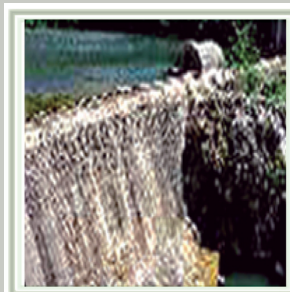




# International Water and Sanitation Technologies Exhibition



Casablanca  
January 14-18, 2009  
Sacré Coeur Cathedral

# Presentation

On January 14-18, 2009, the city of Casablanca will be home to the first International Water and Sanitation Technologies Exhibition, **SITeau**, within the framework of a highly promising context – in Morocco, Africa, the Mediterranean and the rest of the world- offering tremendous market prospects for national and foreign operators in this sector that has become a priority.

Given the scope of needs, everyone agrees that it is time to take action. Technological choices are part of the solution. SITeau seeks to contribute to this through its exhibitors and debates, with the specific goal of building bridges –if not synergies–between innovative and so-called ‘traditional’ technologies in order to identify which of these would be best suited technically and financially to individual programs or projects, whether or not they are aimed at areas of stress.

## Why SITeau?

In these first years of the new millennium, the international community describes water, source of life, ‘**life itself**,’ as a ‘priority’ and a ‘key to sustainable development.’ We are all called upon to protect water, to value it and to consume it reasonably.

Although in 2050, 9 billion humans, most of whom city-dwellers will need to be supplied in clean drinking water, supply has dropped and demand continues to increase and become increasingly diversified. It is known that:

- Ø One out of 4 people in the world still lacks access to drinking water.
- Ø One out of 3 people in the world has no access to sanitation.
- Ø 5 million people, mostly women and children, die each year in the world as a result of diseases due to poor water quality. That is the equivalent of 100 plane crashes a day.
- Ø Household, industrial and agricultural pollution impact the quality of water, and by way of consequence, the health and vitality of ecosystems. Notwithstanding its impact on health and the environment, water that is used and disposed of constitutes another form of waste.

Climate change, now widely acknowledged, is likely to exacerbate this trend given its impact on the variability of rainfall distribution and frequency. From downpours to scarcity, the economic, ecological and social toll is heavy.

Water use, distribution and sharing can be the point of origin of conflicts between nations concerning rivers or international aquifers but also between sectors and communities.

It is also worth reminding that there is no substitute for this precious liquid.

The international community has committed to implementing the Millennium Development Goals (2000) and the Johannesburg Summit Commitments (2002) to half the number of people who do not have access to drinking water and minimal and affordable sanitation by 2015, as a first step towards the ultimate goal of universal access.

The year 2008 was declared Year of Sanitation by the United Nations Organization.

But how many countries are currently effectively fighting pollution and water wastage? Are citizens fully aware of the need to change behavior and do they have access to the means and relevant information to be able to do so? Can local, national and international water governance achieve expected results?

It has only been ten or so years that we have come to recognize that in order to succeed, projects aimed at improving water quality and quantity must be **technically reliable and economically viable**.

Globalization demands a reconciliation of the goals of economic prosperity and those of sustainable use and conservation of water resources.

Experience has shown that it is possible to streamline water use as well as save water. Technical solutions are as useful in situations of abundance as they are in those of shortage and therefore, they deserve to be showcased to all and to be shared.

This is why **SITeau**, and partners, will contribute to making these solutions more visible within the framework of an exhibition of techniques and technologies suited to water and sanitation and aimed at ensuring the availability of water and protecting it, generalizing access to water and sanitation and minimizing conflicts related to use (urban, peri-urban, rural, industry, agriculture, irrigation, health, housing, leisure and maintaining ecosystems, desalination, etc.).

## Date and venue

The International Water and Sanitation Exhibition **SITeau** will be held January 14-18, 2009 in Casablanca Morocco- At the *Sacré Coeur Cathedral*.



