

# EXHIBITOR PROSPECTUS AND SPONSOR GUIDE

[www.wqa-aquatech.com](http://www.wqa-aquatech.com)

**WQA**  
**AQUATECH**  
**USA**  


Reserve by  
**August 15, 2014**  
to take  
advantage of  
Early Bird pricing!



**APRIL 21–24, 2015 | LAS VEGAS, NV**

Organized by





# WQA Aquatech USA 2015

## Reasons to Exhibit

**WQA Aquatech USA** is a confluence of the influential people, technological innovations, learning and networking opportunities relevant to the water quality improvement industry.

### Three Great Shows in One Location!



To give business owners and operators the chance to take in as much as possible, the International Carwash Association (ICWA), National Automatic Merchandising Association (NAMA) and Water Quality Association (WQA) will be offering a discounted, one-day Trade-Show-Only pass to each others' shows in 2015. An increase in booth traffic from NAMA OneShow and the ICWA Car Wash Show attendees is expected, providing even more value for businesses serving the commercial water treatment market.

60% of exhibitors say they participate in WQA Aquatech USA to introduce new products and services.



Visitors from **58** different countries attended WQA Aquatech USA 2014.

**HELLO**  
my name is

97% of exhibitors say they participate in WQA Aquatech USA to make new contacts.



### Increased Attendance

The premier location of Las Vegas generates strong attendance for meetings. On average, attendance increases by 13 percent when conventions come to Las Vegas. Research also shows that attendees spend more time in meetings and on the trade show floor when programs are held in Las Vegas. (Source: vegasmeansbusiness.com)

### ORGANIZERS:

#### WQA

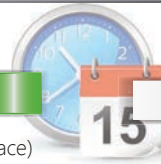
*International Headquarters and Laboratory*  
4151 Naperville Road  
Lisle, Illinois 60532-3696 USA  
Phone: 630-505-0160  
Fax: 630-505-9637  
[www.wqa.org](http://www.wqa.org)  
*A not-for-profit organization*



#### Amsterdam RAI

P.O. Box 77777  
1070 MS Amsterdam  
The Netherlands  
Phone: + 31-20-549-1212  
Fax: + 31-20-549-1889  
[www.aquatechtrade.com](http://www.aquatechtrade.com)





### Booth Rental Fees

**Early Bird Pricing thru August 15, 2014** (per 10' x 10' space)  
 WQA Members.....\$2,295.00  
 Non-Members.....\$3,280.00

**Pricing After August 15, 2014** (per 10' x 10' space)  
 WQA Members.....\$2,395.00  
 Non-Members.....\$3,420.00

**International Pavilion thru August 15, 2014** (per 10' x 10' space)  
 WQA Members.....\$2,790.00  
 Non-Members.....\$3,985.00

**International Pavilion after August 15, 2014** (per 10' x 10' space)  
 WQA Members.....\$2,905.00  
 Non-Members.....\$4,150.00

#### Booth Add-ons

Surcharge for corner space.....\$155.00  
 Surcharge for peninsula or island spaces.....\$310.00  
 Administrative fee.....\$225.00



### Service Contract Provider

#### Fern Exposition & Event Services

125 Fernco Drive • Nashville, Tennessee 37207  
 Phone: (615) 256-0357  
 www.fernexpo.com

### Booth Specifications

**Each linear, corner, and peninsula space will be provided with the following:**

- 8' tall backdrop drapery and 3' tall side-rail drapery, commonly referred to as "pipe and drape"
- One 7" x 44" exhibitor identification sign with exhibitor name and exhibit space number

Carpet or other appropriate flooring material is mandatory for all exhibit spaces and is the responsibility of the exhibitor. **Exception: carpet will be provided for exhibitors in the International Pavilion.**

Furniture, carpeting, and services can be ordered through the Exhibitor Service Manual at the expense of the exhibitor.

### Exhibition Dates & Times

**Wednesday, April 22, 2015**.....11:30 a.m. to 5:00 p.m.

**Thursday, April 23, 2015**.....10:00 a.m. to 5:00 p.m.

### Exhibit Installation Dates & Times

**Monday, April 20, 2015**.....1:00 p.m. to 5:00 p.m.

**Tuesday, April 21, 2015**.....8:00 a.m. to 5:00 p.m.

**Wednesday, April 22, 2015**.....7:30 a.m. to 9:00 a.m.  
 (touch up only)

### Exhibit Dismantling Dates & Times

**Thursday, April 23, 2015**.....5:00 p.m. to 9:00 p.m.

**Friday, April 24, 2015**.....8:00 a.m. to 2:00 p.m.

### Shipping Deadlines

**Friday, March 20, 2015**

First day to receive freight at advance warehouse.

**Friday, April 17, 2015**

Last day to receive freight at advance warehouse.

**Monday, April 20, 2015**

First day to receive freight at show site.

### Payment Schedule

**Monday, November 3, 2014**

2<sup>nd</sup> payment due (50% of balance, Early Bird contracts only).

**Monday, February 2, 2015**

Final payment due.

