

PWQA 66TH ANNUAL TRADE SHOW & CONVENTION

October 11 to 12, 2023

Hilton Irvine/
Orange County Airport
Irvine, CA



MEDIA KIT

- REGISTRATION
- SPONSORSHIP
- EXHIBIT
- AUCTION DONATION

www.pwqa.com

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PWQA 66TH ANNUAL TRADE SHOW & CONVENTION
Wednesday, October 11 to Thursday, October 12, 2023
Hilton Irvine/Orange County Airport, Irvine, CA

Founded in 1957, the Pacific Water Quality Association (PWQA) is a non-profit organization representing the water quality improvement industry. Our members include retailers, assemblers, manufacturers and suppliers, as well as auxiliary member companies.

The goal of the PWQA is to provide all consumers equal access to quality water options for home, business and commercial water treatment applications. Our members strive to provide the very best water quality improvement devices, backed by trained, certified professionals who understand how to improve the customer's existing water supplies with safe and sound, cutting-edge technologies.

PWQA is a resource and information source, a voice for the industry, an educator of professionals, and conduit for laboratory product testing.

Through the industry's research arm - the Water Quality Research Foundation - significant resources are being dedicated to independently conduct studies that show the benefits of treated water.

We also provide education to professionals. Dedicated to upholding high standards of performance that make sure consumers have confidence in the people providing and servicing the treatment solutions, PWQA supports WQA's Professional Certification Program, which is one of a kind. As a result, thousands of certified professionals work every day in homes and businesses throughout the nation.

In everything we do, we are proudly dedicated to helping business people serve the public with integrity, quality and professionalism.

Mission

- Facilitating water quality improvement to enhance sustainable lives.

Vision

- Be the recognized resource and advocate for the betterment of water quality.

Core Values

- Ethics and integrity
- A shared passion
- Advocacy and education
- Science-based decision-making
- Collaboration
- Performance-based standards



PACIFIC WATER QUALITY ASSOCIATION

2700 East Foothill Blvd #209, Pasadena, CA 91107

Phone: 626-283-4464 • info@pwqa.org • www.pwqa.com



Join us for an exciting experience at the 66th Annual Trade Show and Convention hosted by PWQA. This year, we're back at the luxurious Hilton Irvine/Orange County Airport in Irvine, CA, just a stone's throw away from Newport Beach, South Coast Plaza, and the Irvine Spectrum shopping centers.

Over two exciting days, we'll be featuring a trade show, where major industry manufacturers and distributors will be showcasing the latest and greatest products and services. You won't want to miss the educational seminars, government updates, and tech talks presented by seasoned industry experts.

But it's not all business! You'll also have the opportunity to attend a dinner banquet and a reception, where you can network and reconnect with industry members. This is an excellent opportunity to learn, catch up, and make valuable connections.

We look forward to seeing you there!



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EVENT SCHEDULE

DAY 1: WEDNESDAY, OCTOBER 11

9:00 am - 3:00 pm	Booth set up for vendors in the exhibit hall
10:00 am - 3:00 pm	Education Seminars
4:00 pm - 5:00 pm	General Annual Meeting and Government Affairs Update
5:00 pm	*Banquet (Registration required)

DAY 2: THURSDAY, OCTOBER 12

8:00 am - 10:00 am	Past Presidents' Breakfast
9:00 am - 2:00 pm	Education Seminars
10:00 am - 3:00 pm	Trade Show
3:00 pm	Booth Tear Down

SEMINARS TOPICS

Our 2-day education seminars are all presented by industry experts. This year, the presentations will include topics covering:

- Softening: Pushing the Limits on TDS
- Servicing Clack Control Valves
- Selling in a Competitive Market - How to Navigate a Crowded Marketplace
- PFAS Updates, Emerging Contaminants and Leveraging WQRF Research
- Whole House RO

Schedule and Topics are subject to change. Visit pwqa.com for more updated information.



