

The Water Opportunity Show™
Residential • Commercial • Industrial



06 MAR - 09 MAR | LAS VEGAS • NV
2012

**Reserve
Your Booth
Today!**

Organized by



wqa-aquatech.com

WQA Aquatech USA pulls together the residential, commercial, and light industrial water segments into one large event.

Attendee profile

- Water treatment dealers
- Engineers (application/process, design, project, specifying)
- Distributors
- Resellers
- End users
- Well drillers
- Assemblers
- Plumbers
- Regulatory bodies
- Financial consultants
- DIY's shoppers
- Merchandisers
- New business seekers
- and other key decision-makers

Wants and needs

- Analysis & Testing
- Boiler Treatment
- Bottled Water
- Chemical Feed
- Commercial Applications
- Computer Software
- Consulting Firms
- Cooling Tower Treatment
- Deionization
- Contaminant Removal
- Desalination
- Distillation
- Filtration
- Household Drinking Water
- Household Softening
- HVAC Water Systems
- Industrial Applications
- Instrumentation
- Membrane Technologies
- Ozone
- Power Generation
- Process Water
- Product Demonstrations
- Pumps
- Resins
- Reverse Osmosis
- Routing Software
- Salt
- Small Systems Treatment
- Suppliers
- Tanks
- Truck Sales/Leasing
- Ultraviolet Disinfection
- Valves
- And much more!

View up-to-date exhibitor listing at wqa-aquatech.com

2011 KEY FINDS

- **94% of attendees were very satisfied with their overall visit.**
- **85% felt that the educational content (technical) was very important to their decision to attend the show (including trade show floor sessions).**
- **82% felt that the educational content (business) was very important to their decision to attend the show (including trade show floor sessions).**
- **89% of 2011 exhibitors were very satisfied with the quality of visitors to their booth.**

You will have access to thousands of industry professionals who gather once a year for this industry-leading event.

GENERAL INFORMATION

Conference Dates

Tuesday, March 6 – Friday, March 9, 2012

Exhibition Dates/Hours

Wednesday, March 7: 11:00 am – 5:00 pm
Thursday, March 8: 10:00 am – 5:00 pm

Location

Las Vegas Convention Center
Las Vegas, Nevada USA

QUESTIONS

Please contact WQA Aquatech USA for more information at 630 505 0160 or convention@wqa.org

SHOW ORGANIZERS



International Headquarters and Laboratory
4151 Naperville Road • Lisle, Illinois 60532-3696 USA
Telephone: 630 505 0160
Facsimile: 630 505 9637
Email: info@wqa.org
www.wqa.org
A not-for-profit organization



P.O. Box 77777
1070 MS Amsterdam
The Netherlands
Telephone: + 31 20 549 1212
Facsimile: + 31 20 549 1889
www.aquatechtrade.com
Email: Aquatech@rai.nl

WQA AQUATECH USA 2012 MAXIMIZES YOUR EXPOSURE

EXHIBITOR BENEFITS

Free Listings

- Online Exhibitor Directory. Includes company contact information and hyperlink to your company's Web site
- *Convention Program and Buyer's Guide*
- Aquatech Global Events portal

Interactive floor plan highlighting your location on the trade show floor

Free VIP exhibit hall passes

to distribute to customers and prospects

Dedicated exhibition hours

with minimal conference schedule overlap

Marketing Support

- Marketing Kit including strategies, helpful tips, and important deadlines
- Show organizer email campaign with links to insightful videos
- Registration List

AquaStage Educational Sessions

We're making the trade show floor "sticky" through on-floor education.

- Residential/Commercial and Industrial
- Roundtable/Interactive Workshops
- WQA Business and Technical
- Exhibitor Presentations
- Hands-on Product Training

Interested in presenting?

Contact us at convention@wqa.org

On average, exhibition leads take less time & money to close than field-sales leads.

(According to Center for Exhibition Industry Research (CEIR))

NETWORKING EVENTS

(subject to change)

Welcome Reception/ Industry Celebration

Wednesday, March 7

Thursday, March 8

5:00 pm – 6:00 pm

Industrial Water Forum

Thursday, March 8

3:00 pm – 5:00 pm

Attendance increases an average of 13 percent when shows rotate into Las Vegas

(A survey by the Las Vegas Convention and Visitors Authority (LVCVA))

Top Reasons to Exhibit at WQA Aquatech USA

Customers

Meeting face-to face with customers and demonstrating what's new with your company is a big reason to exhibit at a trade show.

