

Contact: John Hoffman  
Water Quality Association  
*International Headquarters & Laboratory*  
4151 Naperville Road, Lisle, Illinois 60532-3696 USA  
Email: john.hoffman@wqa.org  
Telephone: 630 505 0160  
Facsimile: 630 505 9637



## WQA AQUATECH USA PRESS RELEASE

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### **WQA Aquatech USA bringing expanded show to Las Vegas** Focus will be on more education and “Industrial Speed Dating”

**Lisle, Illinois USA** — With more trade show floor educational programs than ever, three keynote addresses, and many other sure bets to attract attendees, the Water Quality Association is encouraging potential exhibitors to put their money on next year’s WQA Aquatech USA 2008 convention at Mandalay Bay in Las Vegas, Nevada.

“We have a lot of new and exciting elements to bring people and ideas together,” said WQA Executive Director Peter Censky.

Those attending will find expanded hands-on trade show floor education and more business education. There will also be education on the fundamentals for those new to the industry, as well as hands-on training/teardown on the show floor. New emphasis will be on industrial water treatment. A special networking event entitled “Industrial Speed Dating” is designed to bring together companies involved in industrial water treatment.

This show will also see the launch of the new commercial education program. The courses at this conference will focus on explaining the difference between the residential and commercial business model and marketing, and on sizing commercial systems.

WQA Aquatech USA is the leading water industry event in North America. It is the only show

— MORE —

**ADD ONE**

**WQA Aquatech USA expanded**

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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.

WQA Aquatech USA 2008 is March 25-28 in Las Vegas, Nevada at the Mandalay Bay Convention Center. The educational conference runs all four days; the trade show exhibition runs March 26-28, 2008.

For more information, visit [www.wqa-aquatech.com](http://www.wqa-aquatech.com), or call WQA's convention department at 630 505 0160.

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