### Badge Pick-up

**Monday, April 20, 2015**

Badges can be picked up in Hall C-4 of the Las Vegas Convention Center, beginning at 1 p.m.

### Discount Deadline for Services

**Monday, March 30, 2015**

Last day for discounted ordering of furniture, carpet and services.

### Expand your global presence in the International Pavilion!

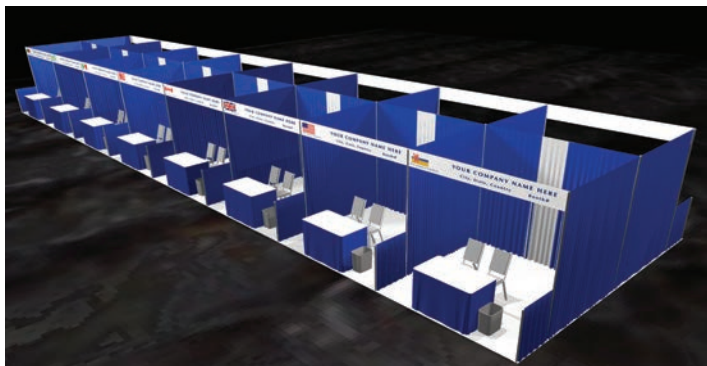
WQA Aquatech USA offers a dedicated section of the exhibition hall for international companies.\*

The International Pavilion's distinctive design and eye-catching banner make it easy for attendees to find your booth. Reservations in the International Pavilion will include the following items:

- One 10' x 10' (3m x 3m) exhibit stand
- Pipe and drape back and side walls
- One banner with your company's name, home country, and national flag
- Carpeting
- One display table
- Two chairs
- One wastebasket

See page 3 for prices and important dates.

\*Company must be based outside the U.S. to exhibit in the International Pavilion.



### Trade Show Floor In-Booth Educational Sessions

The Trade Show Floor Educational Program includes 30-minute presentations conducted in your exhibit space, on a topic of your choice, that is related to your product or service. The presentations can be scheduled multiple times per day, over both days of the exhibition. WQA will advertise your session topic, time, and booth number on signs and in the *WQA Aquatech USA Program and Buyer's Guide*.

Registration form and detailed guidelines for the presentation are available from WQA's Education Department at [education@wqa.org](mailto:education@wqa.org). Presenters must be an exhibitor at WQA Aquatech USA 2015 with a minimum 10' x 20' exhibit space purchased by 1/30/2015.

**Fee:** \$150 (regardless of number of presentations/sessions)

**All submissions must include:**

- Title of presentation
- Abstract
- Presentation times and dates
- Contact information
- Payment information

**Session Times:**

**Wednesday, April 22, 2015**

1 – 4 p.m.

**Thursday, April 23, 2015**

10:30 a.m. – 4 p.m.



**Deadlines**

Closing date to be included in the *WQA Aquatech USA Program and Buyer's Guide* is 2/17/2015.

### New "Ask the Expert" Q & A Sessions

You're the expert on your company's products and services. Meet face-to-face with your customers and prospects and answer their questions in a casual setting.

- Sessions will be held in the Show Floor Lounge during trade show hours.
- Three one-hour sessions will be offered. One on Wednesday, April 22, 2015; two on Thursday, April 23, 2015.
- Showcase your company's expertise!
- You choose the topic. Suggested topics include: technical support, new products, understanding spec. sheets and product selection.
- Space is limited to six tables per session and each company may reserve only one table per session.

**Fee:** \$125 per one-hour session

**Questions:** Registration forms and guidelines are available from WQA's Education Department at [education@wqa.org](mailto:education@wqa.org).

# WQA Aquatech USA 2015

## Sponsorship Opportunities

PACKAGE SPONSORSHIP QUICK REFERENCE	Diamond Member: \$12,500 Non-Member: \$25,000	Platinum Member: \$7,500 Non-Member: \$15,000	Gold Member: \$5,000 Non-Member: \$10,000	Silver Member: \$2,500 Non-Member: \$5,000
<b>Welcome Reception sponsor</b> —includes logo placement on 3 LED screens above the DJ stage, welcome sign with logo at the front door	✓			
<b>Shuttle bus advertising</b>	✓			
<b>Complimentary all-access registration for staff</b>	15	10	5	2
<b>Additional complimentary VIP passes</b>	15	10	5	2
<b>NEW “Ask the Expert” roundtable sessions</b>	2 sessions	1 session		
<b>1 New Product Showcase panel</b>	✓	✓		
<b>Scrolling logo on show website</b>	✓	✓		
<b>Logo on WQA Aquatech USA post-convention thank you ad</b>	✓	✓	✓	
<b>Logo on convention notepads</b>	✓	✓	✓	
<b>Logo on convention center banner</b>	✓	✓	✓	
<b>Logo on exhibitor listing in program guide</b>	✓	✓	✓	
<b>Pre-opening general session ad loop</b>	✓	✓	✓	
<b>Promotion in each monthly edition of the WQA Aquatech USA e-newsletter</b>	✓	✓	✓	
<b>4-color ad in WQA Aquatech USA Program and Buyer's Guide</b>	full page	full page	½ page	½ page
<b>Website and social media recognition</b>	✓	✓	✓	✓
<b>Recognition (per level) in Program and Buyer's Guide</b>	✓	✓	✓	✓
<b>Recognition (per level) on convention signage</b>	✓	✓	✓	✓
<b>Sponsor sign in booth designating sponsorship level</b>	✓	✓	✓	✓
<b>Access to after event attendee list</b>	✓	✓	✓	✓

### PROGRAM GUIDE ADS

The *WQA Aquatech USA Program and Buyer's Guide* serves as a comprehensive source of information about the educational conference, business meetings, the exhibition, and the exhibitors at WQA Aquatech USA.

