

**17-18 Sept 2025**  
NEC, Birmingham



**WWEM**  
WATER, WASTEWATER &  
ENVIRONMENTAL MANAGEMENT EXPO

PART OF



# 2025 Brochure

**Solutions for the future.**



# 2025 And beyond...

We're delighted to announce that the Water, Wastewater & Environmental Management Expo (WWEM Expo) has now made its permanent home as part of the ESS family, merging with Water Resource Management Expo to become the largest water-focused show in the country. The expo covers the entire water management spectrum across four main areas: Water Quality Monitoring and Reporting, Water Supply and Distribution, Wastewater Treatment and Management, and Groundwater and Surface Water Management.

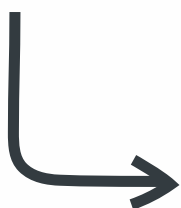
As the industry's premier gathering for water management professionals, WWEM Expo offers an unparalleled platform to showcase your cutting-edge solutions to decision-makers across the sector looking to source new business.

Exhibiting at WWEM Expo places your brand at the forefront of water and wastewater management innovation. Whether you specialise in monitoring equipment, process automation, or sustainable water solutions, this is your chance to connect with industry leaders, engineers, and local authorities seeking the latest technologies to tackle the various challenges that water management presents.

With ESS Expo's vast audience and a focus on sustainability, WWEM Expo gives your brand the visibility it deserves in the water and wastewater market. We look forward to welcoming you to our most impressive event yet.



**Mark Gordon**  
Event Director  
**WWEM Expo**





**ESS**  
ENVIRONMENTAL SERVICES  
& SOLUTIONS EXPO

# 360 degrees of the environmental Sector

WWEM Expo is part of Environmental Services & Solutions Expo (ESS Expo), which comprises of eight expos highlighting solutions and technologies in land, air, water, resource and energy management; giving visitors to WWEM Expo even more reason to attend the show! Find out more about the co-located events below:



Exploring technologies for efficient water resource management and wastewater treatment.



Focusing on air quality monitoring, control, and improvement initiatives worldwide.



Solutions for geoenvironmental challenges, including land remediation, soil contamination, brownfield development.



Showcasing innovations in soil, foundation design, and geotechnical construction technologies.



Showcasing innovations in sustainable waste management and resource practices.



Advancing EfW, clean energy solutions and strategies for carbon emissions reduction.



The UK's largest event for end of life vehicle recycling and dismantling.



The leading event for the ferrous and non-ferrous recycling markets.





# 2024 Statistics

The WWEM Expo audience in numbers.



2024

# STATISTICS

As part of ESS Expo, WWEM Expo attracts visitors from across the entire environmental sector. From municipal, private and Governmental organisations, this is the place where key players spark industry change and develop revolutionary partnerships.

*\*After deduplicating visitors at both shows*

**2,413**

attended WRM 2024  
(32% up YoY)

