com/casablanca
- Kenzy Basma: www.booking.com

We offer to make your reservation, confirm and coordinate your stay with the hotel of your choice.

Discovering Casablanca and its surroundings during the Exhibition

- All you need to do is to send in a request to do so along with your registration form.

Food

- All food related information will be provided on location.

Destination Casablanca

How to get there

- All major European carriers as well as the national carrier Royal Air Maroc offer direct flights to/from large capitals.
- Once at the Casablanca airport, you can reach your hotel by:
- Taxi (250 DH s, that is approximately 23 €)
- The red Taxi are available everywhere and anytime
- Train (schedule and rates available at www.oncf.org.ma)
- Asking us to set up your transfers by private car + driver. For this, we will need your full flight information.

What to do in Casablanca: see information and photos on the website www.visitcasablanca.ma

Practical information

Local currency: Moroccan Dirham (MAD)

1 € = 11.7 MAD

Temperature in January: +/- 18°C

Most convenient means of transportation: small red taxi cabs available everywhere and at all times.



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