



WQA CONVENTION & EXPO

2027 EXHIBITOR PROSPECTUS



April 28–30, 2027 | Phoenix, AZ

Education April 28–30 | Expo April 29–30

Phoenix Convention Center

For more than 50 years, the **WQA Convention & Expo** has been the go-to destination for water quality industry decision-makers.

Why? Because they need solutions that solve their business challenges — solutions like yours. Profitable partnerships start at North America's most comprehensive annual gathering of water treatment professionals.

INNOVATE. SHOWCASE. CONNECT.

Exhibiting at the WQA Convention & Expo is your chance to stand out in a competitive market and establish yourself as a leader in the industry. Through interactions at your booth, intentional conversations at networking events and solution-sharing at the education seminars, you can:

- Increase brand visibility and promote your latest products
- Build valuable partnerships with current and prospective clients
- Gain insights into the state of the industry and what buyers are looking for
- Drive growth and sales for your business

ATTENDEE OVERVIEW

Professionals involved in specifying, installing, maintaining, operating and selling water treatment solutions.

2,500+

Attendees

91%

Visited expo hall

91%

Satisfied or Very Satisfied with
the experience

83%

Discovered a new
product/vendor

TOP REASONS FOR ATTENDING

1

Learning about new
products, technologies
and services

2

Searching for
new suppliers or
business partners

MARKET SEGMENTS REPRESENTED



Commercial



Industrial



Residential



Retail

INDUSTRIES SERVED

- Bottling
- Consulting
- Water Treatment
Providing
- Engineering
- Government

- Home Building/
Remodeling
- Laboratory
- Manufacturing
- Municipality
- Product Wholesales

- Plumbing
- Product Manufacturing
- Pool/Spa
- Retail
- Well Drilling
- And More!

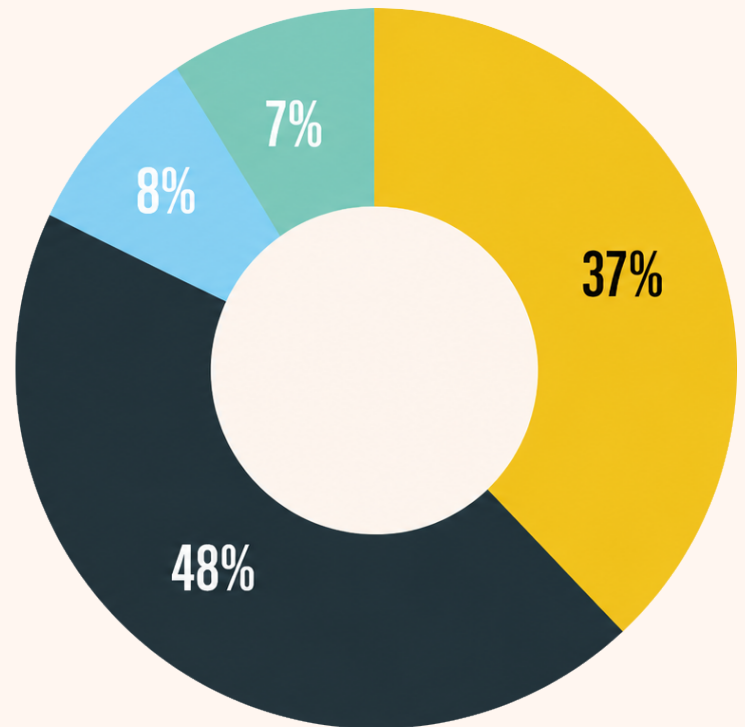
"There are three reasons we come to WQA. First and foremost, to get new business. Second, education—not only for us and our staff, but we also encourage customers to come. And lastly, to continue developing the relationships we've built over decades."

—Chris Wilker, Canature WaterGroup

MEET OUR ATTENDEES

PROFESSIONAL ROLE

- Executive**
(CEO, President, VP, Owner, Director)
- Management**
(Territory Management, Service Manager, Sales Manager, Product Manager)
- Product Development**
(Engineer, Scientist)
- Other**
(Consultant, Academician, Installer, Other)



HOSTED WATER PROS PROGRAM

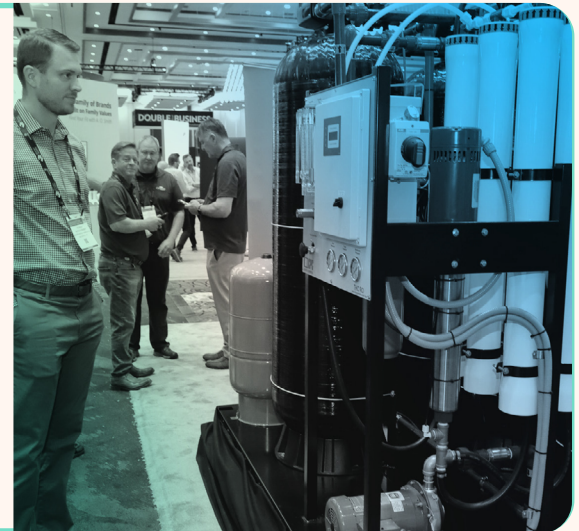


196

Meetings scheduled with Exhibitors

A curated program connecting qualified water treatment professionals directly with exhibitors to discover solutions, build relationships and create new business opportunities.

