



Highlight your industrial capabilities in the Industrial Gallery.

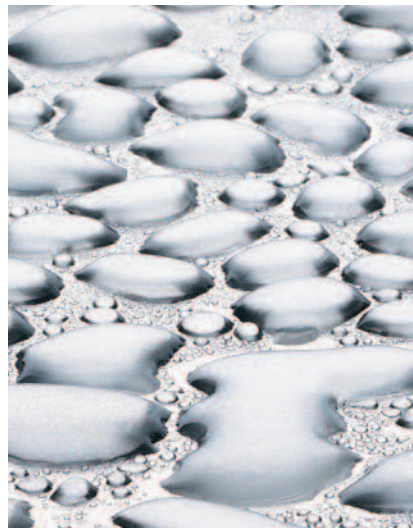


**WQA  
AQUATECH  
USA**  
  
 LAS VEGAS (NV) • USA  
**6-9 MARCH  
2012**

**Pick up tips, ideas, and solutions.**



**Roundtable Discussions**



**EXPAND YOUR INDUSTRIAL BUSINESS!**

**at WQA Aquatech USA's Industrial Water Forum/Networking Event**  
Thursday, March 8: 1:00 pm – 3:00 pm

**Need information on:**

- ✓ Industrial poster display options
- ✓ Attending the Industrial Water Forum
- ✓ Roundtable topics
- ✓ Networking event

**Check details inside!**

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



OPEN TO ALL BADGE TYPES!

## SHARE YOUR CAPABILITIES, KNOWLEDGE, AND EXPERTISE!

### Participate in the Industrial Water Forum/Networking Event!

#### Including newly-added Roundtable Discussions

- What Went Wrong and What I Learned
- New Media – What's Available, Advantages, and Applications

Be a part of WQA Aquatech USA's growing industrial market by involving yourself and your company in our popular Industrial Gallery and The Industrial Water Forum/Networking Event. In addition to spotlighting industrial company capabilities, we've expanded the event to include Roundtable Discussions, Case Studies, and Best Practices. Plus, participants will be able to network and build relationships at the Industrial Networking Reception.

### Plan to Attend!

**Thursday, March 8:** 1:00 PM – 3:00 PM



## FAQ'S:

### How will I benefit by participating?

This event offers a unique opportunity to expand your business alliances, meet industrial manufacturers/suppliers, consultants, and service providers, plus pick up tips and solutions on industrial system design and insight into the industrial market.

### Who should attend?

Companies and individuals involved, planning on being involved, or interested in industrial water treatment.

### What are the benefits of participating?

- Focused participants and prequalified contacts
- Brings together various members of the industrial market.
- Increased exposure – The Industrial Gallery will serve as a backdrop for all Industrial educational sessions, therefore, attendees will view your poster before, during, and after each session.

### What takes place in the Industrial Gallery? (Located in the on-floor Industrial Education AquaStage spot)

- Industrial Educational Sessions
- Industrial Poster Display
- Best Practices/Case Studies
- Industrial Water Forum/Networking Event, Thursday, March 8:
  - **WQA Industrial Section Meeting**  
1:00 pm - 1:30 pm
  - **Roundtable Discussions**  
1:30 pm - 2:30 pm
  - **Networking Mix 'n Mingle**  
2:30 pm - 3:00 pm

### What is a Roundtable Discussion?

A small group sits down to discuss an issue, share opinions, strategies, or just to brainstorm. It is designed to be a noncompetitive, open, honest, and direct discussion with others around the table. A moderator will oversee the session.

### What is the cost to participate in the Roundtable & Networking Reception?

No cost. The Roundtable Discussions and the Networking Reception are included in your registration.

### Is seating limited?

**YES.** There are a limited number of seats per table. However, standing-room-only attendees may still participate.

### What are the roundtable topics that are open for discussion?

There are two topics scheduled. Each topic will be discussed for 30 minutes each. The topics are:

- **What Went Wrong and What I Learned** – Mistakes often provide the best learning experiences. Learn from others' mistakes and share what you've learned from your own.
- **New Media – What's Available, Advantages, and Applications** – Trying new media or just thinking about it? See what's available and where it works best.