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66TH ANNUAL TRADE SHOW AND CONVENTION OCTOBER 11 & 12, 2023

HILTON IRVINE/ORANGE COUNTY AIRPORT, IRVINE, CA

ATTENDEE REGISTRATION

Online registration is available at www.pwqa.com. Any questions please call 626.283.4464.

Email completed registration form to info@pwqa.org or mail to:

Pacific Water Quality Association
2700 East Foothill Blvd. #209,
Pasadena, CA 91107

Contact Name: _____ Date: _____

Company Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____ Website: _____

Full Convention Package: Includes the Educational Seminars, Trade Show and ticket to the Banquet Dinner & Industry Awards.

- \$195.00 Member
- \$245.00 Non-Member

Social Only or Spouse Package: Trade Show and a ticket to the Banquet Dinner & Industry Awards.

- \$100.00 Member
- \$130.00 Non-Member

Trade Show & Educational Seminar Package:

Includes Educational Seminars and Trade Show

- \$49.00 Member
- \$99.00 Non-Member

FREE Trade Show Pass: To redeem free admission ticket, present your business card at the PWQA registration desk in the foyer of the main ballroom outside the trade show.

Show hours: 10am-3pm on THURSDAY, OCT. 12

PAYMENT INFORMATION

Easy & convenient online registration available at www.pwqa.com

Name _____
(As it appears on card)

Please charge the amount of \$ _____ to my: VISA MASTERCARD AMEX DISCOVER OR CHECK

Credit Card #

Exp. Date _____

Billing Zipcode _____

CVV #

Signature _____

Make check payable to PWQA and mail form to:

PACIFIC WATER QUALITY ASSOCIATION
2700 E. Foothill Blvd. #209, Pasadena, CA 91107



66TH ANNUAL TRADE SHOW AND CONVENTION OCTOBER 11 & 12, 2023

HILTON IRVINE/ORANGE COUNTY AIRPORT, IRVINE, CA

EXHIBIT REGISTRATION FORM

EXHIBIT BOOTHS

Exhibit Booths are 10' x 10' or 10' x 20' comes with 1 six-foot table, and 2 chairs.

The cost is \$1,452 for PWQA Members and \$1,755 for non-PWQA Members. More than one booth will be charged \$1,100 per booth space for PWQA members and \$1,375 for non-PWQA members.

TO RESERVE A BOOTH

- Fill out this reservation form (processed in order received) or sign up on our website: www.pwqa.com
- Invoice will be emailed to you upon receiving your reservation. Payment due upon receipt of invoice.
- Each company reserving a booth must be a current PWQA member to receive the PWQA member price.
- Each exhibitor is encouraged to donate an item for the PWQA Auction.

EXHIBITOR DETAILS

Company: _____

Street Address/City/State/ZIP: _____

Contact Name: _____

Phone: _____ Email: _____

BOOTH SELECTION

- | | |
|-----------------------------------------------------------------|---------|
| <input type="checkbox"/> Single Booth (10' x 10') - Member | \$1,452 |
| <input type="checkbox"/> Single Booth (10' x 10') - Non-Member | \$1,755 |
| <input type="checkbox"/> Double Booths (10' x 20') - Member | \$2,552 |
| <input type="checkbox"/> Double Booths (10' x 20') - Non-Member | \$3,130 |

Booth Preference: See Floor Plan on next page.

1st Preference: Booth Number(s) _____

2nd Preference: Booth Number(s) _____

Exhibit booths are assigned on a first-come-first-serve basis. Space is not guaranteed and floorplan may be subject to change. PWQA reserves the right to assign booth spaces when deemed necessary. All booths come with 1 table and 2 chairs. Please specify if electricity is needed. Your booth maybe reassigned to accommodate electricity. 10 x 10 exhibit booth registration includes admittance to the banquet for one person. 10 x 20 exhibit booth registration includes admittance to the banquet for two people. Additional banquet tickets can be purchased on page 6 for \$100 per person (member) / \$130 per person (non-member).

EXHIBIT BOOTH CANCELLATION POLICY

By submitting the Exhibitor Registration form it is understood there are no refunds given.

