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WQA AQUATECH USA PRESS RELEASE

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WQA Aquatech USA 2010: More exhibitors, more intensity

Diverse education menu, expert advice contribute to successful show

Lisle, Illinois USA — With more education opportunities on the trade show floor and greater emphasis on providing practical business advice, WQA Aquatech USA 2010 met the needs of those participating, a review of attendee surveys shows.

Despite the continued recession, the number of exhibitors rose by two percent over last year. The total number of people attending the trade show remained steady, at just over 3500. WQA Aquatech USA was held in Orlando, Florida last month.

“The trade show has taken on a real consultative role for residential, commercial, and industrial treatment more than ever,” said Peter J. Censky, executive director of WQA. “The intensity level on education became a major part of this year’s success.”

Censky said the 2010 trade show marked the final implementation of a years-long strategy to address the ongoing expansion or evolution taking place in the industry to encompass residential, commercial, and high-value industrial treatment. With education and training programs featured amid exhibits, he estimated that as many as 300 more attendees visited the trade show floor this year. Attendees came to the trade show from North America, Europe, Asia, and South America.

Among other key finds of post-show surveys:

- A total of 84% attending were the decision maker from their company in making purchases.
- 94% said they would definitely or maybe purchase exhibited products or services.
- 83% considered the technical education elements crucial in their decision to attend.

The next exhibition will be held in San Antonio, Texas, March 8-11, 2011.

Photos of the event and leadership award winners are available at: wqa.org/pdf/conv2010/awards.