### Exhibiting & Advertising = More Exposure

Exhibitors who also purchase advertising in the Convention Program and Buyer's Guide will receive additional recognition: ad location (page number) will be highlighted in your exhibitor listing.

### Audience/Distribution

The *WQA Aquatech USA Program and Buyer's Guide* will be distributed onsite to each attendee. The Buyer's Guide will also be available online on the WQA website.

### 2015 ADVERTISING RATES & SIZES

(*WQA Aquatech USA Program and Buyer's Guide* advertising opportunities are available to WQA members and WQA Aquatech USA 2015 exhibitors only).

AD SIZES	SPONSOR	NON-SPONSOR
<b>Full Page</b> 4.75" W x 7.75" H with no bleed -or- 5.75" W x 8.75" H with full bleed	\$1,250	\$2,500
<b>Half Page Horizontal</b> 4.75" W x 3.75" W -or- 5.75" W x 8.75" H with full bleed	\$825	\$1,650

**Note:** *Program and Buyer's Guide* Trim Size = 5.5" W x 8.5" H



# WQA Aquatech USA 2015

## Sponsorship Opportunities

### EXCLUSIVE SPONSORSHIPS (For Exhibitors Only)

Exclusive sponsorships will be sold on a first-come, first-served basis. Unless noted, only one company per exclusive sponsorship. Exhibitors and/or WQA members may sponsor a combination of both a package sponsorship as well as an exclusive sponsorship. Only one exhibiting company name per sponsorship. **50% discount on WQA Aquatech USA Program and Buyer's Guide advertising!**

#### PENS – \$1,250\*

Your company's logo will be printed on 3,500 WQA Aquatech USA 2015 pens, which will be made available at the registration desk and educational sessions. Sponsor must provide the pens.



#### POPCORN BAGS – ~~\$1,250~~ **SOLD**

Popcorn will be served at the WQA booth each day of the exhibition. The sponsoring company's logo will be printed on the bags. Sponsor must supply camera-ready artwork. Sponsorship fee includes production costs.

#### REST & RELAXATION STATION – ~~\$4,500~~ **SOLD**

Win the gratitude of relaxed registrants who have enjoyed the massage center. You can distribute coupons for free massages. Your company logo will appear on signage in the Rest and Relaxation Station.

#### NAME BAG POUCHES – Bidding starts at \$4,500\*

Place your company's name and logo where it'll really be noticed—around the neck of attendees. This exclusive sponsorship provides nonstop exposure throughout the show. Company name and logo are imprinted on name badge pouches. Design must be approved by WQA Aquatech USA staff. Sponsor company provides 3,500 pouches.



#### PRIVATE LABEL BOTTLED WATER – \$2,000\*

The perfect sponsorship for Las Vegas! Your company's bottled water will be distributed in the registration area and at the coffee breaks. Sponsoring company must provide one pallet of 12 or 16 oz. bottles of water.

#### New SMARTPHONE APPLICATION – \$5,000\*

Set your company apart from the competition by taking advantage of this new sponsorship opportunity. The WQA Aquatech USA smartphone app will include key event details, including the schedule, education session information, trade show exhibit information and note-taking functionality.



#### HOTEL KEYCARD SLEEVES – \$4,500\*

Every time they use their hotel key, attendees will see your company's name and logo. Sponsored hotel keycard sleeves will be distributed at all official WQA Aquatech USA hotels. Sponsor company must provide keycard sleeves. WQA Aquatech USA logo must be included in the sleeve design.

#### New SHOW FLOOR LOUNGE – \$2,500\*

WQA Aquatech USA will offer a lounge area on the trade show floor where attendees can relax and network. The area will be carpeted and furnished, and the sponsoring company's logo will appear on lounge area signage and floor stickers. The lounge area will be located next to the WQA booth.

**Note:** Images of promotional items are not actual products and may differ in color and style.

\*For non-member rate, multiply by two.

†Tote bag sponsors will be listed in Attendee Registration Booklet.

Advertiser's names will not be listed in registration book, only in Convention Program & Buyer's Guide.

### ADDITIONAL SPONSORSHIP OPPORTUNITIES



#### **TOTE BAGS – \$850<sup>†</sup>**

Tote bags will be distributed at the registration area, WQA bookstore, WQA booth and WQA membership area. WQA Aquatech USA tote bags will also be distributed by WQA at various other conventions and trade shows throughout the year.