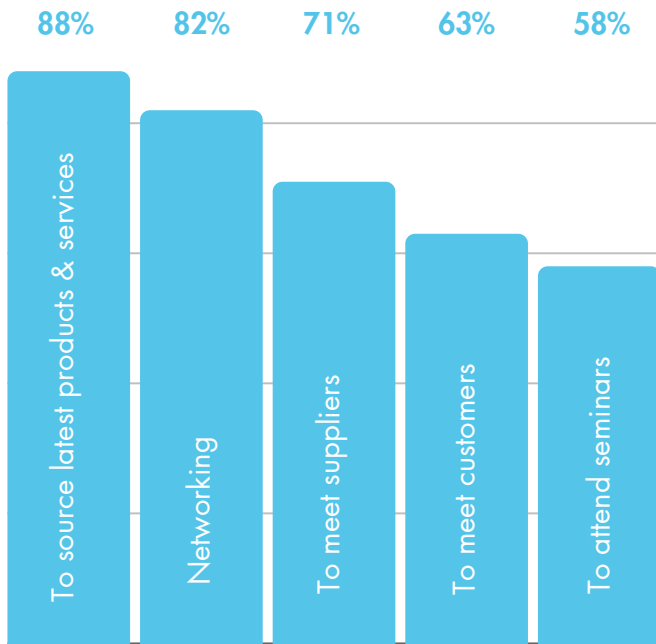
**2,014**

attended  
WWEM 2024

**4,091\***

Visitors attended the  
2024 water shows

## Reason for attending\*



**60k**

Our network

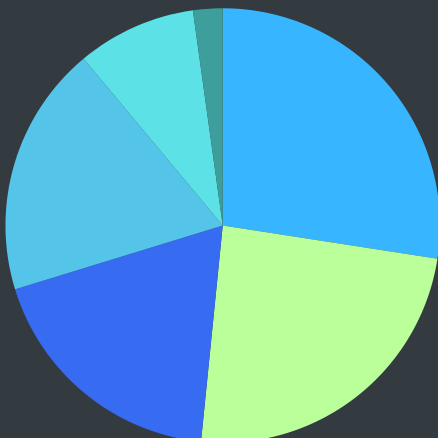
**3,900+**

Leads generated in 2024

**41%**

of exhibitors re-booked  
for 2025 (30% up YoY)

## Visitor company profile\*



Water and Wastewater Management.....	25%
Infrastructure and Construction.....	22%
Consultation and Services.....	17%
Public Sector & Government.....	15%
Flood Management.....	11%
Industry and Process.....	8%
Financial and Investment.....	2%

*\*2024 registration statistics*



## PART OF ESS: A GROWING GLOBAL PLATFORM

As a whole, ESS attracts a broad audience from all corners of the UK and across the globe. Visitors from 58 different countries attended in 2024.

**12,328**

Total attendees

**10%**

Year-on-year growth

**86%**

Visitors hold buying power

**62**

Partner organisations



# Our Customers Say it Best...



We can say what we want about WWEM Expo, but our customers really know the score. Here's some of their thoughts below. Oh and if you need more, click the link at the bottom of the page.

2024 has been a positive experience for us as an exhibitor. We've been pleased with the mix of attendees, including key players in the industry. The conference speakers have been informative and engaging and we've had some good conversations with water companies who are interested in hearing about our solutions at our stand. It's encouraging to see more nature-based solutions being showcased as we collectively work towards net zero. While conversions might take time, we're hopeful about the long-term potential from the leads we've gathered here.

[GreenBlue Urban](#)

One of our main objectives for exhibiting at ESS was to explore the UK market, generate leads, and establish a stronger presence in the region, as we are based in the Czech Republic. The show has been excellent in meeting these goals so far, with lots of relevant visitors and a great crossover, which has actually been really beneficial for us - the wide range of industries represented here, from tap water to drinking water, makes this an essential event for us.

[AMCON](#)

Exhibiting at ESS Expo has been invaluable to us! We had incredible exposure to potential customers and were able to meet with people from a wide range of backgrounds. It was definitely worthwhile, and we've made some new contacts. While we were primarily focused on fact-finding and seeing what is happening in the industry, we've also had some productive conversations that could lead to future opportunities.

[Valeport Water](#)

**STILL NOT  
CONVINCED?**

[CLICK HERE](#)





# Stats that speak for themselves...



We can say what we want about WWEM Expo, but our exhibitors and visitors really know the score. Check out some of the stats from the 2024 survey results below.



