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WQA AQUATECH USA PRESS RELEASE

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WQA Aquatech USA expanded in 2008 despite economic woes Added emphasis on industrial treatment helps lead to success

Lisle, Illinois USA — The number of visitors increased four percent at WQA Aquatech USA 2008 this year, many attracted by an added emphasis on industrial treatment along with strong exhibits and educational programs for residential and commercial components, according to Peter Censky, WQA executive director.

The annual conference and trade show was held in Las Vegas, Nevada, in late March.

“We heard from many attendees who said our show was one of the most successful they’ve attended since the economy started becoming so uncertain,” Censky said. “I think we hit the ‘tipping point’ on industrial treatment, and that helped our success.”

WQA Aquatech USA is the only residential, commercial, and industrial water show of its kind in North America. For the past three years, WQA has worked to integrate industrial aspects into the show, leading to the “Industrial Speed Dating” networking event in March.

The show this year also offered a number of other new features, including daily keynote addresses focusing on business topics, the rollout of WQA’s commercial education program, and more hands-on learning with added emphasis on business education.

“We’ve attended several shows this first quarter in 2008, and while some have been impacted by the economic downturn, WQA Aquatech didn’t seem affected,” said Robert P. Mader, Editor-in-Chief, *CONTRACTOR Magazine*. “The show’s foot traffic was very strong.”

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ADD ONE

WQA Aquatech USA success

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The convention offered more interactive training on the conference's expansive trade show floor than in the past. More than 350 companies presented new products and technologies, mingled with scores of sessions presented directly by WQA and exhibitors.

A total of 46 companies attended the Industrial Speed Dating event, which targeted primarily manufacturers, consulting engineers, and other treatment professionals. Participants ranged from major corporations to smaller and newer companies. To expand on the success next year, a full-scale industrial pavilion will be available.

WQA began integrating industrial elements into the program as the association saw more companies growing into high tech and high purity industrial treatment.

In addition to exhibitors on the trade show floor, attendees took advantage of more than dozens of hours of educational training. For WQA-certified personnel, that meant up to 2.55 CPD (Continuing Professional Development) credits, more than a full cycle-worth of credits for many of the certifications that are offered.

In launching its new commercial education water treatment program, WQA sold 70 percent of the first printing of its *Commercial Sizing, Plumbing, Design and Applications* book, exceeding expectations. The book is now available online at wqa.org.

Evaluating the conference, nearly all exhibitors and attendees said they will return next year, when WQA Aquatech USA is held at the Donald E. Stephens Convention Center in Chicago (Rosemont), Illinois, near O'Hare Airport. Visit wqa-aquatech.com for updates.

"The show was the best one so far," said Tony Pagliaro, Square Peg Engineering, Rohnert Park, California. "Our booth received constant foot traffic, and we received highly-qualified leads."

Many participants emphasized that attendance at the show seemed particularly high in light of recession fears. Figures indicate that attendee numbers increased four percent from the 2007 convention.

Andrea Swiney, Aqua Finance, Inc. reported: "We had nonstop people at our booth. Time went so fast compared to other shows we do. It's the best WQA show I've ever been to."