

2024 WQA CONVENTION
& EXPOSITION

MARCH 5-7, 2024

ORANGE COUNTY
CONVENTION CENTER

ORLANDO, FLORIDA

WQA CONVENTION & EXPOSITION ROI TOOLKIT



MARCH 5-7
2024



What's in the Toolkit?

- What's Included With Your Registration
- Reasons to Attend
- Value of Attending Letter
- Expense Worksheet



WHAT'S INCLUDED

- 36 hours of technical and business education sessions
- Earn up to 12 hours of Continuing Professional Development (CPD) credits (over one year's worth)
- 11 hours on show floor/networking with exhibitors
- Opportunity to consult with WQA staff on how to take full advantage of your WQA Membership
- First look at the innovations in the industry
- Keynote Session and industry updates
- Networking Reception

WHY YOU SHOULD ATTEND

FIND SOLUTIONS

Better water starts with you. But to guide your customers toward the solutions they need, you have to stay up to date on the latest technologies, trends and water quality concerns. With more than 200 exhibitors and 3,000 attendees, the WQA Convention & Expo provides you with an efficient way to source cutting-edge products, update your knowledge on critical topics like PFAS and discover new ways to grow your operation – as well as your network.

LEARN & GROW

With over 50 hours of education designed for dealers with all levels of expertise, pre-convention events focused on scientific research and business strategies, and exhibitors offering the most advanced water filtration products, there's no better place to strengthen your knowledge than here, our one-stop shop for learning all aspects of running a successful water treatment business.

MAXIMIZE EFFICIENCY

Whether you're looking for insights about consumers' increased focus on health or seeking new reverse osmosis systems, you'll find what you're after at the WQA Convention, the most comprehensive annual gathering of water treatment professionals in North America. Business-focused training developed specifically for dealers, insights into current water quality challenges and all the latest products are here under one roof so you can find everything you need to get ahead in a rapidly growing market.



Dear

I would like to attend the 2024 WQA Convention & Exposition March 5-7 in Orlando, Florida. This year’s event really looks great and will give me the opportunity to learn about new trends and technologies in water treatment while building new contacts within the industry. Here are just a few of the sessions I would attend:

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-
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While at Convention, I plan to achieve several objectives:

- Objective 1: _____
- Objective 2: _____
- Objective 3: _____

Here is a breakdown of the anticipated costs:

Airfare	\$
Transportation	\$
Hotel	\$
Registration Fee	\$
Other (Boot Camp, RO Workshop, etc.)	\$
Other (Meals, Per Diem, etc.)	\$
TOTAL	\$

I will submit a post-conference report that will include major takeaways and a set of recommendations to improve the way we’re currently conducting business. I also will be happy to share relevant information with colleagues throughout our organization.

If you’d like to learn more about the conference, you can visit wqa.org/convention.

Thank you for considering this request. I look forward to your reply.

Regards,

EXPENSE WORKSHEET

CONFERENCE EXPENSES	COST SAVING TIPS	COSTS
<p>CONFERENCE REGISTRATION FEE Member: \$290 (standard) Non-Member: \$440 (standard) Member: \$340 (show week)* Non-Member: \$490 (show week)* *Show week pricing: 03/04 - 03/07</p>	<p>Make sure you're a WQA member to save big! If you need more information, reach out to membership@wqa.org</p>	<p>\$</p>
<p>SEPARATE REGISTRATION FEES <i>(for pre-convention programs on 3/4)</i></p> <p>WQA Business Boot Camp: \$405 WQA Business Boot Camp: \$560 RO Sizing Workshop: \$265 RO Sizing Workshop: \$375 WQRF Symposium: \$400* <i>(Member/Non-Member)</i> *Same price for all</p>	<p>Make sure you're a WQA member to save big! If you need more information, reach out to membership@wqa.org</p>	<p>\$</p>
<p>FLIGHT OR OTHER TRANSPORTATION</p>		<p>\$</p>
<p>HOUSING 8 options are available for housing. Pricing can be found on the next page or HERE.</p>	<p>With multiple options available, you can find a hotel suitable for your budget. Please note there are limited rooms available at each location. Book now before they are gone.</p>	<p>\$</p>
<p>AIRPORT TRANSFER</p>	<p>Colleagues arriving around the same time? Share an Uber/Taxi.</p>	<p>\$</p>
<p>MILEAGE REIMBURSEMENT <i>(if driving own car)</i></p>		<p>\$</p>
<p>PARKING FEES: Parking information can be found on the next page</p>		<p>\$</p>
<p>FOOD PER DIEM</p>		<p>\$</p>
<p>TOTAL COST</p>		<p>\$</p>

HOTEL BREAKDOWN



HOTEL	DISTANCE FROM OCC	COSTS
ROSEN CENTRE HOTEL	0.6 miles from OCCC South Walking distance	Average rate: \$240 Resort fee: None Overnight Self-park: \$28 + tax
HILTON ORLANDO	0.4 miles from OCCC South Walking distance	Average rate: \$285 Resort fee: \$25/night Overnight Self-park: \$35 + tax
HYATT PLACE ORLANDO	1.1 miles from OCCC South Shuttle provided	Average rate: \$179 Resort fee: None Overnight Self-park: \$12 + tax
ROSEN PLAZA HOTEL	0.8 miles from OCCC South Shuttle provided	Average rate: \$229 Resort fee: None Overnight Self-park: \$20 + tax
EMBASSY SUITES ORLANDO INTERNATIONAL DRIVE	1.4 miles from OCCC South Shuttle provided	Average rate: \$239 Resort fee: None Overnight Self-park: \$22 + tax
HAMPTON INN ORLANDO CONVENTION CENTER	1.1 miles from OCCC South Shuttle provided	Average rate: \$189 Resort fee: None Overnight Self-park: \$5 + tax
HYATT REGENCY ORLANDO	0.2 miles from OCCC South Walking distance	Average rate: \$299 Resort fee: \$10/night Overnight Self-park: \$35 + tax
HOMEWOOD SUITES BY HILTON I-DRIVE	1.1 miles from OCCC Shuttle provided	Average rate: \$219 Resort fee: None Overnight Self-park: \$10 + tax