## Overall objective:

The **SITeau** is an opportunity to:

- **Exhibit together** and build bridges between so called modern and innovative water and sanitation technologies for the 21st century and appropriate technologies—in terms of community water management—which constitute solutions that are suitable to communities of users,
- **develop** trade and business relations between Moroccan economic operators and their international counterparts,
- **promote** investment in the various sectors related to water and sanitation,
- **present** water and sanitation technologies in a hands-on way,
- **share** successful experiences in appropriate technologies, including those of NGOs,
- **offer**, alongside the exhibition, a venue for meeting and networking, debating and exchanging experience,
- **demonstrate** that it is possible to reconcile economic objectives with the sustainable use, if not the conservation, of water resources and water efficiency,
- **federate** decision-makers, the ‘field’, managers and user representatives through open dialog and sustained communication between various actors,

- **serve as a locus of advice, presenting capacity building activities** especially geared towards SMEs for the development of their programs in this area, assistance in setting up internal technical infrastructure in businesses and/or in the houses of interested parties, training of personnel, technical assistance, etc...
- **contribute** to efforts made to promote water savings, mobilization, protection and efficiency,
- **bolster ties** between actors in the water sector, NGOs, scientific associations, experts and researchers,
- **participate** in achieving the Millennium Development Goals as well as those of International Sanitation Year,
- **constitute a step** in the preparatory process for the 5th World Forum to be held in March 2009 in Istanbul.
- become a **regular event**.

## Specific Objectives

- ♦ ***SITeau will provide an framework to exhibit appropriate water and sanitation techniques and technologies at a lesser cost, mainly geared towards:***
  - **Saving water** (accessories, equipment and rehabilitation, effective watering and irrigation systems, flow reduction mechanisms, etc.),
  - **Mobilize water,**
  - Water **pretreatment** and **treatment**,
  - **Heighten** the effectiveness of distribution networks (detection and plugging of leaks, restriction of consumption, improvement of plants, management systems, etc.),
  - **collect** sewage and rainfall water,
  - **recycle water** viably to ensure availability,
  - **present** waste collection techniques.
- ♦ ***SITeau will serve as a clearinghouse for information, experience sharing and joint problem identification in the field of water management, specifically:***
  - Economic **assessment** of water (riparian of a water course, of irrigation, etc.),
  - **Technological selection** methods and processes,
  - **Economic initiatives** (rate structures, tax incentives, charges, discounts, tax credits, fines)
  - Water consumption, its uses and meeting needs (demand management),
  - Purification **costs** and water quality,
  - New water use **management methods** (social privatization of water, public-private partnerships, local demand management, integrated water resource management, etc.).

## Debates

During SITeau, debates will be hosted on the following topics:

- Uses, environments and water technologies,
- Corporate social responsibility, is a technological shift conceivable?
- Water and geopolitics,
- Water, culture and spirituality.

## Targets

- ♦ ***Exhibitors:***

Any Moroccan, African, Mediterranean or foreign entity operating in the sectors of water, sanitation

and waste, that is:

- Private and public companies
- Governmental agencies and authorities
- SMEs
- Non governmental organizations
- Organizations and institutions promoting sustainable development
- Projects and programs
- Capacity building institutions: research, information, new technologies, monitoring, etc...
- Sector-based professionals groups
- Local authorities and representatives thereof organizations
- Chambers of commerce, agriculture and industry.

♦ **Visitors:** SITEau welcomes:

- Public at large
- The medias
- Professionals, that is:
  - Moroccan and international businesses
  - Governmental decision makers
  - Distributors, suppliers and sales representatives
  - International organizations
  - Investors and donors
  - Elected officials
  - Rural representatives

## Frequency

SITEau will be held every two (2) years in Casablanca, economic capital of Morocco.

## Organizers

The management of SITEau has been entrusted to Field.com, a company under Moroccan law, based in Casablanca.. The Exhibition is coordinated by an organizing committee steered by Mrs. Houria TAZI SADEQ. The Maghreb Machrek Alliance for Water and the UNESCO Interdisciplinary Chair for Sustainable Water Management are both co-organizers and are in charge of coordinating debates and providing their scientific support and endorsement to the event. So far, the City of Casablanca, the Ministry of Industry, Trade and New Technologies, the Secretariat of State for Water and for the Environment have all offered their support to the event.

## Funding

All activities related to SITEau preparation, material organization and monitoring are funded through rental of exhibition stands, subsidies and Moroccan as well as international sponsors.