New Prospects

In one location, you have the chance to connect with a large number of potential customers who are interested in your industry.

New Products & Services

Seeing your new offerings firsthand rather than from a brochure or video has a big influence on customers and potential customers alike.

Competitors

Exhibiting at a trade show not only allows you to keep tabs on what the competition is doing, but it also allows you the forum to explain and show your company's advantages over your competition.

**Are your competitors exhibiting?
Visit wqa-aquatech.com**

Positioning

Having a presence at your particular industry's trade events makes sure that you are positioning your company as a leading player within your industry. Likewise, not exhibiting at a prominent industry trade show can speak volumes about the health of your company.

Members of Water Quality Association enjoy these show benefits:



these show benefits:

- Discount pricing on exhibit space
- Special acknowledgement in Exhibitor Listing and on name badges (highlighting your membership support)

In addition, new WQA members receive:

- \$100 credit coupon which can be applied to booth space fee
- Complimentary full conference passes to all of the week's events

To join WQA or for a complete listing of membership benefits, visit www.wqa.org or contact the membership department at 630 505 0160.

Take advantage of WQA member benefits!

PROMOTE YOUR COMPANY AND CAPITALIZE ON NEW OPPORTUNITIES

Industrial Gallery and Industrial Water Forum/Networking Event

No additional cost for 2012 Exhibitors

Grow your industrial business. WQA Aquatech USA's industrial water business continues to grow. Be a part of this growing market by involving your company in the popular event - the Industrial Water Forum/Networking Event – a special forum which brings together manufacturers, consulting engineers, and other professionals who are specifically involved in industrial water treatment. Your company's capabilities will be spotlighted in the Industrial Gallery.

Delivers
Prequalified
Prospects

Innovation/New Product Showcase

If you introduced a new product, innovation, or service in 2011, or have one ready to debut in 2012, the Innovation/New Product Showcase is the perfect way to highlight your latest addition and gain visibility with buyers and media. The Showcase will be visible before, during, and after the trade show.

Spotlights
Products or
Services

Trade Show Floor Educational Sessions

Either in your booth or in a designated AquaStage location

Drive traffic to your booth and showcase your company's expertise by participating in trade show floor education. These popular 30-minute minisessions offer attendees the opportunity for up-close interaction and instruction. WQA Aquatech USA will publish your session title, time(s), and booth number.

Demonstrate,
train, and
educate
customers
and prospects.

Hands-On Product Training/Workshop Sessions

Participate in these much sought after sessions (open to all registered attendees). These classes are targeted to owners, service technicians, installers, application specialists, and other prime users.

QUESTIONS?

Email us at: convention@wqa.org

Networking

Make amazing contacts, establish new business relationships, and discover new business opportunities at WQA Aquatech USA networking events, or host your own hospitality suite or networking event. (Contact WQA's convention department to secure space for your special event.)

Sponsorship Opportunities

- Comprehensive sponsorship package
- Exclusive sponsorships
- Book bag sponsorship

Build Brand
Recognition.

Advertising Opportunities

Bring special attention to your products and services by advertising.

**Get the most
out of your
marketing
dollars!**

PRICING (in US Dollars)

Each 10' x 10' space	\$ 2,700.00
Surcharge for a corner space (2 aisles)	\$ 150.00
Surcharge for a peninsula space (3 aisles)	\$ 300.00
Surcharge for an island space (4 aisles)*	\$ 300.00
WQA member discount**†	20%
Administration fee (per exhibiting company)	\$ 225.00

* Island spaces must be a minimum of 20' x 20'. Las Vegas special discounted surcharge applies. (Regularly \$600.00)

** You must be a manufacturer/supplier member, in good standing, of WQA in order to take advantage of the WQA member discount for exhibit space.

† Annual dues in the current year must be paid.

REQUIRED INITIAL PAYMENT & PAYMENT SCHEDULE

For 2012 Exhibit Space Contracts submitted before December 1, 2011:

A nonrefundable Administration Fee of \$225 and a nonrefundable Deposit of 50% of the Exhibit Space Total (together the "Total Now Due") must be sent with the signed 2012 Exhibit Space Contract. The Final Nonrefundable Payment of the Exhibit Space Total (the remaining 50%) is due January 6, 2012. If the Final Nonrefundable Payment is not received by January 6, 2012, the Exhibit Space will be cancelled and all payments made will be retained by WQA Aquatech USA.

