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WQA AQUATECH USA PRESS RELEASE

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WQA Aquatech USA offers help on thriving in uncertain economy

New features include best practices and WQA Innovative Product Showcase

Lisle, Illinois USA — Responding to the difficult economic climate, WQA Aquatech USA 2009 is presenting a number of features to help attendees navigate through the coming months.

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.

A “best practices” peer-to-peer panel discussion will let those in the industry discuss strategies for staying afloat during these challenging times. These owners of established water treatment businesses will lead interactive sessions and provide practical information. Topics include every aspect of the industry, from planning to operations. Four keynote addresses will also present usable information:

- Stuart Varney, long-time business and financial analyst and contributor to CNN and FOX News. Topic: “The New Realities of the Global Marketplace.”
- Tim Miles, marketing consultant, specializing in helping small business owners do more with less. Topic: “Strategic Planning Made Simple.”
- National Consumer Water Quality Study – Research Results. A special panel will explain how to make your WQA 2008 Consumer Study work for your business.
- “Develop an Effective Employee and Safety Manual for Your Business.” Hear from experts and dealers. Sample manuals will also be offered.

— MORE —

ADD ONE
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“There may be no more vital time to attend trade shows,” said WQA Executive Director Peter Censky. “Trade shows and events can be a cost-effective way to stay in touch.”

New innovations and products will be highlighted in a special display area, a presentation stage on the trade show floor, and a number of demos.

An emphasis will be placed on hands-on trade show floor education and business education. Last year, WQA unveiled a special networking event entitled “Industrial Speed Dating,” which brought together companies involved in industrial water treatment. This year, in addition to Speed Dating, the industrial focus will be even greater, including the introduction of an Industrial Pavilion.

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, visit wqa-aquatech.com, or call WQA’s convention department at 630 505 0160.

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