

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

WQA AQUATECH USA PRESS RELEASE

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WQA Aquatech USA 2010 heavy on practical education topics

Show will offer advice on advertising and on-floor technical sessions

Lisle, Illinois USA — Highlights from the more than 60 educational sessions offered include making tight advertising dollars work, tips on exhibiting, and practical techniques for those attending WQA Aquatech USA 2010.

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

“In tough economic times, businesses need to look for every competitive edge,” said Peter Censky, executive director of WQA. “We’re providing a full package of materials and ideas on surviving and thriving.”

The show will also offer many hands-on presentations, including pipe joining and valve teardown, as well as data on the latest research on water treatment technologies and contaminant detection.

“Wizard of Ads” Tim Miles will be the Opening General Session speaker.

“There will also be a series of actionable items people can take back home,” Miles said. “Marketing and advertising approaches that were working, even a couple years ago, aren’t working now, and that’s one of the important points people attending these events will learn about.

Workshops and sessions throughout the program will focus on topics such as commercial sizing calculations, residential system design and problem solving, effective marketing, RO, and hidden dangers of residential plumbing.

For more information or to register, those interested can visit wqa-aquatech.com.