1,200 m2 of exhibition area inside the Cathedral and, if needed, 1,500 m2 outside will be available to exhibitors. In fact, a large park surrounds the Cathedral and can be used by exhibitors, if needed, to set up additional stands, including if they wish to set up customized stands or to hold outdoor activities.

## Layout of Stands

Objet : ESPACE EXPOSITION SIT eau

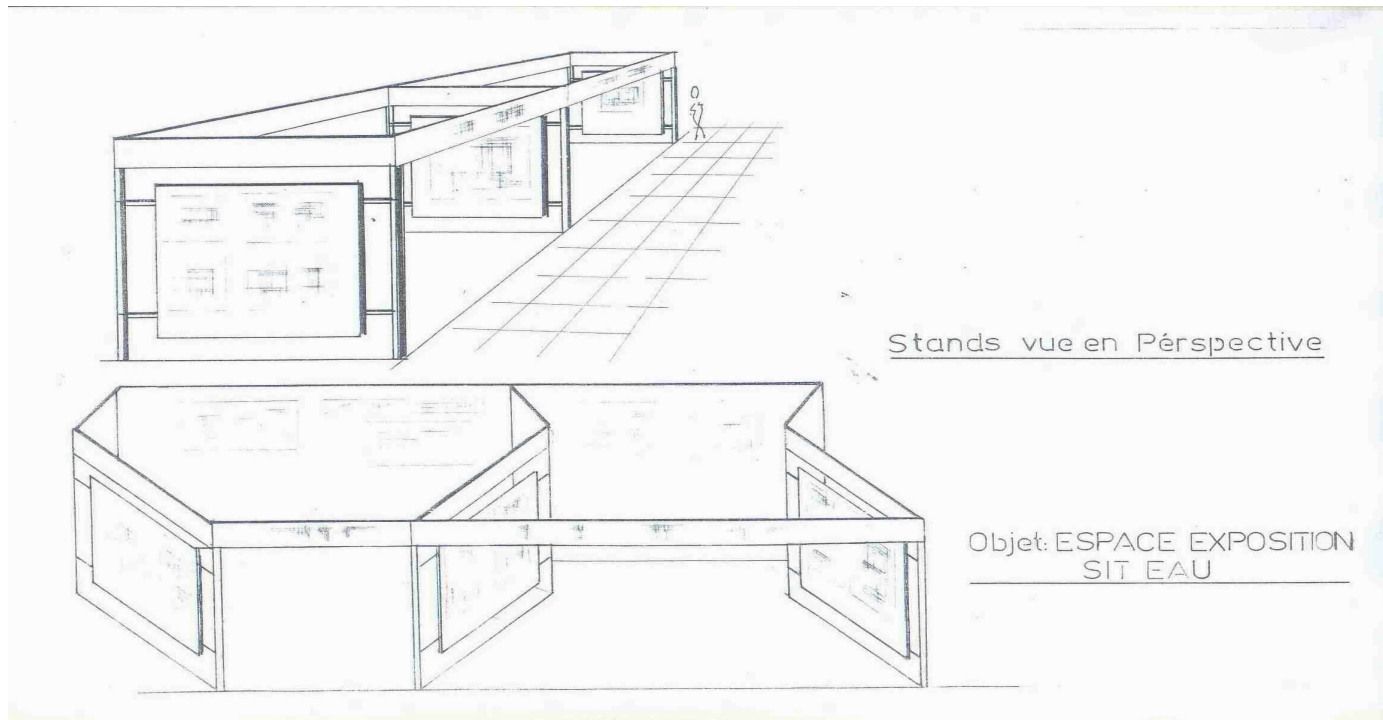
The floor plan is titled "Objet : ESPACE EXPOSITION SIT eau". It depicts a large exhibition space with the following features:

- Top Wall:** A row of green stands numbered 80 to 88. Stands 81, 83, 85, and 87 are highlighted in solid green, while others are hatched. A hatched area is also present on the far left.
- Bottom Wall:** A row of green stands numbered 45 to 48. Stands 46 and 47 are highlighted in solid green, while others are hatched. A hatched area is also present on the far left.
- Left Wall:** A row of small square tables numbered 46 to 49. A hatched area is also present on the far left.
- Right Wall:** A row of green stands numbered 89 to 96. Stands 90, 91, 92, 93, 94, 95, and 96 are highlighted in solid green, while others are hatched.
- Central Area:**
  - Two rows of blue stands: the top row (70-79) and the bottom row (1-33). Stands 70-79 are numbered 79 to 70 from left to right, and stands 1-33 are numbered 18 to 1 from left to right.
  - A central "Espace rencontre" (meeting area) with a logo featuring a network of circles and the text "SIT eau".
  - Dimensions: 550 x 230 and 550 x 400 are indicated for the top row of stands. 650 and 300 are indicated for the central area.
  - Arrows indicate the flow of traffic through the space.