**80%**

of exhibitors see face-to-face networking as a major benefit of the Expo

**87%**

of visitors said that their visit to the Expo met or exceeded their expectations

**91%**

of exhibitors see increasing brand awareness as a major benefit of the Expo

**80%**

of exhibitors say the Expo is important to their business

**86%**

of visitors to visitors were key decision makers

**41%**

of exhibitors rebooked for 2025 onsite (up 30% YoY)

**88%**

of exhibitors there to generate leads met their objectives

**82%**

of exhibitors see reaching a new audience as a major benefit of the Expo

**87%**

of visitors say that visiting the Expo is important to their business

**87%**

of visitors said that their visit to the Expo met or exceeded their expectations

**80%**

of exhibitors said they would consider returning to the event next year

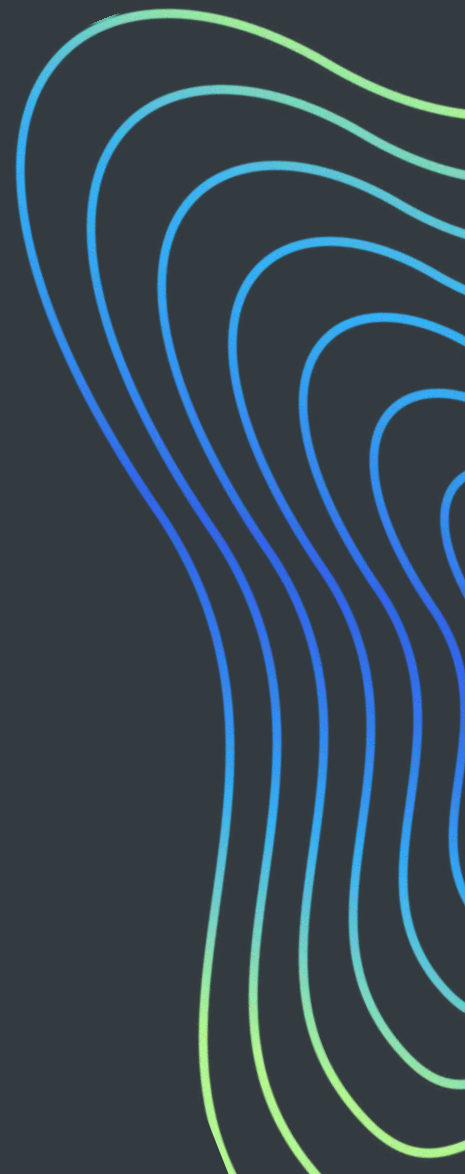
**80%**

of exhibitors said that their visit to the Expo met or exceeded their objectives





# Visitor Profiles



# VISITORS

Here's a snapshot of some of the businesses and organisations that attend WWEM Expo across the main sector areas.

## WATER / SEWERAGE COMPANIES

Companies represented included:



## Job titles

- Asset Analyst
- Asset Manager
- Automation Engineer
- CEO
- Chemical Engineer
- Chief Compliance Officer
- Chief Engineer
- Chief Financial Officer
- Chief Information Officer
- Chief Safety Officer
- Chief Sustainability Officer
- Chief Technology Officer
- Civil Engineer
- Compliance Specialist
- Customer Relations Manager
- Customer Service Supervisor
- Data Analyst
- Director of Engineering
- Director of Environmental Services
- Director of Facilities
- Director of Infrastructure
- Director of Operations
- Director of Regulatory Affairs
- Director of Research and Development
- Electrical Engineer
- Energy Efficiency Specialist
- Environmental Compliance Manager
- Environmental Consultant
- Environmental Engineer
- Environmental Health and Safety Manager
- Environmental Scientist
- Field Technician
- Finance Manager
- Fleet Manager
- General Manager
- Geologist
- GIS Specialist
- Health and Safety Coordinator
- Human Resources Director
- Hydrogeologist
- Hydrologist
- Industrial Hygienist
- Information Technology Manager
- Infrastructure Engineer
- Innovation Officer
- Instrumentation Technician
- Laboratory Manager
- Laboratory Technician
- Maintenance Manager
- Marketing Manager
- Mechanical Engineer
- Operations Manager
- Plant Manager
- Plant Operator
- President
- Process Engineer
- Procurement Manager
- Project Manager
- Public Relations Manager
- Pump Station Operator
- Quality Control Manager
- Regulatory Affairs Specialist
- Research Scientist
- Sustainability Analyst
- Training and Development Manager
- Treatment Plant Technician
- Utility Manager
- Vice President of Operations
- Wastewater Treatment Manager
- Wastewater Treatment Specialist
- Water Quality Analyst
- Water Quality Manager
- Water Resource Manager
- Water Resources Planner
- Water Treatment Specialist