AUCTION DONATION

Exhibitors are encouraged but not required to donate an item for the auction taking place at the Industry Awards and Banquet dinner.

Donation item(s): _____

**For easy and convenient registration,
sign up online on our website: www.pwqa.com**



PWQA 66th Annual Trade Show & Convention
 October 10-12, 2023
 Hilton Irvine/Orange County Airport
 18800 MacArthur Blvd, Irvine, CA 92612

FLOOR PLAN

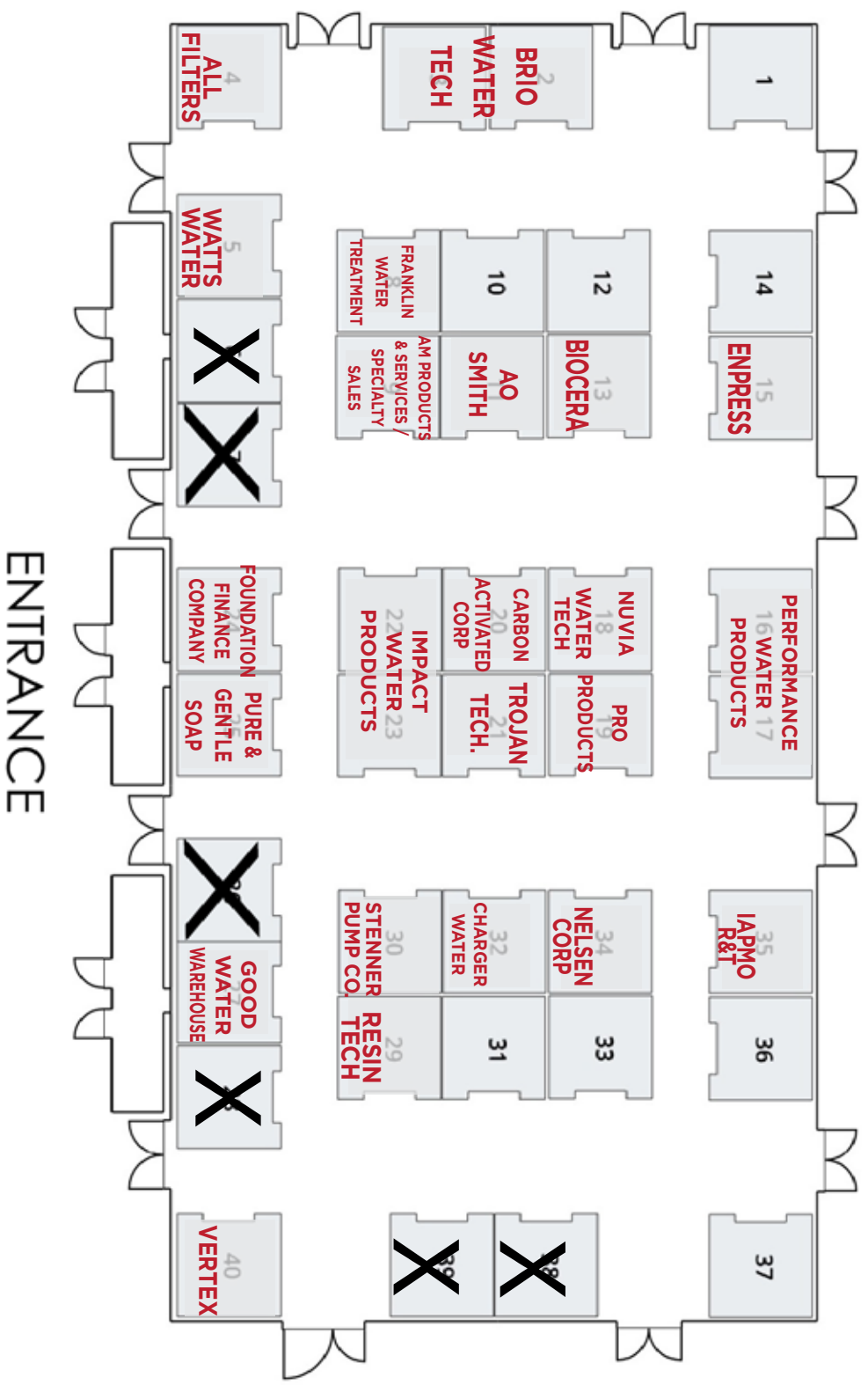


Exhibit booths are assigned on a first-come-first-serve basis. Space is not guaranteed and floor plan may be subject to change. PWQA reserves the right to assign booth spaces when deemed necessary. All booths come with 1 table and 2 chairs. Visit www.pwqa.com for the most up-to-date floor plan.

66TH ANNUAL TRADE SHOW AND CONVENTION OCTOBER 11 & 12, 2023

HILTON IRVINE/ORANGE COUNTY AIRPORT, IRVINE, CA

SPONSORSHIP & ADVERTISING RESERVATION FORM

MAJOR SPONSORSHIP OPPORTUNITIES

Contact Mike Mecca at mikemecca@performancewater.com

DIAMOND SPONSOR

GOLD SPONSOR

SILVER SPONSOR

TRADE SHOW & CONVENTION SPONSORSHIP

EXCLUSIVE Program & Directory Sponsor (includes inside front cover ad)	\$4,000
Lunch Sponsor (2 available)	\$3,000
EXCLUSIVE Reception Sponsor	\$2,500
EXCLUSIVE Registration Desk Sponsor	\$1,500
EXCLUSIVE Bar Sponsor	\$1,500
EXCLUSIVE Beverage Sponsor	\$1,500
Educational Seminar Sponsor (can invite up to 15 guests*)	\$1,000
Past Presidents' Breakfast Sponsor	\$1,000
Legislation & Government Affairs Meeting Sponsor	\$750
Annual Meeting Sponsor	\$750

*The Sponsor will be given a promo code to share with their guests. The guests will use the promo code to register via the website for no additional cost to them.

PROGRAM & DIRECTORY ADVERTISING

***Program Trim size: 8.5" x 11"; Full color; PDF Format; 300 dpi. Artwork due Sept. 1st.**

Inside Front Cover - reserved for Program Sponsorship	\$4,000
