

WQA CONVENTION & EXPOSITION

MARCH 5 - 7, 2024 | ORLANDO, FL
EDUCATION MARCH 5 - 7 | EXPO MARCH 6 - 7

ORANGE COUNTY
CONVENTION CENTER
SOUTH BUILDING

ABOUT THE WQA CONVENTION & EXPOSITION

For 50 years, the WQA Convention & Exposition has been an all-encompassing event connecting the drinking water treatment industry's technologies, know-how, education, training, networking and business opportunities with industry professionals in one convenient and cost-effective location.

Decision makers with purchasing power from the commercial, residential, and industrial segments of the water quality improvement industry come to WQA's Convention & Exposition to connect with sponsors who are uniquely qualified to help them solve the issues they are dealing with in their day-to-day business lives.

Be part of the solution, become a sponsor today!

WQA CONVENTION & EXPOSITION PROVIDES...

→ NETWORKING & EXPOSURE



When you decide to be a sponsor you will have additional opportunities to:

- Initiate and further develop meaningful relationships that can lead to long-lasting relationships.
- Meet valuable new contacts and strengthen existing relationships.
- Gain access to key decision-makers.
- Build your sales pipeline with a low lead acquisition cost.
- Meet decision-makers and key influencers with real buying power.
- Achieve your business goals before, during, and after the conference.



SPONSORSHIP OPPORTUNITIES

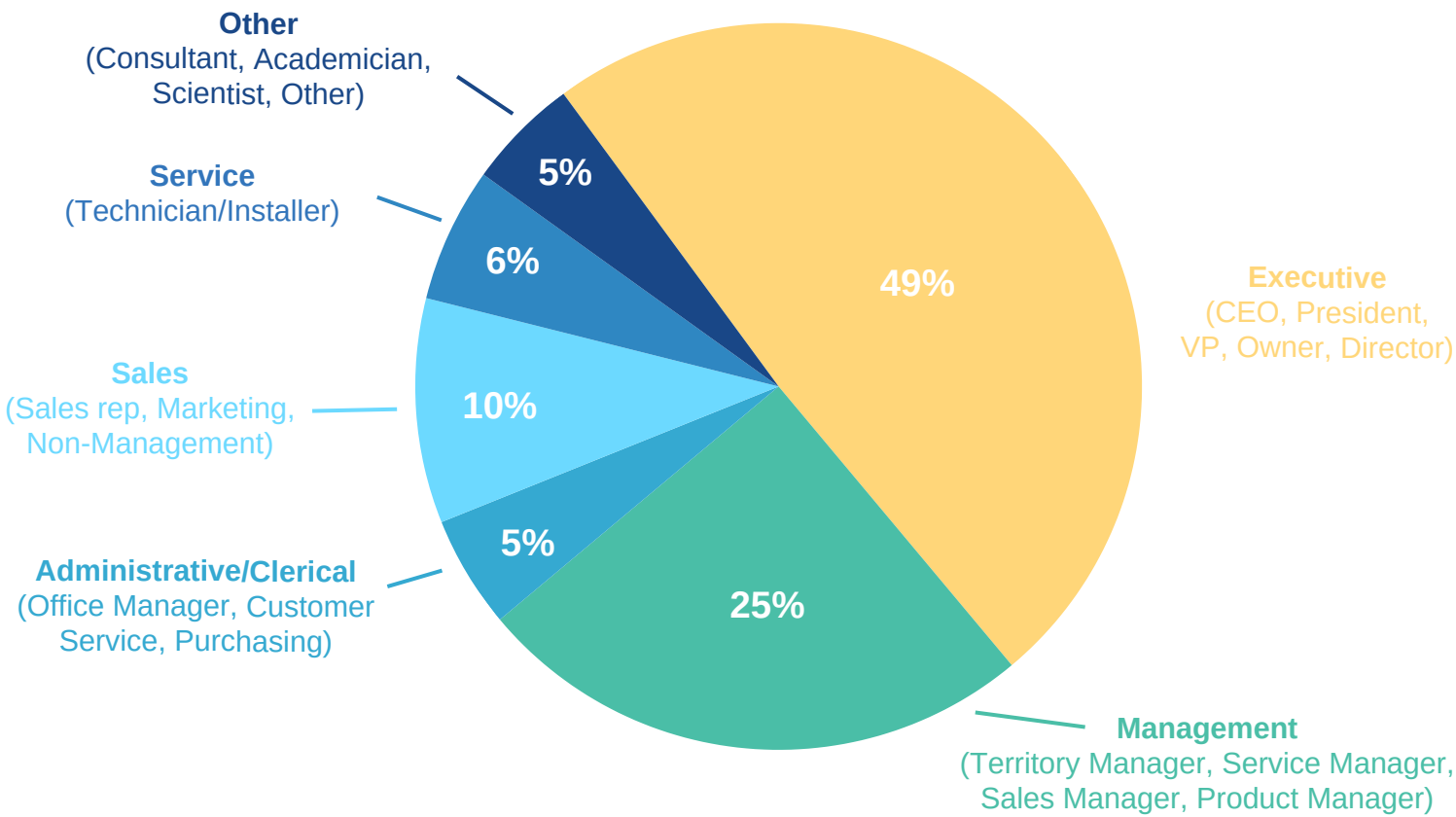
- Support the WQA Convention and Exposition through a sponsorship package, which ranges from a basic pre- or post-show email to more robust packages that include highly sought-after opportunities to give your company or organization great visibility and interaction with attendees. If you're seeking better visibility, enhance your sponsorship with various a la carte items that provide your company or organization visibility that is most valuable to you.



