



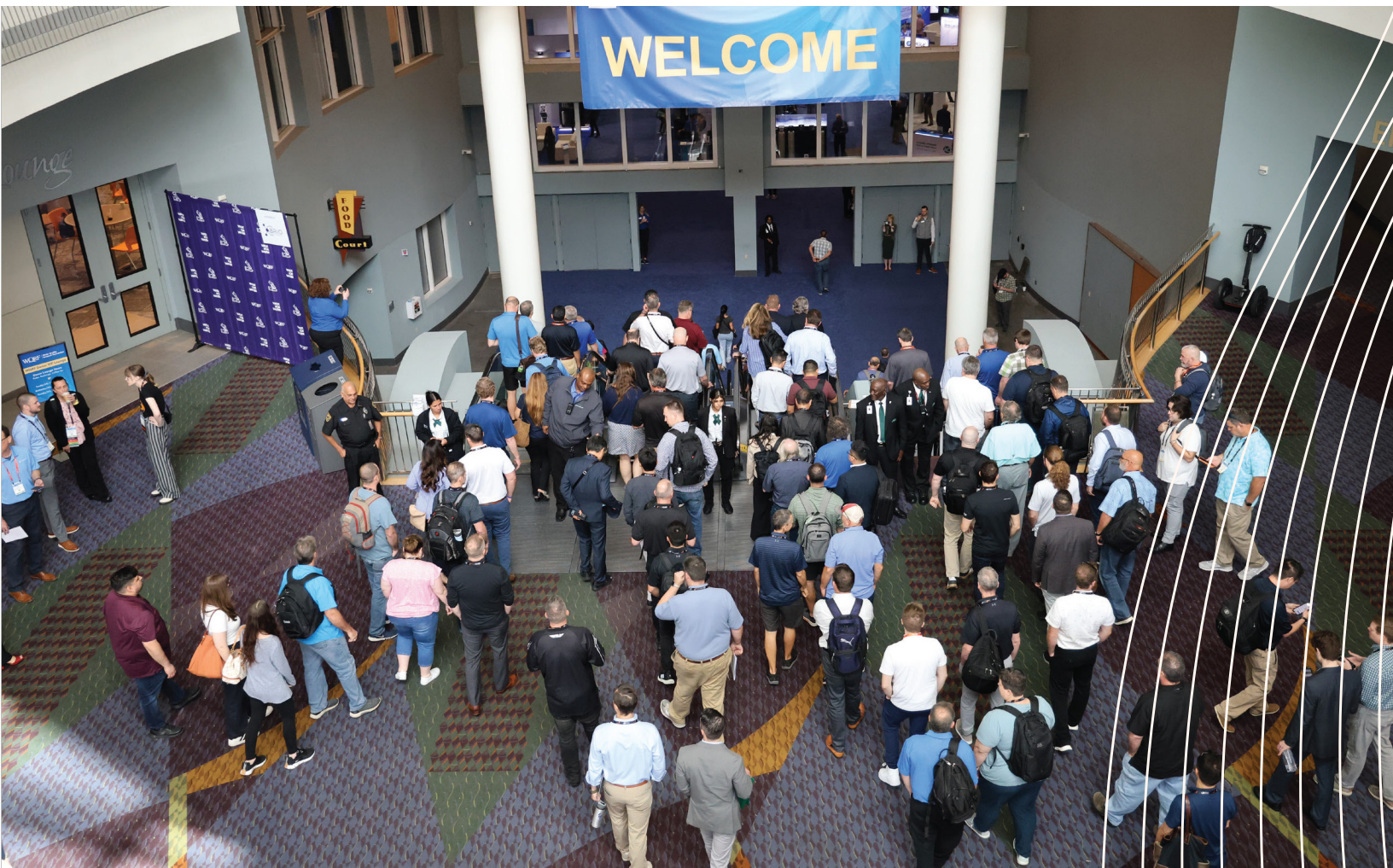
2026 SPONSORSHIP OPPORTUNITIES

WQRF | Water Quality
Research Foundation

STRATEGIC SPONSORSHIPS WITH THE WATER QUALITY ASSOCIATION

The Water Quality Association (WQA) is a leading not-for-profit organization dedicated to advancing the water treatment industry. With over 2,500 global member companies, we serve professionals across residential, commercial, and industrial water treatment sectors. Our membership primarily comprises executives and managers from companies with fewer than 50 employees, focusing on manufacturers and sellers of water treatment products such as filters.