Back Cover	\$2,000
Inside Back Cover	\$1,500
Inside Page	\$1,000
Half Page 5"x 7.5"	\$750
Business Card Size 3.5" x 2"	\$350

To reserve your sponsorship level and advertising space, please sign up online on our website:

www.pwqa.com

Email all artwork for program & directory advertising to office@pwqa.org



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HILTON IRVINE/ORANGE COUNTY AIRPORT, IRVINE, CA

Support the PWQA event by donating to our Auction!

We are encouraging exhibitors and attendees to donate items (estimated values of \$50.00 and greater) that would appeal to our membership.

Not sure what to donate? We've got you covered. From sports tickets and wines to restaurant and movie gift cards, there's something for everyone in our suggested donation list. And if you're feeling extra creative, think outside the box and donate something truly unique or different - you never know what might catch the eye of a bidder!

Suggestion List: Sports Tickets, Wines, Alcohol, Restaurant Gift Cards, Movie Gift Cards, Sports Memorabilia, Jewelry & anything unique or different.

Fill out the form below and return to our office. Call the office: 626.283.4464 or email: office@pwqa.org to make arrangement for the delivery of your donation item(s).

The auction will take place during the Banquet Dinner. Thank you for your support and we look forward to seeing you at the show!

AUCTION DONATION FORM

Contact Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Item #1: _____ Item #2: _____

Description: _____ Description: _____

Estimated Value: \$ _____

Estimated Value: \$ _____

Return form to: office@pwqa.org
For delivery of donation items, please send to
this address no later than October 5, 2023:
PACIFIC WATER QUALITY ASSOCIATION
2700 E. Foothill Blvd. #209, Pasadena, CA 91107



PWQA SCHOLARSHIPS

PWQA offers TWO \$1,000 Scholarships annually.