*2026 program results. The Hosted Water Pros Program returns in 2027 with plans to expand.



"We come every year to look at new products. We pick up new ideas and see if there are more effective ways to treat water and bring them back home."

—Mark Dillan, Dillan Well Drilling & Pump Service

ESSENTIAL EVENT INFORMATION

PRELIMINARY SCHEDULE AT A GLANCE*

WEDNESDAY, APRIL 28	
8:00 am – 6:00 pm	Exhibit Installation
8:00 – 9:00 am	Opening General Session
9:30 am – 3:00 pm	Education & Volunteer Group Meetings
12:00 – 3:00 pm	Innovation Hub
3:30 – 5:00 pm	Keynote Session
THURSDAY, APRIL 29	
8:00 – 11:00 am	Exhibit Installation
8:00 – 8:45 am	Industry Section Sessions
9:00 – 10:00 am	General Session
10:30 am – 4:30 pm	Expo Open
4:30 – 6:00 pm	Networking Reception
FRIDAY, APRIL 30	
8:30 – 9:15 am	Industry Section Sessions
9:30 – 10:00 am	Kickstart Continental Breakfast
10:00 am – 2:00 pm	Expo Open
2:00 – 8:00 pm	Exhibit Dismantling

**Subject to change*

SEE CONFIRMED 2027 EXHIBITORS



IMPORTANT EXHIBITOR INFORMATION

EXHIBITOR BENEFITS

ACCESS

- Exhibitors receive three (3) complimentary badges and two (2) customer passes for the first 10 x 10' (3m x 3m) booth.
- One (1) exhibitor badge and two (2) customer passes are included with each additional paid 10 x 10' (3m x 3m) booth.
- Additional exhibitor badges will be available for purchase; limits may apply.

ONLINE LISTING

Your company's description, logo, website URL, and product listing will appear on the WQA Convention & Expo website and app.

MOBILE APP INTERACTIVE TOOL

Scan attendee badges, manage leads, build a virtual presence, view attendee list, schedule meetings and use AI-powered recommendations to help drive interested attendees to your booth.

CUSTOMIZED INVITATIONS

Use complimentary and discounted customer passes to invite clients to the show and your booth.

ATTENDEE LISTING

Your company will receive pre- and post-show attendee mailing lists.

BOOTH RENTAL FEES

Inline booths include an identification sign, 3' side drapes and an 8' back drape.

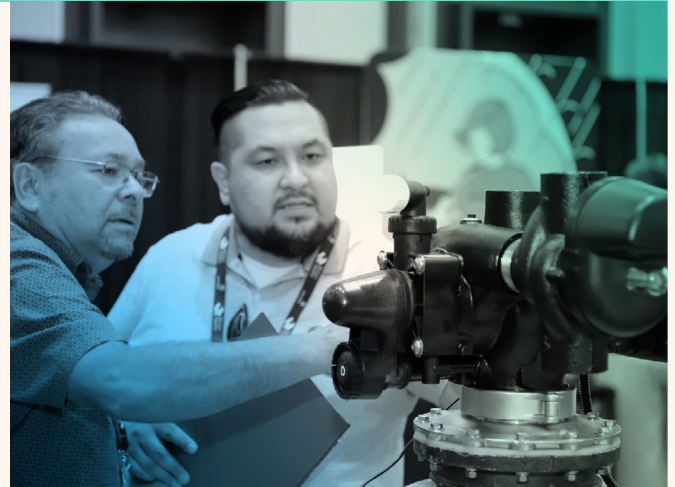


EXHIBIT SPACE PRICING

Prices are per 10 x 10' (3m x 3m) unit. Your WQA membership will be audited to confirm appropriate booth pricing.

WQA MEMBERS & IPP Participants

\$3,600 USD

contract must be submitted with 50% deposit

NON-MEMBERS & Other Membership Categories

(Manufacturer Rep., Consultant, Allied, Intl. Manufacturer/Supplier/Retail not Selling in the USA)

\$5,700 USD

contract must be submitted with 50% deposit

CORNER CHARGE:

\$200 USD per exposed corner

ADMIN FEE:

\$250 USD administrative fee per company

2026 EXHIBITOR OVERVIEW



95%

**Exhibitor Objectives
Met or Exceeded**



5,658

**Contacts Made
with Exhibitors**



1,906

**Virtual Booth
Views on the App**



HOW TO RESERVE A BOOTH



ONLINE

Preview the available space and reserve your booth today. Once you complete the online application, you'll receive email confirmation of your reservation.

RESERVE ONLINE



EMAIL

Complete and return your application to **WQA@corcexpo.com**.



MORE INFORMATION/CONTACT US

Exhibit Sales & Information

312-265-9633

WQA@corcexpo.com

Advertising & Sponsorship Sales

630-505-0160

sponsorship@wqa.org

WQA Membership Information

630-505-0160

membership@wqa.org