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WQA AQUATECH USA PRESS RELEASE

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Next year's show to focus on new technology, post-recession planning WQA Aquatech USA 2010 to highlight how industry is being reinvented

Lisle, Illinois USA — Deep-seated changes and advances in the industry -- brought about by the recession and legislative challenges -- will be highlighted at WQA Aquatech USA 2010.

The conference and exhibition will be held at the Orange County Convention Center in Orlando, Florida, March 9 - 12, 2010.

The show has been retooled in many ways to meet the needs of tomorrow's market, especially the opportunities that may await in a post-recession environment, according to Peter J. Censky, executive director of WQA. With states looking more at bans and environmental legislation, even more change is coming, he emphasized.

"There will be new technologies coming in the next few months, some of them almost revolutionary," Censky said. "This will be a pivotal year to learn about coming challenges and opportunities."

Seven workshops will be part of the full conference package. These sessions will allow participants to work through various problems, from sizing calculations with fixture counts to business valuation.

Those attending will also be taking part in hands-on presentations, including pipe joining and valve teardown, and they will learn the latest research on water treatment technologies and contaminant detection.

There will be a strong emphasis this year on practical tips and advice. "Wizard of Ads" Tim Miles will be the Opening General Session speaker. Miles received very positive reviews at previous WQA Aquatech USA shows, where he presented on "Making Ads Work" and "Strategic Planning Made Simple." His blog, a valuable resource for small businesses, can be found at clarityupfront.com.

— MORE —

ADD ONE

WQA Aquatech USA

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Those looking to find out about industry advances can take advantage of the New Product Showcase. In addition to the networking opportunities participants have come to expect, the 2010 show will introduce a revamped Industrial Water - Speed Networking session (formerly Industrial Speed Dating). This initiative will now offer two levels of participation – with poster and no poster attendance options. The networking forum provides companies the opportunity to display their capabilities and develop and deepen relationships.

“It was a tremendous success for my business,” said Perry Ratcliff, Culligan Water Conditioning of Austin, TX, Driessen Water I, Inc. “We met with colleagues that can help us with jobs outside of our area, and the connections I made at the show will allow me to share resources with other companies to better handle the job.”

Tips on exhibiting at home shows, direct marketing, social media marketing, and other business-related issues will also be offered.

Despite an overall decline in attendance from the previous year, WQA Aquatech USA 2009 held its own during the recession and brought in large numbers of attendees from the Midwest, eastern US, and Europe, final tallies show.

For more information and to register, go to wqa-aquatech.com.

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