Applicants are encouraged to apply to either the PWQA Member Company Scholarship or the Major of Study Related to Potable Water Quality Scholarship. Qualifications for each scholarship are listed below.

1. **“PWQA Member Company Scholarship”** will be awarded to an individual who is employed by a PWQA Member Company or is related to an individual that is employed by a PWQA Member Company. Said Member Company must be a PWQA Member in good standing, which is defined as a member company current on membership dues.
2. **“Major of Study Related to Potable Water Quality Scholarship”** will be awarded to an individual that is pursuing a major that supports potable water quality.

APPLICANT MUST:

- Provide proof of current admission or entry acceptance to a trade school, 2- or 4-year institution within 6 months of the scholarship being awarded.
- Submit an essay (500 words maximum) on how you intend to utilize your education in your chosen area of study. In addition, please explain how this money will help you achieve your academic goal.
- Submit Transcripts from High School and all attended Colleges.
- Completed and signed application (on our website).
- Letter(s) of recommendation from a teacher or employer, etc. strongly encouraged.

DEADLINE:

All applications and required materials must be received at the PWQA office no later than **April 30**. Please download, complete, and sign the application found on our website: <https://pwqa.com/scholarships/>
The application and requested supporting documents can be emailed to info@pwqa.org or mail to:

PWQA
Attn: Scholarship Committee
2700 East Foothill Blvd. #209
Pasadena, CA 91107

QUESTIONS:

Please direct all questions to our office at (626) 283-4464 or info@pwqa.org



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PWQA MEMBERSHIP APPLICATION

Please complete this form, mail, or email to **PWQA office: info@pwqa.org**.

Check the appropriate gross annual sales of your company and select your payment option on the dues schedule chart below.

You may also pay your dues online at www.pwqa.org with the option to auto-renew your annual membership.

PWQA Dues Schedule

Gross Annual Sales in CA	Semi-Annual Payment (3% more than annual)	Annual Payment
<input type="checkbox"/> Up to \$250,000	<input type="checkbox"/> \$254.93	<input type="checkbox"/> \$495.00
<input type="checkbox"/> \$250,001 - \$500,000	<input type="checkbox"/> \$388.81	<input type="checkbox"/> \$754.00
<input type="checkbox"/> \$500,001 - \$750,000	<input type="checkbox"/> \$612.85	<input type="checkbox"/> \$1,190.00
<input type="checkbox"/> \$750,001 - \$1,000,000	<input type="checkbox"/> \$839.45	<input type="checkbox"/> \$1,630.00
<input type="checkbox"/> \$1,000,001 - \$1,500,000	<input type="checkbox"/> \$978.50	<input type="checkbox"/> \$1,900.00
<input type="checkbox"/> \$1,500,001 - \$2,000,000	<input type="checkbox"/> \$1,127.85	<input type="checkbox"/> \$2,190.00
<input type="checkbox"/> \$2,000,000 and above	<input type="checkbox"/> \$1,261.75	<input type="checkbox"/> \$2,450.00

Type of Business: Dealer Manufacturer/Supplies Other _____

Company Name: _____

DBA (if applicable): _____

Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____ Website: _____

Contractor's License Classification & Number: _____

Name of Qualifying Party for Contractor's License: _____

Signature: _____

Date: _____

My signature above reflects a corporate decision that this company will abide by the Voluntary Guidelines and Code of Ethics promulgated by WQA and endorsed by PWQA.

PAYMENT INFORMATION

Name _____
(As it appears on card)

Please charge the amount of \$ _____ to my: VISA MASTERCARD AMEX DISCOVER OR CHECK

Credit Card #

Exp. Date _____

Billing Zipcode _____

CVV #

Signature _____

To opt for automatic renewal of your membership dues, check here.
Our office will contact you for more information.

Make check payable to PWQA and mail form to:

PACIFIC WATER QUALITY ASSOCIATION
2700 E. Foothill Blvd. #209, Pasadena, CA 91107

Membership dues may be deductible as business expenses for income tax purposes. Tax ID 95-3062821.