# VISITORS

## WASTEWATER TREATMENT

Companies represented included:



## Job titles

- Automation Engineer
- Chief Operator
- Control Room Operator
- Director, Waster & Wastewater
- Environmental Compliance Manager
- Environmental Consultant
- Environmental Educator
- Environmental Health and Safety Manager
- Environmental Health Officer
- Environmental Nonprofit Director
- Environmental Planner
- Environmental Specialist
- Equipment Maintenance Technician
- Equipment Manufacturer Representative
- Facility Manager
- Industrial Hygienist
- Industrial Wastewater Treatment Plant Manager
- Local Wastewater Permit Officer
- Maintenance and Repair Technician
- Maintenance Manager
- Maintenance Supervisor
- Onsite System Inspector
- Operations Director
- Operations Specialist
- Operations Technician
- Plant Operator
- Process Control Technician
- Process Engineer
- Product Development Engineer
- Pump Station Operator
- Quality Assurance Manager
- Quality Control Manager
- Regulatory Affairs Specialist
- Regulatory Compliance Manager
- Research Scientist
- Sales Manager
- Senior Wastewater Process Scientist
- Septic Tank Pumping Technician
- Sludge Dewatering Technician
- Soil Scientist
- Sustainability Coordinator
- System Installer
- System Technician
- Training and Development Manager
- Treatment Plant Technician
- Utilities Manager
- Wastewater Consultant
- Wastewater Controller
- Wastewater Plant Manager
- Wastewater Process Engineer
- Wastewater System Maintenance Technician
- Wastewater System Manager
- Wastewater Technology Consultant
- Wastewater Treatment Supervisor
- Water and Wastewater Trainer
- Water Quality Manager
- Water Resource Manager
- Water Resources Coordinator
- Water Treatment Engineer
- Zoning and Permit Officer



# VISITORS

## WATER ABSTRACTION, COLLECTION & MANAGEMENT

Companies represented included:



## Job titles

- Asset Analyst
- Asset Manager
- CFO
- Chief Engineer
- Chief Technology Officer
- Claims Adjuster
- Conservation Officer
- Customer Relations Manager
- Data Analyst
- Director of Operations
- Ecologist
- Energy Efficiency Specialist
- Environmental Advocate
- Environmental Conservation Manager
- Environmental Engineer
- Environmental Health Officer
- Environmental Planner
- Environmental Scientist
- Finance Manager
- Fleet Manager
- Flood Resilience Coordinator
- Flood Risk Analyst
- Flood Risk Manager
- Flood Risk Modeling Specialist
- Floodplain Manager
- Geologist
- GIS Specialist
- Human Resources Director
- Hydrologist
- Information Technology Manager
- Infrastructure Engineer
- Innovation Officer
- Insurance Underwriter
- Maintenance Manager
- Managing Director
- Marketing Manager
- Plant Manager
- Process Engineer
- Procurement Manager
- Public Awareness Coordinator
- Public Relations Manager
- Quality Control Manager
- Regulatory Affairs Specialist
- Research Scientist
- Risk Assessment Manager
- Risk Manager
- River Trust Manager
- Sustainability Analyst
- Sustainability Coordinator
- Sustainability Officer
- Training and Development Manager
- Vice President of Operations
- Water Conservation Advocate
- Water Quality Manager
- Water Resource Manager
- Water Resource Planner
- Water Resources Coordinator
- Watershed Management Coordinator
- Wetland Conservationist
- Zoning and Permit Officer