Once Exhibit Space is assigned, a Final Payment Invoice for the balance of the Total Now Due, which will include Full Payment due January 6, 2012, as set forth in the 2012 Exhibit Space Contract, will be sent. The Final Payment Invoice will credit Exhibitor for amounts already paid by the Exhibitor for Exhibit Space at the time of submission of the 2012 Exhibit Space Contract or otherwise.

EXHIBIT SPACE INFORMATION

Exhibit Space Details

Each 10' x 10' space will be provided with the following:

- 8' high backdrop drapery and 36" side rail drapery (often referred to as "pipe and drape". Visit www.wqa-aquatech.com for photo.)
- One (1) 7" x 44" exhibitor identification sign with exhibitor name and exhibit space number

These items, which should be ordered in advance of the show (for discounted rates and to ensure availability), can be ordered through the official service contractors whose service manual will be available prior to the show.

BOOTH ASSIGNMENTS

Exhibit Space Contracts will be assigned on a first-come, first-served basis and must be submitted with required initial payment deposit.

Therefore, get your exhibit space contract in early.

For 2012 Exhibit Space Contracts submitted after December 1, 2011:

A nonrefundable Administration Fee of \$225 and the nonrefundable Full Payment of the Exhibit Space Total (together the "Total Now Due") must be sent with the signed 2012 Exhibit Space Contract. No refunds are made on any cancellation of Exhibit Space. Exhibit Space will not be assigned unless and until WQA Aquatech USA has accepted an Exhibitor's signed 2012 Exhibit Space Contract and the required Total Now Due has been paid. Payment must be made in US dollars.

Cancellation of Space:

Cancellation of Exhibit Space must be made in writing to WQA Aquatech USA (including by email or fax). No refunds are made on any cancellation of Exhibit Space. Cancelled or unoccupied exhibit space may be freely reassigned by WQA Aquatech USA.

Exhibitor Space Furnishings/ Exhibitor Responsibility

- Exhibit space furnishings, such as tables, chairs, etc., including carpeting, as well as labor, electrical, telephone, water, drain, and other services, will be at the expense of the exhibitor.
- **Carpet for the exhibit space is mandatory.**



SUBMITTING YOUR EXHIBIT SPACE CONTRACT

Via Web:

Online at www.wqa-aquatech.com

By Mail:

WQA Aquatech USA
Attn: Convention Department
4151 Naperville Road
Lisle, Illinois 60532-3696

By Fax:

630 505 9637

MOVE-IN/SET-UP HOURS:

Monday, March 5:

2:00 pm – 6:00 pm

Tuesday, March 6:

8:00 am – 6:00 pm

Exhibit space must be set up and crates must be tagged before leaving the hall on Tuesday.

Wednesday, March 7:

No set-up allowed

MOVE-OUT/TEARDOWN HOURS:

Thursday, March 8:

5:00 pm – 9:00 pm

Teardown can begin at close of the exhibition.

Friday, March 9:

8:00 am – 3:00 pm

Teardown must be completed by 3:00 pm.

QUESTIONS?

Email us at: convention@wqa.org

Phone: 630 505 0160



WQA Aquatech USA
4151 Naperville Road
Lisle, Illinois 60532-3696 USA

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2012



EXHIBITING MATERIALS

- ✓ Reach new prospects
- ✓ Spotlight new products or services
- ✓ Train and educate your customers & prospects
- ✓ Build relationships with current customers
- ✓ Get face-to-face with the water industry

DON'T MISS THIS ONCE-A-YEAR OPPORTUNITY!

Reserve your booth today at wqa-aquatech.com

2012 EXHIBIT SPACE CONTRACT

MARCH 7-8, 2012
LAS VEGAS CONVENTION CENTER
LAS VEGAS, NEVADA USA

REMINDER:

Submit your Exhibit Space Contract
online at www.wqa-aquatech.com



EXHIBITOR COMPANY INFORMATION

(as it is to appear in all conference publications including the onsite Program Guide and WQA Membership listings.)

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

WQA MEMBER NUMBER _____

EXHIBITOR COMPANY NAME _____

MAILING ADDRESS _____

CITY _____ STATE/PROVINCE _____ ZIP/POSTAL CODE _____

COUNTRY _____

EXHIBITOR TELEPHONE _____

EXHIBITOR FACSIMILE _____

EXHIBITOR WEB SITE _____

EXHIBITOR CONTACT INFORMATION

(All exhibit information will be sent to the contact name listed below.
Only one exhibitor contact per exhibiting company.)