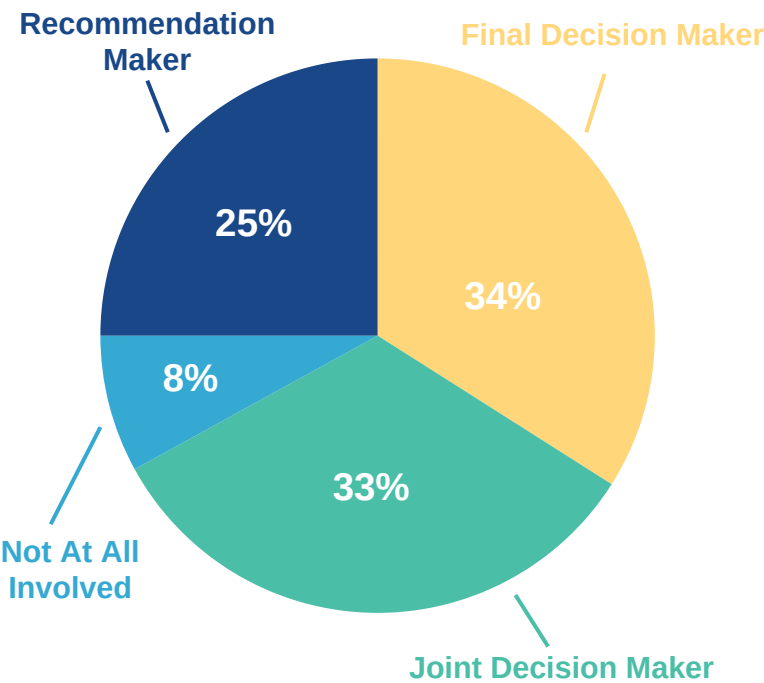
[See the list of confirmed 2024 sponsors here.](#)

MEET OUR ATTENDEES

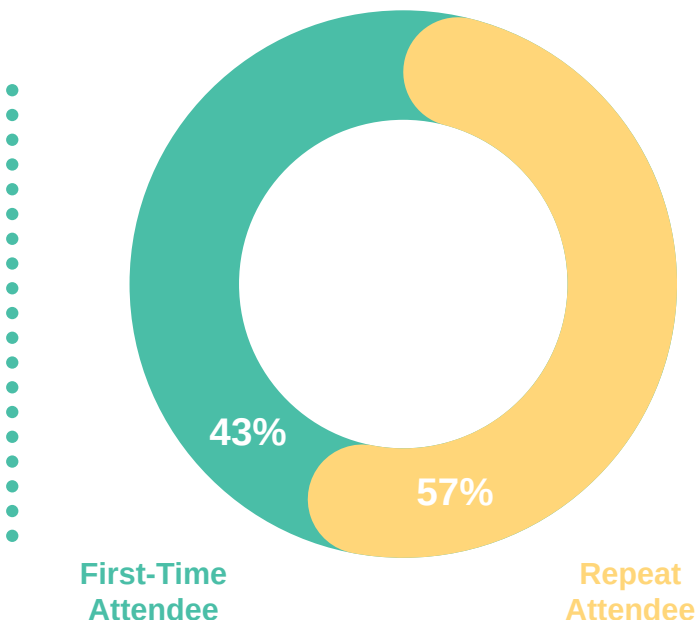
PROFESSIONAL ROLE



PURCHASING POWER



ATTENDANCE HISTORY



MEET OUR ATTENDEES/STEP 1

MARKET SEGMENTS REPRESENTED



Commercial



Industrial



Residential



Retail



INDUSTRIES SERVED

- Bottler
- Consulting
- Dealer
- Engineering
- Government
- Home Builder/Remodeler
- Laboratory
- Manufacturer Rep
- Municipality
- Product Wholesaler
- Plumber
- Product Manufacturing
- Pool/Spa
- Retail
- Well Driller
- And More!