# VISITORS

## WATER USERS

Domestic, Local Authority, Industrial (Process), Agriculture etc.  
Companies represented included:



## Job titles

- Agricultural Engineer
- Agricultural Extension Officer
- Agricultural Inspector
- Agricultural Supply Chain Manager
- Building Developer
- Chemical Engineer
- City Engineer
- Civil Servant
- Community Development Officer
- Community Organiser
- Director of Sustainability
- Ecologist
- Energy Manager
- Environmental Compliance Manager
- Environmental Compliance Specialist
- Environmental Consultant
- Environmental Health and Safety Manager
- Environmental Health Officer
- Environmental Planner
- Environmental Scientist
- Facilities Manager
- Facility Manager
- Facility Technician
- Head of Customer Services
- Home Inspector
- Hydrologist
- Industrial Hygienist
- Inventory Control Specialist
- Irrigation Specialist
- Logistics Manager
- Maintenance Supervisor
- Manufacturing Engineer
- Municipal Water Quality Manager
- Operations Director
- Plant Manager
- Plumbing Contractor
- Policy Manager
- Process Engineer
- Procurement Analyst
- Procurement Manager
- Production Manager
- Public Awareness Coordinator
- Public Works Director
- Purchasing Coordinator
- Quality Assurance Manager
- Regulatory Affairs Manager
- Residential Architect
- Rural Development Officer
- Soil Scientist
- Supplier Relations Manager
- Supply Chain Manager
- Sustainability Coordinator
- Sustainability Manager
- Sustainable Agriculture Advocate
- Utilities Manager
- Waste Management Technician
- Wastewater Catchment Analyst
- Wastewater Consultant
- Wastewater Operations Team
- Water Conservation Advocate
- Water Efficiency Specialist
- Water Quality Analyst
- Water Quality Inspector
- Water Quality Technician
- Water Resource Planner
- Water Resources Coordinator
- Water Treatment Engineer
- Wetland Conservationist
- Zoning and Permit Officer



# Stands & Sponsorship

Check out the different options available to support your marketing and sales strategy.





# Stands

WWEM Expo is the place where water professionals across industries collaborate and spark positive change. The event attracts swathes of visitors who attend to see the latest products, services and solutions appropriate for their business.

## WHY BOOKING EARLY MATTERS

### LOCATION

With 41% of 2024 exhibitors rebooking onsite, book now to secure the highest footfall positions for maximum ROI.

### YEAR-ROUND MARKETING SUPPORT

Expose your brand to our network of 60,000 sector professionals year-round.

[CLICK HERE](#)

[To view the 2025 floor plan](#)



## PRICING

**SHELL SCHEME**  
£599 PER SQM

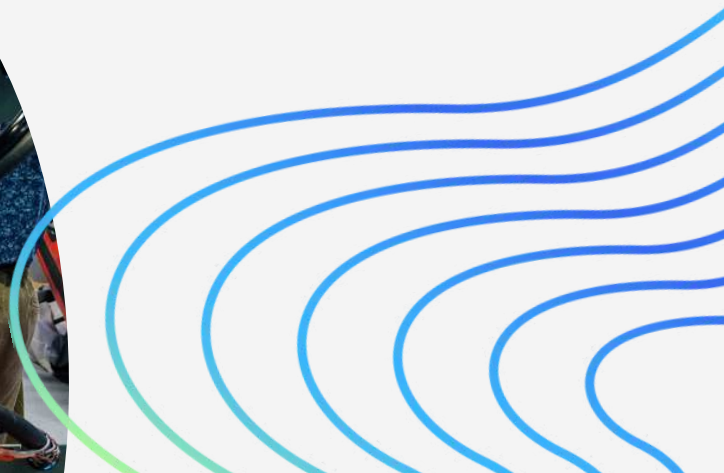


**SPACE ONLY**  
£580 PER SQM



**REGISTRATION FEE**  
(APPLIED TO ALL BOOKINGS)

**£499**



# Elevate Your Brand With Sponsorship



Partner with us to produce incredible content, create interactive networking events or unique experiences that will make your brand stand out. Alternatively, steal the show with a variety of physical and digital branding options. From jaw dropping banners to massive outdoor signage, surround attendees with your brand through their WWEM Expo experience.