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## Stand models



**Exhibition facilities**  
**Perspective view of stands**



# Registration

## Registration form

Société /Company/Organisation

Adresse /Address

Tel

Fax

E-mail

Personne à contacter / Contact Person

Autres, others

Remarques/Remarks

## Réserve surface / Space rental

### 1. Pavillon/Pavillion

Surfaces/Areas	Tarifs de location (Dirhams)/ Rental rates
9 m <sup>2</sup> (3 x 3)	15 400.00
11 m <sup>2</sup> (5.5 x 2)	18 800.00
22 m <sup>2</sup> (5.5 x 4)	25 300.00

Le stand modulaire aménagé comprend : la surface, la moquette, les cloisons, une table, trois chaises, l'alimentation et l'éclairage électrique, l'enseigne, nettoyage.

*The Turnkey Stand includes area, carpet, panels, 1 Desk, 3 chairs, power connection, lighting, signboard, insurance, cleaning.*

2. plein air : Surface nue de 40 m<sup>2</sup> à 8 000.00 Dh

Outdoors: *bare area of 40 m2 for 8 000.00 Dh*

NB. Plus TVA / 20 % /Note: Plus 20% VAT

Une réduction de 15 % est accordée aux ONG qui exposent des technologies appropriées après étude de leur demande par le Comité d'organisation.

*15 % discount granted to NGO exhibiting appropriate technologies following approval by the organizing committee.*

La location d'un stand donne droit à la participation aux Conférences. Rental of a stand entitles to participation in the Conferences.

## **Participation aux Conférences/Participation in Conferences:**

- 1 conference: 600.00 DH / All conferences: 1,800.00 DH

Local currency: Moroccan Dirham (MAD)

1 €= 11, 7 MAD

## **Paielement / payment**

Acompte de 50% sur la location de la surface et de l'équipement de stand

*50% deposit for space rental and stand equipment*

Reliquat au plus tard le 20 décembre 2008

*Balance prior to December 20th, 2008*

**NB :** Tout paiement par chèque, virement ou en espèces doit être effectué à l'ordre de : *All payment by check, transfert or cash should be made out to:*

Field com

Crédit du Maroc

Agence Mers Sultan

Rond point Mers Sulan – Casablanca – Maroc

Compte n° 021 780 0000 045 030 73 30 34 74

## **Contact organisation du SITEau/SITEau Contact organization**

**Contact personne/Contact person:** Mme Houria TAZI SADEQ

Tél : +212 61 17 21 54

Mail : hts@wanadoopro.ma

**Secrétariat/Secretariat**

Tel : +212 49 15 73

Fax : + 212 22 22 33 97

Site Web on-line de l'événement/event website : [www.almaeau.org](http://www.almaeau.org)

## Accommodation & Food

**Organizing your trip:** Our partner agency can help you organize your whole trip.

The event planner is Happening Events, Contact person: Mrs. Wadad Sebti

Tel: + (212 61) 10 95 93

Fax: + (212 22) 36 73 99

Mail: [happening.contact@gmail.com](mailto:happening.contact@gmail.com)

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

You will find an exhaustive description and photos of each hotel pre-selected by the organization on the Exhibition's website. The pre-selected hotels are:

- Palace d' Anfa
- Hayatt Regency
- Novotel Casablanca
- Ramada Almohades
- Ibis Casa Center

### ***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 €)
- Train (schedule and rates available at [www.oncf.org.ma](http://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](http://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.

# 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 media attention generated by SITEau:***

- Increase your notoriety.
- Enjoy the national and international media spill-over linked to the event.
- Possibility to draw on the association with SITEau for standard communication operations (Brand campaigns using the event, sales force motivation, dissemination of promotional materials carrying the event's logo.).