STEP 1: SELECT YOUR SPONSORSHIP PACKAGE

(See next page for details)

*Note: All sponsorship packages include the following, in addition to the items specific to each package:

- Complimentary Customer Passes: all-access convention registration passes for your customers
- Recognition as a supporter by using the “Official Sponsor” graphics for your marketing use
- Opportunity to showcase your participation with a sponsor sign for your exhibit booth
- WQA Website: Your logo on the convention website with a link to your website

BE THE CATALYST

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www.wqa.org/convention

Sponsorship Opportunities



	Diamond	Platinum	Gold	Silver
Customer Pass; all-access convention registration passes for your customers	15	10	5	2
Exhibitor Priority Points	10	8	6	4
"Official Sponsor" graphics for your marketing use	X	X	X	X
Sponsor Sign for your booth	X	X	X	X
WQA Website: your logo on the Convention website with a link to your website	X	X	X	X
Your logo on on-site signage and on the trade show guide	X	X	X	
Recognition in the Know Before You Go Email	X	X		
Exclusive Social Media	X			
PLUS Choose from the Options Below	4	3	1	
One Walk-In slide for the Keynote Session				
Be a sponsor of two WQA Podcasts				
One item in the Virtual Tote Bag				
One push notification through the WQA Convention Mobile App				
Your Ad on the printed Exhibit Hall Map				
<i><u>PLUS pick one of the options below:</u></i> Thought Leadership Webinar OR Business Spotlight at Convention				
	\$23,000	\$18,000	\$12,000	\$6,000

STEP 2

➔ STEP 2: ADD A LA CARTE OPPORTUNITIES

PRE-CONVENTION WEBINAR: Host the pre-convention webinar designed to provide attendees and potential attendees with all the information they need about the Convention. Your logo is prominently displayed during the webinar and in messaging prior to the webinar. You will also have the opportunity to speak during the webinar.

KEYNOTE SESSION: Be the exclusive sponsor for this leading event, where you can have designated seating with your logo on chair seat covers. You will also receive recognition during the program and in on-site signage and on WQA's website. Your logo will be prominently displayed on the LED panels on stage.

POP-UP EVENTS: Sponsor a pop-up event for attendees, whether it is a breakfast burrito bar or an afternoon smoothie break. A pop-up event creates buzz and affords you the opportunity to be creative.

PRE- OR POST-SHOW EMAIL: Send an email blast to the registered attendee list of pre or post-show through WQA's partnership with Event Technologies. Event Technologies will help you create your email and will send it at a designated time. This is a limited opportunity, available on a first-come, first-served basis.

WQA eNEWS BANNER ADS: A banner ad in the special daily edition sent to all convention attendees and all WQA members.

WQA PRE-SHOW COMMUNICATION: WQA will be sending 5 messages to all registered attendees. As sponsor of this opportunity, attendees will see your logo, which links to your website.

VIRTUAL ONE PAGER/BROCHURE: Share a virtual one-page or company brochure on the Convention Mobile App.

NEW MEMBER WELCOME KIT: All new members receive a little TLC. Your logo, along with the WQA logo, is placed on the Welcome Kit. Your logo and a hyperlink to your website will be in the pre-convention messaging to new members about the Welcome Kits. The Welcome Kits will be distributed at the end of the Keynote Session, and you could help WQA distribute the Kits. You also have the option of supplying a giveaway in the Welcome Kits.

COFFEE BREAK: Provide attendees with a much-needed jolt of energy. Your logo will be featured on signage where coffee is offered. You may also provide napkins/cup sleeves/coasters with your logo.

SHUTTLE BUSES: Shuttle service will be offered to the Convention Center for attendees from five of WQA's official hotels. Your logo will be displayed on signage at shuttle service pick-up and drop-off locations along with your logo where the shuttle service is promoted, including the convention website and mobile app.

BANNERS, FLOOR CLINGS, DIRECTIONAL SIGNAGE: Choose from one of these highly visible opportunities to stand out.

YOUR IDEA HERE! Do you have a sponsorship idea that is not listed? We want to make sure our sponsorship opportunities are valuable to you. We are open to discussing any ideas you may have that better suit you and your needs. Contact sponsorship@wqa.org.