MALE FEMALE
CONTACT FIRST NAME _____ LAST NAME _____

EXHIBITOR CONTACT EMAIL _____

EXHIBITOR CONTACT TELEPHONE _____

EXHIBITOR CONTACT FACSIMILE _____

EXHIBIT SPACE REQUESTS

Note: Exhibit space assignments are made in accordance with WQA's Priority System. Therefore, list more than one space location area.

(See www.wqa-aquatech.com for current floor plan.)

1st Choice #(s): _____ 2nd Choice #(s): _____

3rd Choice #(s): _____ 4th Choice #(s): _____

Avoid Assignment Adjacent to (Exhibitor Company Name): _____
(No guarantee)

Interested in International Pavilion

By its signature, Exhibitor agrees to the terms of this 2012 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, which are incorporated in and made part of this contract. Upon signed acceptance by WQA Aquatech USA, this 2012 Exhibit Space Contract shall be binding upon the parties.

EXHIBITOR AUTHORIZED SIGNATURE (Required)

By _____

Printed Name _____

Title _____ Date _____

WQA Aquatech USA Accepted by _____

EXHIBIT SPACE TOTAL

FEE(s)

Rental Fee (\$2,700 per 10' x 10' space)
Number of 10' x 10' spaces _____ x \$2,700 US \$ _____

WQA Member Discount* (20% of Rental Fee) US \$ _____

(*Manufacturer/supplier WQA members only.)

Surcharge (if applicable)

— Corner \$150.00
— Peninsula \$300.00
— Island \$300.00*] US \$ _____

(*Las Vegas Special Discounted Surcharge. Regularly \$600.00)

EXHIBIT SPACE TOTAL US \$ _____

INITIAL PAYMENTS NOW DUE

The following payments are now due.

50% Nonrefundable Payment US \$ _____

(on or before December 1, 2011)

Full Payment (after December 1, 2011) US \$ _____

Administration Fee US \$ \$225.00

TOTAL NOW DUE US \$ _____

Payment Schedule:

- On or before December 1, 2011 – 50% of Exhibit Space Total Plus Administration Fee. Remaining balance due January 6, 2012.
- After December 1, 2011 – 100% of Exhibit Space Total Plus Administration Fee.

Check: (payable to WQA Aquatech USA) Check # _____

Charge: MasterCard VISA AMEX Discover

CREDIT CARD NUMBER _____ EXP. DATE _____ SECURITY CODE _____

CARDHOLDER'S NAME _____

SIGNATURE _____

SUBMIT YOUR CONTRACT ONLINE AT:

WWW.WQA-AQUATECH.COM

OR SEND COMPLETED FORM WITH TOTAL NOW DUE TO:

WQA Aquatech USA
4151 Naperville Road
Lisle, IL 60532-3696 USA
Attn: Convention Department
Telephone: 630 505 0160
Facsimile: 630 505 9637
Email: convention@wqa.org

PLEASE COMPLETE

We will be exhibiting products/services for the following target markets (check all that apply).

Residential Commercial Industrial

2012 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.

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. EXHIBIT SPACE TOTAL & INITIAL NON REFUNDABLE PAYMENTS

For contracts submitted:

- Now through December 1, 2011: A nonrefundable Administration Fee of \$225 and 50% of the Exhibit Space Total (Total Now Due) must be received with the Exhibit Space Contract. The final Nonrefundable payment of Exhibit Space Total is due January 6, 2012.
- After December 1, 2011: A nonrefundable Administration Fee of \$225 and the nonrefundable Full Payment of the Exhibit Space Total (Total Now Due) must be received with the Exhibit Space Contract.

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 17 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 exhibit hall will be open on Wednesday and Thursday, March 7 and 8, 2012. The exhibition hours will be Wednesday from 11:00 am to 5:00 pm and Thursday from 10:00 am to 5:00 pm.

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.

5. EXHIBIT SPACE EQUIPMENT AND SERVICES

WQA Aquatech USA will furnish uniform exhibit space equipment to each exhibitor consisting of draped back 8' high and drape-dividing rails 36" high, together with one-line identification sign 7" x 44" indicating the company name and booth number. Exhibitors may order settees, chairs, tables, and other furnishings at their own expense from Fern Exposition & Event Services, and furnishings and services should be ordered in advance of the show. A schedule of prices for standard equipment and services will be included in the Exhibitor Service Manual. The Manual will be online and will be made available to exhibitors prior to the exhibition. Information regarding electric, water, drain, and other services will also be provided in the Exhibitor Service Manual. Furnishings and services will be at the expense of the exhibitor.