“

This has been the best show yet. We've participated in the show for four years, each in a different capacity but this expo had the most tremendous amount of footfall with a remarkable variety in exhibitors.

**Gavitas International**

”

## 2025 OPPORTUNITIES

### ON-SITE SPONSORSHIP

<b>WWEM EXPO KEYNOTE THEATRE</b>	£16,500
<b>WWEM NETWORKING CAFE</b>	£11,000
<b>FLEXIBLE WORKING ZONE</b>	£9,350
<b>LANYARDS SPONSOR</b>	£8,250
<b>CHARGING STATION</b>	£5,775
<b>HYDRATION STATION</b>	£4,000
<b>YOU ARE HERE BOARD (3)</b>	£3,750
<b>FOLD OUT PLANNER</b>	£3,500
<b>HANGING BANNER (4 SIDED)</b>	£3,050
<b>HANGING BANNER (2 SIDED)</b>	£1,950
<b>WWEM EXPO SPEAKER SESSION</b>	£1,950
<b>FLOOR TILES (6)</b>	£1,375
<b>HAPPY HOUR DRINKS PACKAGE</b>	£475 / £595

### DIGITAL SPONSORSHIP

<b>WEBINAR SPONSORSHIP</b>	£4,500
<b>SURVEY SPONSORSHIP</b>	£4,500
<b>NEWSLETTER SPONSORSHIP</b>	£1,650
<b>PREMIUM ONLINE EXHIBITOR LISTING</b>	£1,150
<b>NEWSLETTER ARTICLE</b>	£550



# 5 REASONS

WHY FACE TO FACE EVENTS ARE ESSENTIAL IN EVERY B2B MARKETING STRATEGY

93%

of businesses say meetings improve their ability to close deals.

## UNDERSTAND YOUR AUDIENCE

Get live feedback on what works and what doesn't. Achieve more in two days than in two months on the phone.

4000+

On average, the number of adverts we are exposed to every day.

## LET YOUR BRAND STORY RESONATE

Immerse your audience in what you and your brand is all about. Spread brand awareness and unearth new potential customers, suppliers and strategic relationships.

## BUILD STRONG RELATIONSHIPS BASED ON LOYALTY AND TRUST

Cut through the noise straight to a highly targeted set of waste, recycling a resource professionals. Build rapport, earn trust and foster strong relationships.

## GET MORE LEADS, CLOSE MORE DEALS

You could spend years on the road trying to get to all the potential meetings available at ESS. Let the customers come to you.

48%

of organisations receive an ROI of 3:1. 29% of brands receive 10:1 or more!

## VALUE FOR MONEY - SERIOUS ROI

We're becoming desensitised to traditional forms of advertising. In person events provide the necessary push for deals to happen, while hatching and nurturing future opportunities.



# Contact

For all exhibition enquiries, please contact:



## Lynda Locke

Commercial Manager  
020 8126 4770  
lynda.locke@roarb2b.com

[BOOK A MEETING WITH LYNDA HERE](#)



## Eddie Hemming

Commercial Manager  
020 4518 8481  
eddie.hemming@roarb2b.com

[BOOK A MEETING WITH EDDIE HERE](#)



## Mark Gordon

Event Director  
020 8126 4763  
mark.gordon@roarb2b.com

[BOOK A MEETING WITH MARK HERE](#)

Organised by

The logo for ROAR B2B, featuring the word "ROAR" in white capital letters on a green square background, with "B2B" in smaller white capital letters below it.

ROAR B2B  
[www.roarb2b.com](http://www.roarb2b.com)