

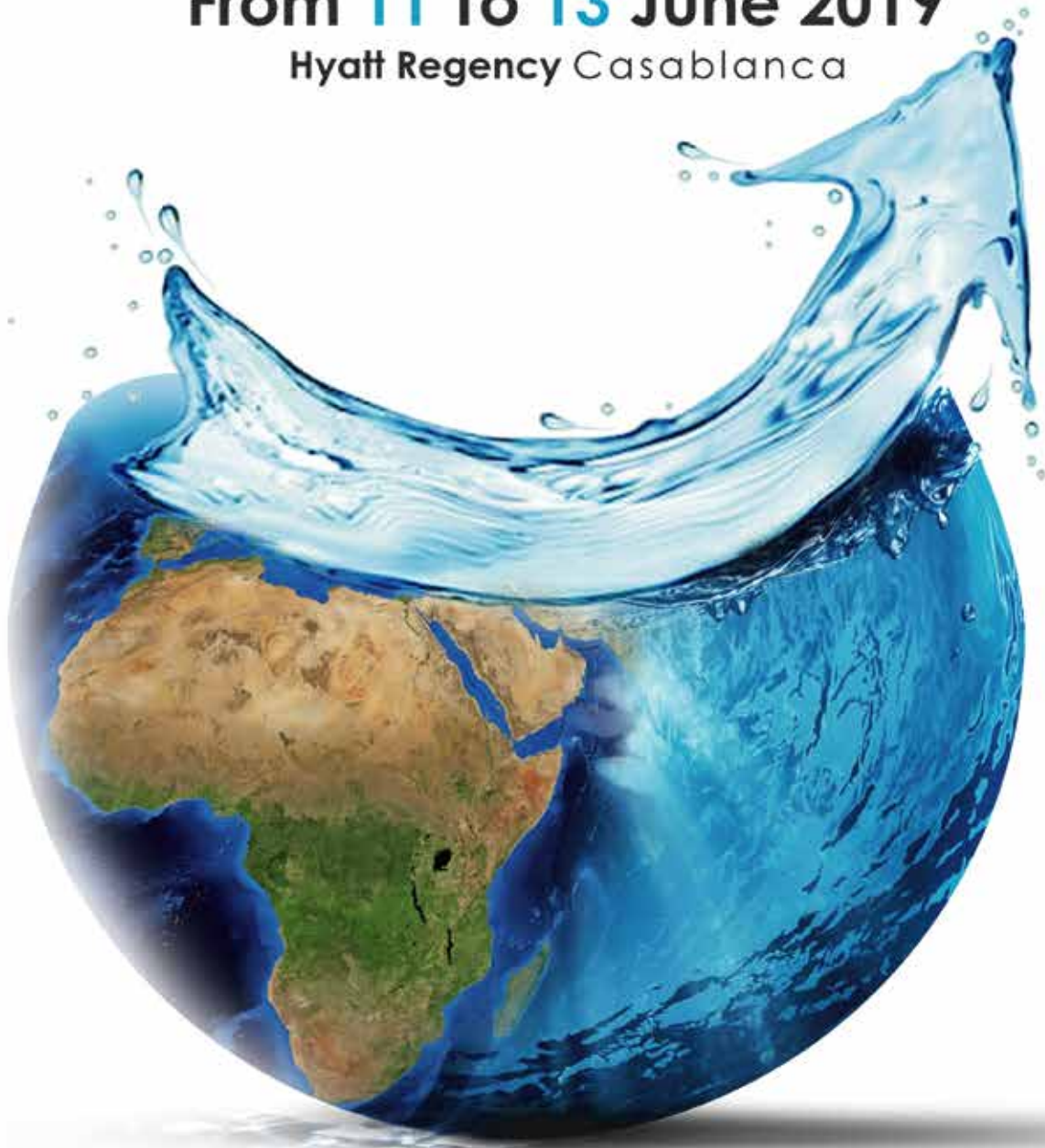
# SITeau

International Technologies Exhibition  
of Water and Sanitation

6th Edition

From **11** To **13** June 2019

Hyatt Regency Casablanca



## A favorable context

**SITeau holds its 6th edition on June 11th, 12th and 13th, 2019 at the Hayat Regency Hotel in Casablanca** and promises to offer exchange, meeting and market opportunities to exhibitors and participants.

The position of Morocco, bridge between the two shores of the Mediterranean, illustrated by its return to the African Union and its presence through including many private groups makes it a gateway for international investment in this region. State commitments expressed at COPs and social demands place water as a priority, followed by agriculture and health, whose interactions with this resource are well established.

The event is also considered as a step in the process of preparation of the 9th World Water Forum, event initiated by the World Water Council to be held in Dakar in March 2021 during which Morocco will offer, as at each edition, the prestigious Hassan II prize.

## The SITeau 6 : The must-see event for water stakeholders

Based on the experience of its five previous editions, thanks to the expertise of its organizers and their partners, it offers a platform of meeting favorable to the linking of the national and international stakeholders involved in the sectors of the water, sanitation, energy by water and for water : public, private, academic, international organizations, actors of international cooperation, training centers and civil society.

### The SITeau organizes :

- An exhibition of water professions with a space dedicated to Start up
- An international conference
- A Hackathon under the theme "Digital 4 Water"
- B to B

**The SITeau** will contribute to the reflection / action. It proposes to explore the role of water in a new development model, integrating the paradigms "climate change and ecological transition", with a view to proposing innovative solutions, methodologies and scenarios of improved governance.