Becoming a WQA sponsor offers a unique opportunity to elevate your company's visibility and connect with key decision-makers in water treatment. By leveraging our customized sponsorship packages and options, you can enhance your market presence and engage directly with a targeted audience.



CONTACT WQA/WQRF SPONSORSHIP TEAM AT SPONSORSHIP@WQA.ORG

2026 WQA EVENTS & OPPORTUNITIES



Gain exposure and showcase your company to a wide audience of industry professionals across these key events and platforms.

2026 WQA CONVENTION & EXPOSITION

Miami Beach Convention Center | Miami Beach, FL | April 28–30

The premier annual event for water treatment professionals, offering a comprehensive platform for connecting with industry experts; exploring technologies; and accessing education, training, and business opportunities.



WQA FLY-IN

Water Resources Congressional Summit | Washington, D.C.

This two-day event is designed to bring awareness to drinking water challenges and solutions. It features opportunities for education, networking, and connecting with senators, representatives, and key office staff to discuss industry issues and collaborate on improving access to safer, healthier drinking water.

WQA MID-YEAR LEADERSHIP CONFERENCE (MYLC)

Location and Date TBA

MYLC brings together industry professionals to shape and advance water quality strategies and outreach. This intimate event offers networking opportunities, fresh ideas, and insights into WQA's committees and initiatives. Attendees can also contribute to the Water Quality Research Foundation (WQRF) through special fundraising events.



**MID-YEAR LEADERSHIP
CONFERENCE**
CONNECT. INSPIRE. ELEVATE.

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EDUCATIONAL & THOUGHT LEADERSHIP

WQA PODCAST

Available on YouTube, Spotify, Apple Podcasts and other providers | Year-Round

The Water Quality Association podcast covers industry news, business development, industry history, and more.

WEBINARS

Online | Year-Round

WQA offers webinars that are divided between business operations and technical topics.



WQRF 501(c)3 Foundational Support

WALK FOR WATER

WQA Convention | Miami Beach, FL
April 28-30

This steps challenge, held during the WQA Convention & Expo, invites participants to track their steps on a sponsored app to help fund big strides in water research.

WQRF EDUCATION TRACK

WQA Convention | Miami Beach, FL
April 28-30

There are multiple education tracks at the WQA Convention, including three technical tracks with Continuing Professional Development credits and one business operations track. Display your commitment to the industry by sponsoring the WQRF track.

WEBINAR

Online | Date TBA

Open webinar on research and trending topics in water treatment.

WQRF FUNDRAISING EVENT

WQA Mid-Year Leadership Conference
Location and Date TBA

A WQA-hosted fundraiser for WQRF, typically featuring activities relevant to the host city.

WQA & WQRF AFTER HOURS

WQA Mid-Year Leadership Conference
Location and Date TBA

Reception where attendees receive a complimentary drink and can purchase additional drinks by donating to WQRF.

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ANNUAL SPONSORSHIP PACKAGES

Maximize your reach and return on investment with our tiered sponsorship packages, designed to offer increasing value at each level.

