



# Sponsorship prospectus

**November 1-4, 2026**

Sheraton Denver Downtown  
Denver, Colorado

[XylemReach.com](https://XylemReach.com)



# Xylem Reach Conference



## About

The Xylem Reach Conference brings together industry professionals, analysts and consultants to share best practices and their visions for water, gas and electric utilities. Reach sessions explore the impact of digitalization and the quest toward smart cities. Held annually, the conference offers a unique opportunity for partners to showcase their products and solutions with decision-makers and industry influencers.



## Program format

Attendees enjoy a balanced mix of learning and networking opportunities. General sessions offer inspirational and visionary leadership concepts. Product sessions provide an overview of capabilities and customer case studies. Educational sessions deliver in-depth and hands-on training in classroom settings. Outside of the conference program, attendees can enjoy networking opportunities through Braindates, a Watermark volunteer event, and more.



## Location

Discover the energy of the Mile High City, where vibrant downtown streets meet breathtaking Rocky Mountain views. You'll be steps from Denver's renowned dining scene, LoDo district, Union Station, Larimer Square, and the 16th Street area. Savor local flavors, unwind with rooftop views, and explore the city's urban charm, outdoor beauty, and culture. Whether you're drawn to Denver's adventurous spirit, thriving arts scene, or welcoming atmosphere, it's the perfect setting to connect, recharge, and make the most of your conference experience.

# Xylem Reach at a glance

## 10+ years

The 1<sup>st</sup> Reach Conference was in 2015, but began earlier than that as a Sensus customer and distributor training.

## 1k+ Attendees

Get a chance to network and engage with over 1000 industry professionals.

## Opportunities are limited!

Don't miss one of the few opportunities to access an engaged audience of utility professionals interested in your products and services.

The Xylem Reach conference attendance grows year over year and you now have direct access to decision makers and influencers who are using Xylem products.

Learn more:  
[XylemReach.com](https://www.xylemreach.com)

**Water Combo**  
(Potable water, wastewater, reuse, and stormwater)  
19%

**Gas**  
5%

**Electric**  
14%

**Potable Water**  
33%



**Combo**  
29%

## Bronze | \$5,000

### PreShow

- Logo hyperlink to company website with description listed on XylemReach.com (50 words)
- Access to opt-in attendee email list<sup>1</sup>
- Xylem email sent to attendees recognizing our sponsors
- Sponsor social graphic provided by Xylem to be used to promote sponsor status on your social channels
- Group social graphic promoting sponsors hosted on our Sensus social channels by package

### In person

- One 6' table provided in the Partner and Solutions Pavilion to allow for 1:1 meetings with attendees. Collateral, branded tablecloths and up to one 10x10 display allowed. Selection of table location in Partner and Solutions Pavilion is first come first serve based on sponsorship registration date.
- Logo displayed in Opening Address
- Logo signage displayed throughout the event (print and digital)
- Conference app includes: Logo hyperlink to company website with description (50 words), app analytics showing attendee engagement with profile, booth appointment requests and more

2 sponsor badges<sup>2</sup> | Availability: 7

- 1 Opt-in pre-registration list includes attendee name, title, organization address and email. List will be sent approximately four weeks prior to the conference, one-time use policy strictly enforced. Content subject to Xylem approval.
- 2 Sponsor badges do not include admission to conference sessions. Additional badges are available at a discounted \$350 per person. Registrants require approval to attend.
- 3 Sponsorship selection of day (Monday, Tues or Wednesday) is first come first serve based on sponsorship registration date. Gold sponsorships that include both lunch and break will take place on same day.
- 4 Copy, imagery and giveaways are subject to approval of conference management
- 5 Contingent upon normal abstract approval process
- 6 Braindates are peer to peer conversations taking place in our Partner and Solutions Pavilion either 1:1 or in small groups based on topics you or other participants create.