This process involves initiating changes in production, valuation and consumption patterns by considering public approaches and their regulatory and fiscal levers.

## SITeau 6 : Opportunities and objectives

- Promote the ecological transition through water, sanitation and energy ;
- Disseminate the benefits and added value of the circular economy ;
- Explain that water and environmental protection actions are no longer seen as a burden but as an asset in stimulating innovation, creating jobs and new jobs, through investments, efficiency, the centers of competence and new lines of research-action-development ...;
- Invite to strengthen corporate social responsibility in their strategies and management ;
- Inform about the prospects for training, research, action and new jobs; Montrer les opportunités ;
- Show the opportunities of the water and sanitation market ;
- Create in itself an awareness / education / training / information opportunity ;
- Confirm and reinforce the regularity of this rendez-vous by exhibitors and participants in the previous five editions.

## Participate in the SITeau allows :

- Developing trade and business-to-business relations with Moroccan economic operators and their foreign counterparts and take advantage of investment opportunities;
- Providing 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...
- Sectoral professional groups ;
- Chambers of commerce, agriculture and industry ;
- National and international media, social media ;
- Artists ;
- Application developers at Hackatton.

## 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, and, over the water, educate the general public ;
- 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, MASEN, 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

## Registration form and reservation of surfaces

SEE WEBSITE : [WWW.FIELDATTITUDE.COM](http://WWW.FIELDATTITUDE.COM)

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

### Location of the exhibition :

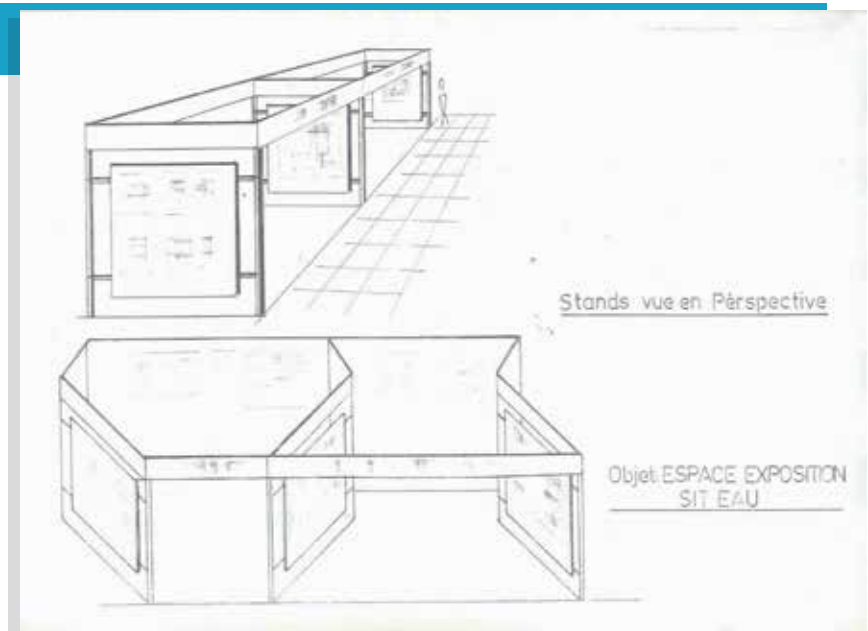
**Hotel Hyatt Regency Casablanca, United Nations Place.** A marquee is dedicated to the exhibition and the Conference Hall is Forum 1.

See [www.hyattregencycasablanca.com](http://www.hyattregencycasablanca.com) / Tel: +212 (0) 522 431 234

### 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.

### Stall models



## Space rental :

Space	Cost (Dirhams)
9 m2 (3 x 3)	16 950.00
12 m2 (3 x 4)	22 500.00
21 m2 (3 x 7)	34 600.00

**NB.** A space on demand other than the proposed spaces is possible.

The rates are increased by VAT which is 20%

Conference fees: 1500.00 DH

**Local currency:** Dirhams (MAD) - 1 € = approximately next change 11.5 MAD

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

## Useful information :

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

## How to participate in the exhibition :

Exhibitors are requested to respect the following agenda: The SITEeau will be open June 11, 12 and 13, 2019 from 10 am to 7 pm;

**Installation:** Exhibitors must respect the following schedule:

- They can install their booths from June 9th and must be installed before the opening of the SITEeau, is on June 11th, 2019 at 10 am.
- it is not permitted to leave the exhibition before the closing of the SITEeau, ie June 13, 2019 at 19 H.
- Installations and equipment must be recovered by June 14th, 2019. Beyond this, the organizers release their responsibility concerning the objects and materials deposited.

### Personalized assistance by hotel masters:

**FALAH ET ABDERRAHIM : +212 (0) 657 918 744 et +212 (0) 610 933 028**

## Payment :

50% deposit upon confirmation of reservation of the stand. Settlement can be made in full.

- Remainder by June 11th, 2019.
- 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



### 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**

**650.000,00 DHS**

### *Relations publiques:*

- ✔ 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**

**500.000,00 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.

### **Activités Commerciales et autres:**

- ♥ 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

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 = 150.000,00 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.



## **Ticketing**

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

## **Transport sur 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](http://www.hyattregencycasablanca.com)
- Ibis Center City Hotel (opposite the Railway Station): [www.ibis.com/casablanca](http://www.ibis.com/casablanca)
- Novotel Casablanca
- Ramada Almohades

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

## **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.