DIAMOND: \$26,000

- Year-round recognition on the WQA and WQRF websites as a Diamond Sponsor
- Recognition in quarterly diamond-level WQA social media posts
- Individual recognition in WQA social media post
- 10 Convention Exhibitor Priority Points
- 15 Convention customer passes
- Sponsor sign for Convention booth
- Logo placement within the corresponding level on the Convention and MYLC websites and attendee emails
- Logo placement within the corresponding level on Convention and MYLC on-site signage
- Upgrade to Featured Exhibitor in Convention mobile app
- Pre- **AND** post-show email blast
- One registration for 2026 WQA Fly-In **OR** Mid-Year Leadership Conference (sponsor's choice)
- Recognition as a Scholarship Champion

PLATINUM: \$22,000

- Year-round recognition on the WQA and WQRF websites as a Platinum Sponsor
- Recognition in quarterly platinum-level WQA social media posts
- Individual recognition in WQA social media post
- 8 Convention Exhibitor Priority Points
- 10 Convention customer passes
- Sponsor sign for Convention booth
- Logo placement within the corresponding level on the Convention and MYLC websites and attendee emails
- Logo placement within the corresponding level on Convention and MYLC on-site signage
- Upgrade to Featured Exhibitor in Convention mobile app
- Pre- **OR** post-show email blast
- One registration for 2026 WQA Fly-In **OR** Mid-Year Leadership Conference (sponsor's choice)

GOLD: \$16,000

- Recognition during Convention and MYLC as a Gold Sponsor
- Recognition in quarterly gold-level WQA social media posts
- 6 Convention Exhibitor Priority Points
- 5 Convention customer passes
- Sponsor sign for Convention booth
- Logo placement within the corresponding level on the Convention and MYLC websites and attendee emails
- Logo placement within the corresponding level on Convention and MYLC on-site signage
- One registration for 2026 WQA Fly-In **OR** Mid-Year Leadership Conference (sponsor's choice)

SILVER: \$10,000

- Recognition during Convention and MYLC as a Silver Sponsor
- 4 Convention Exhibitor Priority Points
- 2 Convention customer passes
- Sponsor sign for Convention booth
- Logo placement within the corresponding level on Convention and MYLC on-site signage

SCHOLARSHIP CHAMPION

WQA Scholarship Champions makes participation possible for someone who would not otherwise be able to attend the WQA Convention or MYLC. Your sponsorship supports the industry by expanding access to proven education, credible insights, and a connected industry network.

- Year-round recognition on the WQA website as a Scholarship Champion
- \$2,500 add-on for Platinum, Gold, and Silver Sponsors or as a stand-alone opportunity.

CUSTOM-TAILORED SPONSORSHIP PACKAGE

WQA CONVENTION & EXPOSITION

April 28–30

Choose from an array of à la carte sponsorship items to build your customized package — a strategic and cost-effective way to promote your company and drive meaningful connections.

PRE- OR POST-SHOW EMAIL BLAST: \$1,000

Targeted email blast sent to the registered attendee list via WQA's partnership with Event Technologies, who will assist with creation and timing (first-come, first-served).

WQA ENEWS ADS: CONTACT FOR PRICING

Advertisement in the weekly WQA eNews, reaching 7,000+ industry participants.

GENERAL SESSION: \$7,500

Sponsor one of three General Sessions, where all attendees gather each morning for presentations. Benefits include logo on all general session-related materials, opportunity to deliver brief welcome remarks (in-person or via pre-recorded video), and inclusion in all pre-event marketing materials.

KEYNOTE SPEAKER DEEP DIVE SESSION: \$5,000

Sponsor the Dealer Deep Dive Workshop, a 90-minute session led by the conference keynote speaker. Benefits include logo placement within workshop, recognition in pre-event marketing campaigns, opportunity to deliver brief introductory remarks, and complimentary passes to the workshop.

REFRESHMENT BREAK: \$6,000

Logo on signage where refreshments are offered.

THE HUB: \$30,000

Sponsor The Hub, a dedicated relaxation space. Benefits include logo display throughout the area; recognition in the Convention program, mobile app, and website; the opportunity to provide branded materials; and inclusion in pre-event marketing and promotional content.