Carpet for the exhibit space is a mandatory requirement. If carpet has not been ordered by 5 pm on Tuesday, March 6, 2012, Show Management will order the carpet and the exhibitor will be billed for and agrees to pay for all charges incurred. Neither Show Management nor the Fern Exposition & Event Services will be liable for any damages that may occur during the installation of the required carpet.

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 member 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 2012 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 material's compliance with the industry guidelines no later than fifteen (15) days prior to the opening of the exhibition.

8. PENALTIES

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.

9. INSTALLATION/CONSTRUCTION

Installation of displays may begin at 2:00 pm on Monday, March 5, 2012. No construction in exhibit space shall exceed 8' in height unless approved in advance by WQA Aquatech USA, and any construction in excess of 8' in height must be kept within 4' of the rear of the booth. If you have a peninsula booth, please note the draping requirements as diagramed at www.wqa-aquatech.com. If you have a linear booth, no banners or signage is permitted to be rigged or hung above your exhibit space.

Set up of exhibit spaces must be completed before leaving the exhibit hall on Tuesday, March 6, 2012. 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 7:00 am until 8:00 am on Wednesday, March 7. **No booth set up or crate service will be permitted on Wednesday, March 7.** The hall will be cleared at 8:00 am on Wednesday so that cleaning of the hall and final preparations can take place prior to the opening of the show.

10. DISMANTLING

Dismantling may commence at the close of the show Thursday, March 8, 2012, 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 pm on Friday, March 9, 2012. Exhibitors are urged to arrange for their "out shipments" at the Fern Exposition & Event Services desk prior to the close of the show.

11. WEIGHT LIMITATION

The floor load limit is 175 pounds per square foot.

12. 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.

13. 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.

14. SHIPPING INSTRUCTIONS

Detailed shipping instructions will be supplied in the Exhibitor Service Manual. All shipments, whether by freight, motor express, or air, **MUST BE PREPAID.** Collect shipments will not be accepted. Fax bills of lading and notice of shipments promptly to (615) 256-0490 to enable Fern Exposition & Event Services to trace and control all shipments. Furnish the name of the delivering carrier. Drayage charges include up to 30 days free storage prior to the opening of the event at the designated warehouse location.

15. RECEIVING, HANDLING, AND STORAGE OF CRATES

Fern Exposition & Event Services will receive all shipments and deliver them to the exhibit space prior to exhibit set-up. Cost of this service and detailed information will be provided in the Exhibitor Service Manual. Arrangements must be made with Fern Exposition & Event Services to remove all empty boxes and crates from the area prior to the opening of the show and to return them when the show dismantles. This service is provided with shipments consigned to Fern Exposition & Event Services. However, if cartons are involved, please make arrangements for storage. Special instructions should be given regarding marking the boxes or crates so they can be properly returned. All exits, fire stations, and fire extinguishers must not be obstructed. Fern Exposition & Event Services is responsible for moving out all freight. Any non-official freight carriers failing to check in by the designated time and/or freight left on the floor without proper bills of lading will be shipped out by common carrier at the exhibitor's expense.

16. 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.

17. 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.

18. CANCELLATION OF EXHIBIT SPACE

Cancellation of exhibit space must be submitted in writing pursuant to the terms of the 2012 Exhibit Space Contract and the Cancellation of Exhibit Space Policy found in the Exhibitor Prospectus. Telephone cancellations will not be accepted. Should exhibitor fail to make payments as due under the 2012 Early Bird 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.

19. ADMISSION

WQA Aquatech USA shall have sole control over admission policies at all times. All persons visiting the exhibits will be required to register. Exhibitors will be charged a registration fee for attendance at any event not held in the exhibit hall in addition to the exhibit space investment.

20. 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) Manufacturers and suppliers not exhibiting shall pay a fee of \$1400 for use of any suite in the hotel, in addition to the normal rate of the room; nonmembers of the WQA shall pay double the fee for use of any suite; (F) 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 (G) Exhibitor or persons for whom exhibitor is responsible shall conduct themselves at all times in the exhibition hall in a professional manner and one 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.

21. 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.