#### **New SHOW FLOOR DECALS/FOOTPRINTS – \$3,000** (2 packages of 5 floor stickers available)

Guide people to your booth space, literally, with a show floor sticker sponsorship. The floor sticker sponsorship will deliver your message to attendees while driving traffic to your booth. The stickers will feature your logo and booth number. Pricing includes production and installation costs.

#### **DIGITAL DEVICE CHARGING STATIONS – \$4,500**

Capture the attention of a captive audience of attendees while they charge their laptops, tablets and smartphones. The charging stations will be located in a prominent section of the exhibit hall. Pricing includes signage with your company's logo and booth number.



#### **PROGRAM & BUYER'S GUIDE ADVERTISING – \$1,250 full page/\$825 half page**

The *WQA Aquatech USA Program & Buyer's Guide* will be distributed onsite to each attendee and made available online through the WQA Aquatech USA website. Your full-color ad will receive heavy exposure during the event and throughout the year. See page 5 for ad specifications and deadlines.



#### **MORNING COFFEE SERVICE – \$500**

Coffee service will be offered every morning throughout the show. The sponsoring company's name and logo will be prominently featured in the area where the coffee is served.

#### **AFTERNOON BEVERAGE SERVICE – \$500**

Beverage service will be offered every afternoon throughout the show. The sponsoring company's name and logo will be prominently featured in the area where the beverages are served.

#### **WELCOME & NETWORKING RECEPTION**

The networking doesn't stop when the show closes! Get your brand in front of attendees and exhibitors with various branding opportunities at the Welcome & Networking Reception. Both exclusive and non-exclusive sponsorship options are available. Contact the WQA Aquatech USA staff at [convention@wqa.org](mailto:convention@wqa.org) to inquire.



#### **CUSTOMIZED PACKAGES**

WQA will work with you to create a customized sponsorship tailored specifically to fit your company's needs. Contact the WQA Aquatech USA staff at [convention@wqa.org](mailto:convention@wqa.org), to inquire.

**Note:** Images of promotional items are not actual products and may differ in color and style.

\*For non-member, multiply by two. <sup>†</sup>Tote bag sponsors will be listed in Attendee Registration Booklet. Advertiser's names will not be listed in registration book, only in Convention Program & Buyer's Guide.

# WQA AQUATECH USA 2015 SPONSORSHIP OPPORTUNITIES FORM

APRIL 21-24, 2015

LAS VEGAS CONVENTION CENTER

LAS VEGAS, NEVADA USA



## COMPANY INFORMATION

WQA MEMBER NUMBER

COMPANY NAME

MAILING ADDRESS

CITY

STATE/PROVINCE

ZIP/POSTAL CODE

COUNTRY

PHONE NUMBER

FAX NUMBER

COMPANY WEB SITE

CONTACT FIRST NAME

CONTACT LAST NAME

EMAIL

AD AGENCY (IF APPLICABLE)

TO WHOM SHOULD INVOICE BE SENT?

TO WHOM SHOULD TEAR SHEET BE SENT?

## MARKETING/SPONSORSHIP OPTIONS

Note: Only one company per sponsorship.

### Package Sponsorships

- |  |          |
|--|----------|
| <input type="checkbox"/> Diamond (Member)      | \$12,500 |
| <input type="checkbox"/> Diamond (Non-Member)  | \$25,000 |
| <input type="checkbox"/> Platinum (Member)     | \$7,500  |
| <input type="checkbox"/> Platinum (Non-Member) | \$15,000 |
| <input type="checkbox"/> Gold (Member)         | \$5,000  |
| <input type="checkbox"/> Gold (Non-Member)     | \$10,000 |
| <input type="checkbox"/> Silver (Member)       | \$2,500  |
| <input type="checkbox"/> Silver (Non-Member)   | \$5,000  |

### SPONSOR LOGO MECHANICAL REQUIREMENTS:

- 300 dpi minimum
- PDF, JPG, EPS, or AI formats

Please send files via email or CD to:  
WQA

Attn: Stacie Kutzbach  
4151 Naperville Road • Lisle, Illinois 60532 USA  
Phone: 630-505-0160 • Fax: 630-505-9637  
Email: skutzbach@wqa.org

## MARKETING/SPONSORSHIP OPTIONS

### Exclusive Sponsorships (Exhibitors only)

Non-WQA member rate multiply by two

- |  |                           |
|--|---------------------------|
| <input type="checkbox"/> Pens                              | \$1,250                   |
| <input type="checkbox"/> Popcorn Bags                      | <b>SOLD</b>               |
| <input type="checkbox"/> Rest/Relaxation Station           | <b>SOLD</b>               |
| <input type="checkbox"/> Name Bag Pouches                  | Bidding starts at \$4,500 |
| <input type="checkbox"/> Private Label Bottled Water       | \$2,000                   |
| <input type="checkbox"/> Smartphone Application <b>New</b> | \$5,000                   |
| <input type="checkbox"/> Hotel Keycard Sleeves             | \$4,500                   |
| <input type="checkbox"/> Show Floor Lounge <b>New</b>      | \$2,500                   |