## Silver | \$6,000

Bronze package PLUS...  
2 sponsor badges<sup>2</sup>

Availability: 3

### In person

- **Breakfast** sponsor<sup>3</sup>:
  - Conference app push notification during breakfast announcement
  - Printed signage with logo at meal room entrance
- **Hydration Station**<sup>5</sup>:
  - Logo on signage at select hydration stations

## Gold | \$7,500

Bronze package PLUS...  
3 sponsor badges<sup>2</sup>

Availability: 3

### In Person

- **Lunch and Break** sponsor<sup>3</sup>:
  - Conference app push notification during lunch and break announcement
  - Printed signage with logo at meal room entrance (lunch only)
  - Printed table cards with logo (lunch only)
- Tuesday Afternoon **Puppy Break**:
  - Logo on signage at Puppy Break area
  - Conference app push notification during Puppy Break announcement

## Platinum | \$8,500

Bronze package PLUS...  
4 sponsor badges<sup>2</sup>

Availability: 2

### In person

- Wednesday **Closing Celebration** sponsor:
  - Conference app push notification during Closing Celebration announcement
  - Logo on cocktail napkins and other signage in Closing Celebration area provided by Xylem
  - Allowance of one meter board displayed in Closing Celebration area in specified size printed by Xylem (artwork provided by sponsor)
- **One speaking session** opportunity with customer or distributor case study<sup>5</sup>
- Ability to host one Braindate<sup>6</sup>
- Attendance at SPAN networking event
- Video highlight featuring your brand posted on Sensus social channels. Filmed onsite with other Platinum and Diamond sponsors by Xylem

## Diamond | \$10,000

Bronze package PLUS...  
5 sponsor badges<sup>2</sup>

Availability: 1

### In person

- Sunday **Welcome Reception** sponsor:
  - Conference app push notification during Welcome Reception announcement
  - Logo on cocktail napkins and other signage in Welcome Reception area provided by Xylem
  - Allowance of two meter boards displayed in Welcome Reception area in specified size printed by Xylem (artwork provided by sponsor)
  - Opportunity to provide promotional items to attendees<sup>4</sup>
- **Giveaway Item/Experience** sponsor:
  - Conference app push notification during registration experience/item announcement
  - Logo on signage at giveaway table/area
- **Wi-Fi** sponsor
  - Logo and/or brand name on all promo materials (print and digital)
- **Braindate** sponsor
  - Logo on signage in Braindate<sup>6</sup> area in Partner and Solution Pavilion and on promo materials
  - Ability to host one Braindate<sup>6</sup>
- **One speaking session** opportunity with customer or distributor case study<sup>5</sup>
- Logo on signage in **Charging Station** area
- Attendance at SPAN networking event
- Video highlight featuring your brand posted on Sensus social channels. Filmed onsite with other Platinum and Diamond sponsors by Xylem.



## Policies

- We offer some great networking opportunities, but you may want to entertain customers or prospects on your own. Please ensure your plans don't conflict with organized conference programming or hospitality
- Separate displays/signage are not permitted outside of your designated space within the Partner and Solution Pavilion unless otherwise noted in your sponsorship package
- Small promotional items are permitted where noted, but subject to approval of conference management

## Dates to remember

### Sponsorship selection opens

May 11

### Sponsorship selection closes

August 3

### Marketing materials due

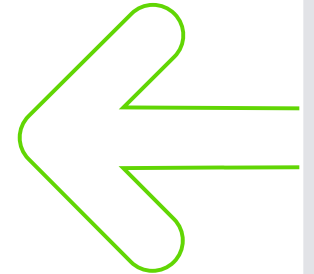
August 28

### Final payment due

October 1

### Sponsor set-up

November 1



## Become a sponsor!

For package selection and credit card payment, click below:

[Register](#)

After package selection is submitted and you are paying with check, mail payment to:

**Xylem Reach Conference / Jake Knott**  
639 Davis Drive  
Morrisville, NC 27560