

special feature

networking

for the industrial market

By Peter J. Censky

Why isn't there a place for those involved in industrial water treatment to get together and share information and knowledge? This is a question that has been asked often and for a long time the answer was simply, "That's a good question." Now that answer is emphatically: "There is a place."

It's called Industrial Speed Dating—a special networking event designed to bring together ideas, products and people—and it will take place at the WQA Aquatech USA Convention this March in Las Vegas.

Industrial Opportunity

In recent years, more and more industrial companies have been attending this conference. For those who may be unfamiliar, WQA Aquatech USA is an annual international exhibition and conference on water technology. More than 350 industry-leading business services, suppliers and manufacturers attend, and there are many educational sessions on the tradeshow floor. This year, the Water Quality Association (WQA) expects more than 5,000 industry professionals to attend.

For many years, the leadership of WQA has been listening to its members and to many of you in the industrial water treatment industry. One message became clear: There has been frustration at the lack of a forum to help bring together ideas and people from this key area.

That is why we have developed Industrial Speed Dating. It is a unique networking opportunity for companies involved in industrial water treatment to show off their contracting, consulting and manufacturing/supplier capabilities. The goal is to help you expand and gain new business by meeting and forming alliances with other industrial affiliates.

One distinct aspect of this program is that it is being made available only to those companies and individuals involved, or planning to become involved, in industrial water treatment. This means your time will be used meaningfully and will be focused on what is important to you.

The cost to participate for industrial dealers, distributors, consultants and design engineers is only \$250. For manufacturers, the cost is \$2,550. Exhibitors at the convention can attend for free. Industrial water members of the WQA will also be listed on the WQA website in the new Industrial Water Directory.

Navigating the Show

Another feature at this year's conference that you will find very helpful is

WQA's use of technology to help you plan your time efficiently. The WQA is offering a free Web-based system that will allow you to not only learn in detail what's being offered but will even let you literally map out a plan beforehand so you can maximize your time.

The WQA Aquatech USA 2008 show will be held March 25 to 28 in Las Vegas at the Mandalay Bay Convention Center. The educational conference runs all four days; the tradeshow exhibition runs March 26 to 28.

Hotels and flights are filling up quickly. For more information or to register for the conference, visit www.wqa-aquatech.com, or call the WQA's convention department at 630.505.0160. To participate in Industrial Speed Dating, simply complete a registration and capabilities form, which can be found at www.wqa-aquatech.com and fax to the WQA at 630.505.9637. *wqp*

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WQA Aquatech USA 2008 to offer networking opportunities for the industrial segment of water treatment