### Additional Sponsorship Opportunities

Non-WQA member rate multiply by two

- |  |         |
|--|---------|
| <input type="checkbox"/> Tote Bags                                     | \$850   |
| <input type="checkbox"/> Show Floor Decals/Footprints <b>New</b>       | \$3,000 |
| <input type="checkbox"/> Digital Device Charging Stations              | \$4,500 |
| <input type="checkbox"/> Program & Buyer's Guide Advertising full page | \$1,250 |
| <input type="checkbox"/> Program & Buyer's Guide Advertising half page | \$825   |
| <input type="checkbox"/> Morning Coffee Service                        | \$500   |
| <input type="checkbox"/> Afternoon Beverage Service                    | \$500   |
| <input type="checkbox"/> Welcome & Networking Reception                | Call    |
| <input type="checkbox"/> Customized Packages                           | Call    |

### WQA Aquatech USA Program and Buyer's Guide Advertising

Advertising is available to WQA members and WQA Aquatech USA exhibitors only.

- |  |         |
|--|---------|
| <input type="checkbox"/> Full Page (Sponsor)                     | \$1,250 |
| <input type="checkbox"/> Full Page (Non-Sponsor)                 | \$2,500 |
| <input type="checkbox"/> Full Page (Diamond & Platinum Sponsors) | \$0     |
| <input type="checkbox"/> Half Page (Gold & Silver Sponsors)      | \$0     |
| <input type="checkbox"/> Half Page (Sponsor)                     | \$825   |
| <input type="checkbox"/> Half Page (Non-Sponsor)                 | \$1,650 |

TOTAL DUE USD \_\_\_\_\_

## PAYMENT

Payment must be made in US dollars.

Check: ☐ (payable to WQA Aquatech USA)

Charge: ☐ MasterCard ☐ VISA ☐ AMEX ☐ Discover

CHECK NUMBER

CREDIT CARD NUMBER

EXP. DATE

SECURITY CODE

CARDHOLDER'S NAME

SIGNATURE

Send completed form with total due to:

WQA Aquatech USA  
4151 Naperville Road • Lisle, Illinois 60532 USA  
Attn: Peggy Blazek  
Phone: 630-505-0160 • Fax: 630-505-9637  
Email: convention@wqa.org



# WQA AQUATECH USA 2015 EXHIBIT SPACE CONTRACT

APRIL 21-24, 2015

LAS VEGAS CONVENTION CENTER

LAS VEGAS, NEVADA USA



## COMPANY INFORMATION

☐ WQA Member ☐ We want to take advantage of the benefits and savings that come with a WQA membership. Please contact us.

WQA Member # \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Web Address \_\_\_\_\_

☐ MALE

☐ FEMALE

Contact \_\_\_\_\_ Title \_\_\_\_\_

Email \_\_\_\_\_

## EXHIBIT SPACE OPTIONS

Exhibit space is sold in units of 10' x 10' (3m x 3m)

Type of booth space preferred (check one):

☐ In-line ☐ Island ☐ Peninsula ☐ Corner

Booth Space Pricing:

**WQA MEMBERS ONLY (30% DISCOUNT)\***

\$2,295 per 10' x 10' space thru **August 15, 2014**

Number of 10' x 10' spaces \_\_\_\_\_ x \$2,295 = USD \_\_\_\_\_

\$2,395 per 10' x 10' space after **August 15, 2014**

Number of 10' x 10' spaces \_\_\_\_\_ x \$2,395 = USD \_\_\_\_\_

**NON-MEMBERS**

\$3,280 per 10' x 10' space thru **August 15, 2014**

Number of 10' x 10' spaces \_\_\_\_\_ x \$3,280 = USD \_\_\_\_\_

\$3,420 per 10' x 10' space after **August 15, 2014**

Number of 10' x 10' spaces \_\_\_\_\_ x \$3,420 = USD \_\_\_\_\_

**INTERNATIONAL PAVILION WQA MEMBERS (30% DISCOUNT)\***

\$2,790 per 10' x 10' space thru **August 15, 2014**

Number of 10' x 10' spaces \_\_\_\_\_ x \$2,790 = USD \_\_\_\_\_

\$2,905 per 10' x 10' space after **August 15, 2014**

Number of 10' x 10' spaces \_\_\_\_\_ x \$2,905 = USD \_\_\_\_\_

**INTERNATIONAL PAVILION NON-MEMBERS**

\$3,985 per 10' x 10' space thru **August 15, 2014**

Number of 10' x 10' spaces \_\_\_\_\_ x \$3,985 = USD \_\_\_\_\_

\$4,150 per 10' x 10' space after **August 15, 2014**

Number of 10' x 10' spaces \_\_\_\_\_ x \$4,150 = USD \_\_\_\_\_

**Booth Space Surcharge** (check one if applicable)

Corner \$155 \_\_\_\_\_

Island or Peninsula \$310 \_\_\_\_\_ USD \_\_\_\_\_

**Administrative Fee USD 225.00**

**Exhibit Space Total USD \_\_\_\_\_**

Booth choice preferences (see floor plan)\*\*

1<sup>st</sup> \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_

3<sup>rd</sup> \_\_\_\_\_ 4<sup>th</sup> \_\_\_\_\_

Avoid assignment adjacent to (company name): \_\_\_\_\_  
(no guarantee)

