

Pacific Water Quality Association
360 E. First Street #794, Tustin, CA 92780
www.pwqa.org

Phone: 760-644-7348
Fax: 714-242-7715
info@pwqa.org

53rd Annual Convention and Trade Show
September 15 – 17, 2010
Hyatt Regency
Near the Orange County Airport
17900 Jamboree Road
Irvine, CA 92614

Why should you attend PWQA's 53rd Annual Convention and Trade Show? Because the economy is (still) struggling, the legislative climate is hostile to water softeners, the state is in financial peril and the stimulus packages haven't turned the tide yet. You have to keep your business going despite all that, and we are going to help you succeed. This year's vendors are bringing you the technology and products that will increase your bottom line. Our seminars are being led by industry professionals who will teach you the latest in techniques and practices, enabling you to offer more to your customers. And the networking opportunities throughout the event will enable you to make smarter decisions in these tough times. Your business will benefit from your attendance, and PWQA has made it easier and more economical than ever to participate.

Networking
Golf Tournament
Educational Seminars
Industry and Salinity Update
Industry Awards, Banquet Dinner and Live Auction
WQA Presents "Learn the Basics of Water Treatment"
Join us in Irvine this September. You'll be glad you did!

**this event requires registration with WQA.*

***Pacific Water Quality Association
53rd Annual Convention and Trade Show
Schedule***

Hyatt Regency Irvine, 17900 Jamboree Road, Irvine, CA 92614		
Golf Tournament, Strawberry Farms Golf Club, 11 Strawberry Farms Road, Irvine, CA 92612		
Tuesday, September 14, 2010		
8:00	5:00	WQA Presents: “Learn the Basics of Water Treatment and Then Some” *This event requires registration with WQA*
3:00	6:00	Board of Directors Meeting
Wednesday, September 15, 2010		
7:00	2:00	Golf Tournament @ Strawberry Hills Golf Club
8:00	11:00	WQA Certification Exams * This event requires registration with WQA*
1:00	4:00	Exhibitors Set Up
1:00	5:00	Registration Desk
4:00	5:30	Annual Meeting
6:30	9:00	Banquet, Awards & Auction
Thursday, September 16, 2010		
7:30	9:00	Past Presidents’ Breakfast
8:00	11:30	Exhibitor Set Up
8:00	5:00	Registration Desk
8:00	9:00	<i>Educational Seminar: Selling Tips for the Regulated Markets presented by Mike Mecca, PWQA Past President</i>
9:00	10:00	<i>Educational Seminar: Selling the Tune Up presented by Greg Reyneke, CWS-VI</i>
10:00	11:00	<i>Educational Seminar: Factors Affecting the Brine Efficiency of Softeners presented by Chubb Michaud, CWS-VI</i>
11:00	12:15	<i>Educational Seminar: The New Battelle Study – How to Improve Your Carbon Footprint with Soft Water presented by Joe Harrison, CWS-VI, PhD, PE.</i>
12:00	4:00	Trade Show
2:30	3:30	Ice Cream Social on Trade Show Floor
6:00	7:15	Reception on Trade Show Floor
Friday, September 17, 2010		
8:00	11:00	WQA Certification Exams *This event requires registration with WQA*
8:00	9:30	Salinity Update
8:00	1:00	Registration Desk
9:00	12:00	Trade Show

*WQA Presents: “Learn the Basics of Water Treatment & Certification Exams Registration are independent of PWQA Convention Registration. Contact Anne at 630-505-0160

PWQA: Phone 760-644-7348, Fax: 714-242-7715, Email: info@pwqa.org, www.pwqa.org

PWQA 53rd Annual Convention and Trade Show
Exhibit Booth Registration Form – September 15 – 17, 2010
Hyatt Regency, Irvine, CA

Name: _____

Company: _____

Address, City, State and Zip: _____

Phone: _____ Fax: _____

Email: _____

Exhibitor Important Dates and Times

Wednesday, September 15, 2010

1:00 pm – 4:00 pm Exhibitor Set Up

Thursday, September 16, 2010

8:00 am – 11:30 pm Exhibitor Set Up

12:00 pm – 4:00 pm Trade Show

6:00 pm – 7:30 pm Trade Show Reception

Friday, September 17, 2010

9:30 am – 12:00 pm Trade Show

12:00 pm – 2:00 pm Exhibitor Move Out

2010 Exhibitor Package Choices: Each booth is 8 X 10 carpeted and will be supplied with one six foot table, two chairs, one waste basket and an identification sign. For best selection please make your booth selection as soon as possible. Booth selection is processed as received.

8 X 10 Standard Booths

PWQA Member price \$1,000

Non-Member price \$1,500

8 X 20 Deluxe Booths (Defined as two booths next to each other are offered upon space availability)

PWQA Member price is \$1,800

Non-Member price \$2,500

Booth Selection: First Choice: _____ Second Choice: _____

Show Decorator: Blaine Convention Services have been contracted to be our official show decorator. They will provide an on-line exhibitor kit with downloadable order forms. The exhibitor service center will be maintained during move in, exhibit hours and dismantling.