LANYARDS FULL YEAR: \$12,000

Lanyards worn by attendees and exhibitors for the Convention, WQA Fly-In and the Mid-Year Leadership Conference.

NETWORKING RECEPTION: \$10,000

Sponsor the opening networking reception, which gathers more than 1,500 industry professionals. Benefits include logo on reception signage, inclusion in Convention promotional materials (website, mobile app, event guide), and exclusive photo/video opportunities with your team.

MOBILE APP TITLE SPONSOR: \$12,000

Logo on title screen of mobile app and in all pre-event marketing materials promoting the app. Preferred ad placement within the app.

AISLE SIGNS: \$5,000

Logo and booth number displayed directly below aisle markers suspended from ceiling in the expo hall.

WATER BOTTLES: \$15,000

Logo on event water bottles available to all Convention participants.



WQA MID-YEAR LEADERSHIP CONFERENCE

Location and date TBA

WELCOME RECEPTION: \$5,500

Logo on signage where attendees will gather for refreshments to kick off the event.

LUNCHEONS: \$5,000 (PER DAY)

Logo on dining area signage where lunch is offered and opportunity to deliver brief remarks.

BREAKFASTS: \$4,000 (PER DAY)

Logo on dining area signage where breakfast is offered and opportunity to deliver brief remarks.

REFRESHMENT BREAK: \$2,000

Logo on signage where refreshments are offered.

LANYARDS FULL YEAR: \$12,000

Logo placement on Convention, MYLC and WQA Fly-In lanyards.

WATER BOTTLES: \$2,500

Logo on water bottles available to all event participants.

WQA EDUCATIONAL & THOUGHT LEADERSHIP

Year-Round

PODCAST SPONSORSHIP: \$3,500

Company recognition during podcast episodes and logo placement in promotions and collateral

WEBINAR SPONSORSHIP: \$4,000

Logo placement in webinar promotions and collateral.

SCHOLARSHIP CHAMPION: \$2,500

Year-round recognition as Scholarship Champion on the WQA website.

WATER RESOURCES CONGRESSIONAL SUMMIT & WQA FLY-IN

Date TBA

PRESENTING SPONSOR: \$7,000

Logo featured in event promotional materials (web and email) and presentation collateral.

LUNCH: \$6,000

Logo on signage where lunch is offered.

REFRESHMENT BREAK: \$2,500

Logo on signage where refreshments are offered.

LANYARDS FULL YEAR: \$12,000

Logo placement on Convention, MYLC and WQA Fly-In lanyards.

RECEPTION: \$7,000

Logo on signage where attendees will network and enjoy refreshments.

SCHOLARSHIP SPONSORS: \$2,000

Company featured as contributor to a scholarship fund.

WATER QUALITY RESEARCH FOUNDATION

Throughout the Year

WALK FOR WATER: \$10,000

Sponsor the app for the Walk for Water fundraiser. Company recognition and logo placement.

WQRF EDUCATION TRACK: \$6,000

Company recognition and logo placement across promotional and other marketing materials.

STUDENT POSTER CONTEST: \$10,000

Sponsor student research on the expo floor. Company recognition and logo placement

STUDENT SCHOLARSHIP: \$2,500

Company featured as contributor to a student scholarship fund.

Webinar: \$4,000

Company recognition and logo placement across promotional and other marketing materials.

WQRF FUNDRAISING EVENT : \$6,000

Recognition and logo placement in event collateral and promotional materials at MYLC.

MYLC WQRF AFTER HOURS: \$6,000

Logo on signage where attendees gather to network and enjoy refreshments at MYLC.

READY TO ELEVATE YOUR BRAND?

Connect with our sales team to learn more about our customized sponsorship packages and options, along with expert guidance on which ones best align with your company's budget and goals.

Have other ideas on how you'd like to stand out in the water treatment industry? Share them with us, and we'll craft the perfect branding opportunity for you!



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