## PRODUCTS TO BE EXHIBITED:

☐ Residential ☐ Commercial ☐ Industrial

## DEPOSIT PAYMENT NOW DUE

Contract submitted:

On or before **Aug. 15, 2014** — 25% of Exhibit Space Total USD \_\_\_\_\_

**Aug. 16, 2014 - Jan. 5, 2015** — 50% of Exhibit Space Total USD \_\_\_\_\_

After **Jan. 5, 2015** — 100% of Exhibit Space Total USD \_\_\_\_\_

**Total Now Due USD \_\_\_\_\_**

## PAYMENT

Contract will not be processed without appropriate deposit.

See below for payment schedule.

Check: ☐ (payable to WQA Aquatech USA)

Charge: ☐ MasterCard ☐ VISA ☐ AMEX ☐ Discover

Check Number \_\_\_\_\_

Credit Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_

Security Code \_\_\_\_\_

Cardholder's Name \_\_\_\_\_

Signature \_\_\_\_\_

## PAYMENT SCHEDULE

• **Deposit:** Due at time Exhibit Space Contract is submitted.

• **Second payment** (50% of balance, Early Bird contracts only):  
November 3, 2014

• **Final payment:** February 2, 2015

• Failure to pay on-time may result in loss of booth space, subject to show management decision.

## EXHIBITOR AUTHORIZED SIGNATURE

Note: Unsigned Contracts Will Not Be Accepted

Signature \_\_\_\_\_

Printed Name \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

By signing above, the Exhibitor agrees to the terms of this 2015 Aquatech Exhibit Space Contract and through its Authorized Signatory acknowledges that Exhibitor has read, understands, and agrees to the Payment and Cancellation Policy and the Rules Governing Exhibits, available at [www.wqa-aquatech.com](http://www.wqa-aquatech.com), which are incorporated in and made part of this contract. Upon signed acceptance by WQA Aquatech USA, this 2015 Exhibit Space Contract shall be binding upon the parties.

## IMPORTANT INFORMATION

- Contracts require a deposit at the time they are submitted.
- Exhibit space is assigned first by our priority system and then on a first-come, first-served basis.
- Please review Rules Governing Exhibits on the back of this form.
- Please keep a copy of the signed contract for your records.

Submit your contract online at: [www.wqa-aquatech.com](http://www.wqa-aquatech.com)

-or-

send completed form with total now due to:

**WQA Aquatech USA**

4151 Naperville Road • Lisle, Illinois 60532-3696 USA

**Attn: Kelley Thompson**

**Phone:** (630) 505-0160 • **Fax:** (630) 505-9637 • **Email:** [convention@wqa.org](mailto:convention@wqa.org)

\* See paragraph 2 of the Rules Governing Exhibits.

\*\* See paragraph 4 of the Rules Governing Exhibits.

# 2015 RULES GOVERNING EXHIBITS

**NOTE:** These rules are subject to the ordinances, rules, and regulations of governmental and facility authorities as they may be invoked from time to time. If for any reason the dates and times listed are required to be altered, WQA Aquatech USA will take commercially reasonable steps to notify exhibitors of those changes.

All Exhibitors displaying at WQA Aquatech USA 2015 to be held April 22–23, 2015, at the Las Vegas Convention Center are required to make application, execute contract for space, and subscribe to the following official Rules Governing Exhibits. The Association reserves the right to change and modify the Rules Governing Exhibits at any time.

## 1. ASSIGNMENT OF SPACE

WQA Aquatech USA will assign exhibit space according to a priority system. All assignments, after the initial selections are completed, will be made in the order contracts are received. WQA Aquatech USA reserves the right to assign or reassign exhibit spaces so that the arrangement of the exhibition is in the best interest of attendees and exhibitors.

## 2. PAYMENT SCHEDULE

**Deposit:** Due at time Exhibit Space Contract is submitted.

**Second payment (50% of balance, Early Bird contracts only):** November 3, 2014.

**Final payment:** February 2, 2015.

Failure to pay may result in loss of booth space subject to show management decision.

There are no returns or refunds of any payments made under this Exhibit Space Contract except in the sole and exclusive discretion of WQA Aquatech USA as provided in Paragraph 14 of these Rules Governing Exhibits. **You must be a manufacturer/supplier member in good standing of WQA to claim the WQA member discount for exhibit space. Annual dues in the current year must be paid.**

## 3. HOURS

The WQA Aquatech USA show will run 11:30 a.m. to 5:00 p.m., Wednesday, April 22, and 10:00 a.m. to 5:00 p.m., Thursday, April 23.