### ***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/ 500,000.00 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 / 400.000,00 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 300,000.00 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/ 250,000.00 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 = 150,000.00 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 = 100.000,00 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.

# Provisional Budget

Item	Duration	Quantity	Unit Price before tax	Totals (in MAD)
<b>1. Exhibition</b>				
<b>Human Resources</b>				
· Project manager	10 months	1.00	18,000.00	180,000.00
· Coordination	8 months	1.00	7,000.00	56,000.00
· Secretariat	8 months	2.00	4,000.00	64,000.00
· Personnel: support, security, hosting, etc...	5 days			60,000.00
<b>Visuals</b>				
· Logo			30,000.00	30,000.00
· Graphic charter			30,000.00	30,000.00
<b>Exhibition space</b>				
· Rental	6 days			
· Stand set up and dressing	4 days	109.00	980.00/m <sup>2</sup>	500,000.00
· Liability insurance				50,000.00
· Logistics (Audio, lighting, various equipment)				60,000.00
<b>Design and development</b>				
· Concept			50,000.00	50,000.00
· Search for partners			60,000.00	60,000.00
· Search for sponsors			20,000.00	20,000.00
· Travel expenses			45,000.00	45,000.00
· Meeting			20,000.00	20,000.00
· Exhibition Monitoring				30,000.00
<b>Total 1</b>				<b>1,255,000.00</b>
<b>2. CONFERENCES</b>				
<b>Human Resources</b>				
· Project Manager	7 months	1	18,000.00	126,000.00
· Coordination	6 months	1	7,000.00	42,000.00
· Secretariat	7 months	1	4,000.00	28,000.00
· Facilitators		4	6,000.00	24,000.00
<b>Preparation</b>				

· Search for partners			40,000.00	40,000.00
· Search for sponsors/subsidies			15,000.00	15,000.00
· Travel expenses			20,000.00	20,000.00
<b>During event</b>				
· Speakers' Travel expenses		4x4	7,000.00	112,000.00
· Speakers' accommodation expenses	5 days	5x16	2,200.00	176,000.00
· Speakers' fees		16	7,000.00	112,000.00
· Tea breaks	4	200	120	96,000.00
· Invited foreign participants	4 days	15	12,000.00	180,000.00
· Invited national participants	4 days	20	6,000.00	120,000.00
· Documents				50,000.00
· Cultural activities				100,000.00
· Report expenses		3	15,000.00	15,000.00
· Report dissemination			10,000.00	10,000.00
· Follow-up			15,000.00	15,000.00
<b>Total 2</b>				<b>1,281,000.00</b>
<b>3. COMMUNICATION &amp; PROMOTION</b>				
<b>TV Spot announcement</b>				
· 2M				200 000,00
<b>Radio</b>				
· Radio Assouat & Med 1				100 000,00
<b>Print press</b>				
· 3 Dailies (Arabic and French)				Media sponsoring
· 2 periodicals				Media sponsoring
<b>Publishing of display media</b>				
· Design, Declination, Plotting				40,000.00
· 4x3 display panels	15 days	4	10,000.00	40,000.00
· Pop-up display panels	15 days/Circuit	2	28 ,800.00	57,600.00
· A2 posters		100	45.00	4,500.00
· Flyers		20,000	0.50	10,000.00
· Catalogs		600	90.00	54,000.00
<b>Promotion and commercialization</b>				
· Video reports				65,000.00

· Sponsor kits		100	30.00	30,000.00
· Participation kits		400	25.00	10,000.00
· Press kits		60	50.00	3,000.00
· Invitations		200	12.00	2,400.00
· Badges		400	5.00	2,000.00
· Tickets		10,000	2.50	25,000.00
· Press conference		2	10,000.00	20,000.00
· Newspaper insertions		6	11,000	66,000.00
<b>WEB</b>				
· Website				30,000.00
· Webpage				3,500.00
<b>Mailing, Phone, Fax</b>				20,000.00
<b>Total 3</b>				<b>783,000.00</b>
<b>Miscellaneous &amp; incidental</b>				<b>16,000.00</b>
<b>Grand Total</b>				<b>3,335,000.00</b>