

Contact: Dave Loveday  
Water Quality Association  
*International Headquarters & Laboratory*  
4151 Naperville Road, Lisle, Illinois 60532-3696 USA  
Email: john.hoffman@wqa.org  
Telephone: 630 505 0160  
Faxsimilie: 630 505 9637

## WQA AQUATECH USA PRESS RELEASE

FOR IMMEDIATE RELEASE — DECEMBER 8, 2008

### **WQA Aquatech USA 2009: REGISTER TODAY at [wqa-aquatech.com](http://wqa-aquatech.com)** Business tips to be added to technical, networking programming

**Lisle, Illinois USA** — WQA Aquatech USA returns to the Chicago-area next year, where new emphasis will be put on developing targeted strategies to face the upcoming economic realities. Those attending will take advantage of greater business opportunities, more networking, more residential/commercial dealer training, and even more focus on industrial.

The trade show will take place March 17-21, 2009 at the Donald E. Stephens Convention Center in Chicago (Rosemont), Illinois, near O'Hare International Airport, about thirty minutes from downtown Chicago.

“We’re going to be hearing from professionals in our industry who have weathered challenging times in the past,” said WQA Executive Director Peter Censky. “We will be putting special focus on diversifying into the commercial market and finding other ways to not just survive but pull ahead.”

Among the highlights at WQA Aquatech USA this year are:

- o Best Practices Peer-to-Peer panel discussion series.
- o Daily Keynote Speakers including Business & Financial Analyst, Stuart Varney.
- o Expansion of WQA’s Commercial Education Program.
- o A second postshow networking reception.
- o Trade show floor technical and business education, which is open to all registered.

— MORE —

ADD ONE

**WQA Aquatech USA**

December 8, 2008 — FOR IMMEDIATE RELEASE

Plus, enhanced industrial focus, such as:

- o Return of the popular “Industrial Speed Dating” event. (For session information and registration form, click on Industrial Speed Dating at [wqa-aquatech.org](http://wqa-aquatech.org).)
- o NEW Industrial Pavilion designation on the trade show floor.
- o NEW “Industrial Park” for educational training and sponsored company events.

Plus, new this year: BUY ONE full conference package, and GET ONE FREE (a \$330 value)! Simply register online using Priority Code: FRC9.

WQA Aquatech USA is the leading water industry event in North America. It is the only show that represents every segment of the increasingly complex water treatment and supply market, including the household, commercial, and industrial markets. Multiple applications are featured, including process water, drinking water, ultrapure, and wastewater applications. WQA Aquatech USA is co-organized by the Water Quality Association and the Amsterdam RAI.

WQA is the not-for-profit international trade association representing the household, commercial, industrial, and small system water treatment industry. The Amsterdam RAI organizes and hosts trade fairs, conventions, and other events, including Aquatech Amsterdam.

For more information and to register, visit [wqa-aquatech.com](http://wqa-aquatech.com), or call WQA’s convention department at 630 505 0160.

— # # # —