**Installation of displays may begin at 1:00 p.m. on Monday, April 20, 2015. Set up of exhibit space must be completed before leaving the hall on Tuesday, April 21, 2015.** All empty crates/containers must be tagged before departing the hall on Tuesday. Fern Exposition & Event Services will remove all crates/containers from the show floor on Tuesday evening, regardless of whether it has an empty tag or not in order to install aisle carpet. Final touch-up of exhibit space will be permitted from 7:30 a.m. until 9:00 a.m. on Wednesday, April 22. **No booth set up or crate service will be permitted on Wednesday, April 22.** The hall will be cleared at 9:00 a.m. on Wednesday, so that cleaning of the hall and final preparations can take place prior to the opening of the show.

**Dismantling may commence at the close of the show Thursday, April 23, 2015, but shall not commence prior to the close of the show.** All materials must be completely repacked and removed from the Las Vegas Convention Center no later than 3:00 p.m. on Friday, April 24, 2015. Exhibitors are urged to arrange for their “outbound shipments” at the Fern Exposition & Event Services desk prior to the close of the show.

## 4. EXHIBIT SPACE

The dimensions and location of each exhibit space are believed to be accurate but are not guaranteed to be exact. In all cases, the width of the space is measured between dividing rails. For specially constructed displays, deduct two inches from width of exhibit space.

WQA Aquatech USA will furnish uniform exhibit space equipment to each linear, corner, and peninsula exhibit space consisting of draped back 8' high and drape-dividing rails 36" high, together with a one-line identification sign 7" x 44" indicating the company name and booth number. International Pavilion exhibitors will also be provided with carpet, a 6' draped table, two chairs, and a wastebasket per 10' x 10' space. Furnishings, carpet, and services can be ordered through the Exhibitor Service Manual at the expense of the exhibitor.

Carpet or other appropriate flooring material is a mandatory requirement for the exhibit space and is the responsibility of the exhibitor. Exception: carpet is provided for exhibitors in the International Pavilion.

Floor drains are spaced at 60' intervals on the show floor. Exhibitors needing access to a drain **during** show hours must notify show management at time of Exhibit Space Contract submission so that they can be assigned exhibit space in proximity to a drain.

## 5. CANCELLATION OF EXHIBIT SPACE

Cancellation of exhibit space must be submitted in writing. Telephone cancellations will not be accepted. Should exhibitor fail to make payments as due under the 2015 Exhibit Space Contract and Paragraph 2 of these Rules Governing Exhibits, WQA Aquatech USA reserves the right to cancel exhibit space or exhibit space assignments. No payment returns or refunds are made on any cancellation of exhibit space for any reason. Cancelled or unoccupied exhibit space may be freely reassigned by WQA Aquatech USA.

## 6. WATER QUALITY ASSOCIATION MEMBER LOGO POLICY

Using the WQA logo is one of the benefits of WQA membership. Nonmember exhibitors agree that they will not use or display the WQA member logo and will not use the WQA Gold Seal logo unless the product has been tested and awarded the Gold Seal and then only in accordance with the Gold Seal license and policies. Member exhibitors, please note the following excerpt from WQA's Logo Guidelines:

- Do not place the WQA member logo on a product, on the label of that product, or on point-of-sale packaging of the product. The WQA Gold Seal logo is the only logo that can be placed on the product **IF** the product has been tested and awarded the Gold Seal.
- A WQA member may include, on the product label, the following words in letters no larger than those used for the member's company name: Member, Water Quality Association
- In the event that these guidelines are violated, WQA retains the right to direct the member to cease use of the mark. It is the right of WQA to determine whether these guidelines have been violated or whether the WQA logo has been misused.

## 7. PRODUCT PROMOTION MATERIALS MUST MEET INDUSTRY GUIDELINES

All promotional material of whatever nature utilized by exhibitors at or in connection with the 2015 WQA Aquatech USA show must meet the Water Quality Improvement Industry Code of Ethics dated 2004. In addition to the remedies provided in the Code of Ethics and Water Quality Improvement Industry Review panel procedures, such product promotion material may be submitted to WQA Aquatech USA's staff Review Committee for its opinion as to the materials' compliance with the industry guidelines no later than fifteen (15) days prior to the opening of the Exhibition. Exhibitor agrees that promotional material of any kind whatsoever or display of products determined by WQA Aquatech USA staff, in its sole and exclusive discretion, to violate

paragraphs 6 or 7 or any other provision of these Rules Governing Exhibits, may be removed or ordered removed immediately from the exhibition hall. Show Management reserves the right to remove exhibits which become objectionable or unsafe in the opinion of Show Management.

## 8. PHOTOGRAPHY & EXHIBITOR'S USE OF SPACE

Exhibitors and their agents are prohibited from taking photographs of other companies' products or booth displays without approval. Show Management reserves the right to expel anyone in violation of this policy.

Canvassing or attempts to make sales in the Exhibit Hall by anyone representing or connected with a non-exhibitor is strictly forbidden and any person doing so will be promptly ejected. Exhibitors agree that they will not exhibit or display their equipment and/or products and services in any other location, besides their own space in the Exhibit Hall, during the period of the WQA Aquatech USA show.