## POSTER PARTICIPATION OPTION – FAQ'S:

### What is the cost to display a capabilities poster in the Industrial Gallery?

- 2012 Exhibitors = \$0
- Nonexhibitors = \$150 member  
\$250 nonmembers

### What is included in the poster display option?

- A 4' x 4' space on a freestanding, old-style blackboard on which to display a poster or photos and text of industrial products, designs, and/or service capabilities
- A tabletop area to display literature, contact information, and/or business cards

### PLUS ADDITIONAL PRE-AND POST-EVENT EXPOSURE!

The Industrial Gallery will be open during all trade show hours.

Company name will be listed in onsite program guide, industrial event hand-out, and on the [www.wqa-aquatech.com](http://www.wqa-aquatech.com) show Web site.

### WILL I RECEIVE A CONFIRMATION LETTER AND SET-UP INSTRUCTIONS? **Yes.**

## CASE STUDY/BEST PRACTICES OPTION – FAQ'S:

### What is the cost to display a case study or best practices in the Industrial Gallery?

There is no cost to display a case study or best practice.

### What is included in the option?

Your completed Case Study or Best Practice form will be mounted with others on a 4' x 4' space on a freestanding, old-style blackboard.

### PLUS ADDITIONAL PRE-AND POST-EVENT EXPOSURE!

The Industrial Gallery will be open during all trade show hours.

### WILL I RECEIVE A CONFIRMATION LETTER?

**Yes.**

### Sign up for Poster Option or Case Study or Both!

**Same fee applies no matter which you choose.**

Exhibitor .....	\$0
Nonexhibitor member .....	\$150
Nonexhibitor nonmember .....	\$250

## HOW DO I SIGN UP?

### Online:

Register online at [www.wqa-aquatech.com](http://www.wqa-aquatech.com). Follow the general registration procedures. (Be sure to check off registration profile question #4 – do you serve the industrial market?) Complete the Industrial Water Forum/Networking Event Option on the Registration Option section. WQA staff will contact you to complete the process.

Online PDF download: Go to [www.wqa-aquatech.com/Events/IndustrialWaterForum](http://www.wqa-aquatech.com/Events/IndustrialWaterForum). Download and complete PDF. Email or fax to WQA Aquatech USA.

### Fax:

Complete the attached Registration Option form, and fax back to WQA Aquatech USA.

### Phone/Email:

Phone 630 505 0160 or  
email [indevent@wqa.org](mailto:indevent@wqa.org)

## QUESTIONS?

**Email:** [indevent@wqa.org](mailto:indevent@wqa.org)

**Phone:** 630 505 0160



# INDUSTRIAL WATER CASE STUDIES & BEST PRACTICES SUBMITTAL FORM

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



## Industry Leaders – share your knowledge & expertise!

Sharing your successful solution benefits not only you, but our industry in general. We are looking for case studies related to challenging water chemistry, technical problems, and other industrial water treatment issues or the case might also demonstrate how you improved the performance in your own business through “Best Practices”, new procedures, software, etc. These examples should demonstrate how the challenging situation was identified, the options considered, how a solution was chosen to resolve the problem, and a summary of the results.

**Please use the following template for submitting your case study or best practice.**

**To view detailed company industrial capabilities, please visit [www.wqa.org](http://www.wqa.org).  
Search under “Find an Industrial Water Professional”.**

### COMPANY INFORMATION (Please print.)

Manufacturer/Designer    Assembler/Designer    Designer/Consultant    Service/Installation    Other \_\_\_\_\_

\_\_\_\_\_  
COMPANY NAME

\_\_\_\_\_  
COMPANY TELEPHONE

\_\_\_\_\_  
COMPANY FACSIMILE

\_\_\_\_\_  
MAILING ADDRESS

\_\_\_\_\_  
COMPANY WEB SITE

\_\_\_\_\_  
CITY

\_\_\_\_\_  
PRIMARY CONTACT NAME

\_\_\_\_\_  
STATE/PROVINCE

\_\_\_\_\_  
ZIP/POSTAL CODE

\_\_\_\_\_  
COUNTRY

\_\_\_\_\_  
PRIMARY CONTACT EMAIL

### CASE STUDY (Please print.)

#### INDUSTRY:

#### APPLICATION AREA:

#### THE CHALLENGE:

**CASE STUDIES & BEST PRACTICES** (Please print.)

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**WATER ANALYSIS** (TDS, conductivity, TSS, turbidity):

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**OPTIONS CONSIDERED:**

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**THE SOLUTION:**

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**WHAT WAS THE FINAL OUTCOME?**

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**WHERE THERE ANY BENEFITS YOU DID NOT EXPECT?**

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