Payment: Upon receipt of this registration form you will be invoiced for the full booth rental. Convention Attendee Registration will be an additional charge. Free Trade Show Passes will be available for booth personnel & your customers.

Cancellation Policy: No refunds will be given.

All exhibitors that commit by July 1st will be acknowledged as a participant in our trade show in promotional advertising and attendee registration forms.

Signature

Date

PWQA 53rd Annual Convention and Trade Show Sponsorship Form

Name: _____

Company: _____

Address, City, State and Zip: _____

Phone: _____ Fax: _____

Email: _____

Please provide your company's logo in Black/ White and Color – 300 dpi minimum

- Salinity Update Sponsor _____ \$500
- Past President Breakfast Sponsor _____ \$500
- Educational Seminar Sponsor _____ \$750
- Annual Meeting Sponsor _____ \$750
- Registration Desk Sponsor _____ \$750
- Golf Tournament Sponsor _____ \$1500
- Ice Cream Social Sponsor _____ \$1500

(Assorted novelty ice cream bars will be distributed throughout the trade show floor on Thursday, Sept. 15th)
- Awards Dinner Sponsor _____ \$2000
- Trade Show Reception Sponsor _____ \$2500
- Bottled Water Sponsor _____

All Sponsorships commitments made by July 1st will be acknowledged on the PWQA website, Signage at the Convention and acknowledged in the 2010 Annual Directory.

Advertising in the 2010 PWQA Annual Directory Form

Name: _____

Company: _____

Address, City, State and Zip: _____

Phone: _____ **Fax:** _____

Email: _____

- | | |
|--|---------------------|
| <input type="checkbox"/> Inside Front Cover in Color | \$600.00 |
| <input type="checkbox"/> Inside Back Cover in Color | \$600.00 |
| <input type="checkbox"/> Back Cover in Color | \$700.00 |
| <input type="checkbox"/> Middle Spread Left Side in Black/White | \$500.00 |
| <input type="checkbox"/> Middle Spread Right Side in Black/White | \$500.00 |
| <input type="checkbox"/> Business Card Ad in Black/White | \$100.00 |

Artwork Specifications:

- High resolution PDF (300 dpi min.)
- Original design files if possible (Illustrator, InDesign, etc...)
- Full page ads are 8.5 x 11, so image size can be 8.5 x 11 max (no bleed).
- Business Cards ads are standard size of 3.5 x 2 inches.
- AD artwork needs to be delivered to PWQA by July 1st.

Payment:

Upon receipt of this advertising form you will be invoiced. At that time payment can be made by check or credit card.

Cancellation Policy: No refunds will be given.

Signature

Date

PWQA 52nd Annual Convention and Trade Show
Attendee Registration Form – September 15 – 17, 2010
Hyatt Regency
17900 Jamboree Road, Irvine, CA 92614
Near the Orange County Airport

Pre-Registration Deadline for members is Friday, August 27, 2010. On August 28th forms will be processed at the non-member / on-site price. Please use one form per attendee. You may include one group payment by making a note on the registration form. Mail or fax registration forms to Pacific Water Quality Association, 360 E. First Street #794, Tustin, CA 92780. Fax: 714-242-7715.

Contact Name: _____

Company: _____

Street Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Email: _____

- Full Convention Package:
Includes the Educational Seminars, Trade Show and ticket to the Banquet Dinner, Awards and Auction
 - \$150.00 Member & Pre-registered by 8/27/10
 - \$200.00 Non-Member or after 8/28/10

- Trade Show & Educational Seminar Package:
Includes Educational Seminars and Trade Show
 - \$25.00 Member & Pre-Registered by 8/27/2010
 - \$50.00 Non-Member or After 8/27/2010

- Social Only or Spouse Package:
Trade Show and a ticket to the Banquet Dinner, Awards and Auction
 - \$125.00 Member & Pre-Registered by 8/27/2010
 - \$175.00 Non-Member or After 8/27/2010

- Golf Tournament: Wednesday, September 15, 2010, 7:30 am Tee Off
Strawberry Farms Golf Club, 11 Strawberry Farms Road, Irvine, CA 92612
 - \$150.00 Member & Pre-Registered by 8/27/2010
 - \$175.00 Non-Member or After 8/27/2010

- Trade Show Pass: To redeem your FREE trade show admission ticket, present your business card at the PWQA registration desk in the foyer of the main ballroom outside the trade show.
 - Show hours are: Thursday, September 16, 2010 - 12:30 pm – 4 pm and reopens for a trade show reception from 6 pm – 7:30 pm.
Friday, September 17, 2010 - 9 am – Noon

Payment Options:

Total Payment Due: _____

Mail Check payable to PWQA at 360 E. First Street #794, Tustin, CA 92780

Visa, Mastercard or American Express # _____ Exp. ___ / ___

Amount Authorized: \$ _____ Signature: _____

Name on credit card: _____