In compliance with this contract, the Exhibitor agrees not to assign, sublet, or apportion space, or any part thereof allotted to it without prior written consent of Show Management.

## 9. BOOTH CONSTRUCTION/RULES & REGULATIONS

Standard IAEE Guidelines for Display Rules and Regulations apply to your exhibit with the exception of island displays. No construction of an exhibit space shall exceed 8' in height including island spaces. Island spaces in excess of 8' must request a variance by submitting detailed booth drawings for approval by WQA. If you have a peninsula booth, please note the display requirements as diagramed in the IAEE Guidelines for Display Rules & Regulations. If you have an end-cap or linear booth, no banners or signage is permitted to be rigged or hung above your exhibit space.

## 10. HALL SPECS

The ceiling height is 35 feet. The floor load limit is 300 pounds per square foot.

## 11. PROTECTION OF PROPERTY

Nothing shall be posted, tacked, nailed, screwed, or otherwise attached to or on the walls, floors, or other parts of the building or furniture. Exhibitors violating this regulation are bound at their expense to repair any damage to the property that they may cause. The use of self-adhesive labels, posters, or signs is forbidden except that an exhibitor may use them in its own exhibit space on the exhibitor's own equipment. Should your equipment or display include the use of any liquids or fluids that could leak or cause damage, extra precaution should be taken for necessary protection, as exhibitors will be held liable for damage resulting from any such cause.

## 12. FIRE PROTECTION

All materials used in the exhibition hall must be flame proofed and are subject to inspection by the city fire department and the state fire marshal. Crepe paper, corrugated paper, flame proofed or otherwise, plus inflammable fluids or substances are not permitted.

## 13. LIMITATION OF LIABILITY

Neither WQA Aquatech USA, the Las Vegas Convention Center, or Fern Exposition & Event Services will be responsible for any loss, injury, or damage, including that by fire or theft, which may occur to an exhibitor, its agents, or employees, or to its or their property or wares or to the property of others arising from any cause whatsoever prior to, during, or subsequent to the period of the exhibition. It is recommended that exhibitors cover their property with suitable insurance. The exhibitor agrees to indemnify and hold harmless WQA Aquatech USA, its affiliates, officers, directors, agents, and employees against any and all liability damage, expense, loss, or claim whatsoever arising from any or all damage to property or personal injury, or loss caused by exhibitor or his agents, representatives, employees, or any other person.

## 14. CANCELLATION OF SHOW

In the event of cancellation of the show due to fire, strike, governmental regulation, acts of terror or war, or any other cause beyond WQA Aquatech USA's reasonable control, WQA Aquatech USA shall not be liable to exhibitors or others for failure to hold the convention as scheduled. In the event of cancellation of the show for any cause within WQA Aquatech USA's reasonable control, WQA Aquatech USA's liability is strictly limited to the amount paid, if any, to WQA Aquatech USA by the exhibitor or claimant for show participation. In no event shall WQA Aquatech USA be liable to any exhibitor or anyone else for consequential or incidental losses or damages by reason of WQA Aquatech USA's failure to hold the convention as scheduled. WQA Aquatech USA, at its sole discretion, shall determine in the circumstances whether and if so, in what amounts, payments already made by exhibitors or others will be returned or refunded.

## 15. SPECIAL RESTRICTIONS

(A) Exhibitors are prohibited from using amplifying equipment of any nature without permission from WQA Aquatech USA, and if permission is granted, the use of such equipment must not interfere with adjacent exhibits; (B) Exhibitors must confine their activities to the space for which they have contracted and are not permitted into other exhibit space areas without the approval of the other exhibiting company; (C) Exhibitors will not be permitted to use strolling entertainment or to distribute samples, or souvenirs, except from their own exhibit space; (D) Exhibitors who use costumed persons or mannequins should be sure that their manner of appearance and dress is such as not to offend even the most sensitive or critical; (E) In addition to all other rules governing exhibits, neither exhibitor or any person representing Exhibitor shall distribute or cause to be distributed at the exhibition any materials which could offend the sensibilities of persons visiting the exhibition; and (F), Exhibitor or persons for whom exhibitor is responsible shall conduct themselves at all times in the exhibition hall in a professional manner and one in which is not offensive to others visiting or working in the hall. Exhibitor must immediately comply with the judgment of WQA Aquatech USA staff regarding these matters and any remedial action ordered by WQA Aquatech USA staff because of them is final.

## 16. RELATED EVENTS

In order to avoid conflicting events and to maximize the benefits of the exhibition to all, any exhibitor wishing to hold a non-association seminar, exhibition, conference, or other similar function in proximity to and concurrently with the exhibition must obtain prior written approval from WQA Aquatech USA no later than thirty (30) days before the first day of the exhibition.

# WQA Aquatech USA 2015

## Floor Plan • Las Vegas Convention Center







**WQA is making a concerted effort to attract new people and companies while providing a new focus on overlapping markets and new opportunities for networking and education. These improvements have been strategically designed to deliver even more value to participating companies!**

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