



**SMARTER SOLUTIONS.
BETTER WATER TODAY.**

APRIL 28-30, 2026 | MIAMI BEACH, FL

FREE Exhibitor Digital Tools

NEW!

Your booth investment just got even more valuable.

WQA is providing you with **FREE** opportunities to boost your lead generation and visibility, including:

- Passive lead generation
- Digital data collection
- Onsite lead scanning technology

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The data is clear:
Event success for exhibitors today requires both physical and digital effort.

- With digital, leads are generating 24/7, before, during, and after the event.
- Going beyond traditional physical booth allows for connection with all audiences
- Digital = simple data collection and reporting
- Generate leads passively with interested buyers via products and content views

85% of leads are digital: Traditional badge scanning is no longer enough.

60% of networking happens pre-event:
The show starts weeks before the doors open.

2.5x more leads generated at events
combining digital sponsorships with Lead Capture compared to those who didn't.



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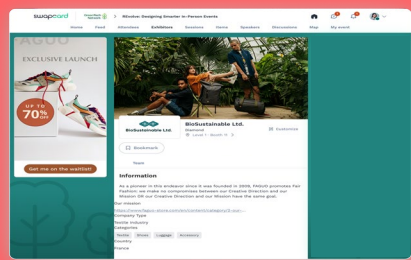
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The WQA digital event platform, powered by Swapcard, will transform the event into a lead-generating engine for you while engaging attendees.

- Generate 83% more leads combining digital and onsite lead generation tools.
- 60% of networking happens before doors open, creating new sponsorship opportunities.
- Sponsors generate 286% more leads than non-sponsors at top-tier events.
- Adjust strategy with real-time insights - track performance metrics to improve
- AI networking increases connection rates by 55% and complete listings drive 2x more engagement.
- Exhibitors see 42% higher ROI when using this integrated digital platform features.

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Digital Tools included to optimize your physical booth:

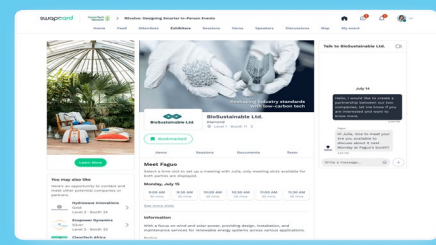


Exhibitor Profile Page

Create a profile page with custom fields, video or header image, and background. Great for promoting booth and attracting leads

Exhibitor Center

Maintain your profile page and in-app virtual booth to expand your reach.



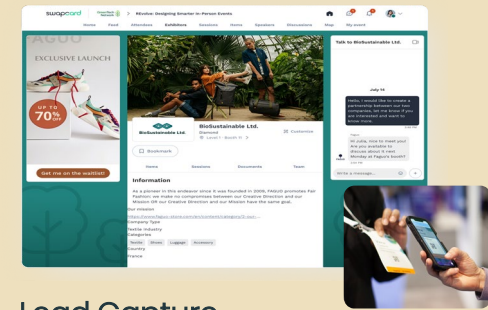
Exhibitor Meetings & Live Chat
Receive and manage meeting requests from attendees in the Exhibitor Center.

Lead Generation via AI and User Actions with Reporting

Review all leads directly in the Exhibitor Center. Assign, follow-up, export reports or sync data with your CRM.

Documents and Items

Promote products, services, or anything at all to attendees in a dedicated area.



Lead Capture

Use the mobile app to scan participant badges, on and off the show floor for simple lead collection and exporting.

Lead Qualification

Qualify leads with your customized criteria to help prioritize follow-ups.

Exhibitor Member Roles

For security and operational efficiency, add access roles to staff member accounts for the Exhibitor Center.



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What do you need to do right now?

- **Determine your onsite team and register them by March 31, 2026 to maximize this opportunity.**
- ✓ All exhibiting companies will automatically be set up for these tools
- ✓ All registered booth staff will automatically be assigned onsite lead scanning capabilities.

What's Next?

January – March 2026

Watch for additional information, including webinars and videos to help you make the most of these tools.

April 1, 2026

Digital tools launch for exhibitors to set up their profiles, documents & staff access

April 7, 2026

Digital tools launch for all participants and will be available in both web-based and mobile app formats
All participants begin connecting and planning their schedules