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# Make for the Midwest

By Dave Haataja



WQA Aquatech USA  
2013 promises many  
business opportunities

“**B**usy until the last 10 minutes.” That is the short but revealing summation of WQA Aquatech USA given by one of the exhibitors who took part last year.

If you have not attended the industry’s essential annual gathering lately, now is the time to sign up for WQA Aquatech USA 2013 and find out just how much action and value awaits.

## Opportunities Abound

WQA Aquatech USA 2013 will be held at the Indianapolis Convention Center in Indianapolis April 2 to 5. The exhibition will take place April 3 and 4.

“We had a terrific show that was busy until the last 10 minutes,” said Gary Strunak, Tomlinson Industries, about WQA Aquatech USA 2012. “The two-day [exhibition] format is favorable and more cost-effective for vendors.”

Busy vendors means a hall filled with industry professionals soaking up crucial information and contacts to keep their businesses vibrant. In fact, according to surveys, WQA Aquatech USA earned 90% or higher satisfaction ratings from attendees and exhibitors who have attended one or all of the past three annual events.

That approval might help explain why 2012 attendance was up 26% from the previous year. Industry professionals increasingly see WQA Aquatech USA as vital to their growth.

The tradeshow provides a venue to find the essential people, new ideas

and innovative technologies needed to run a successful business. It is a cost-effective way to develop relationships, learn about new equipment and devices, and pick up business tips to make every dollar count.

From the moment you arrive at the show, you will have a chance to interact with hundreds of industry-leading business service providers, suppliers and manufacturers. There will be dozens of educational sessions on the tradeshow floor. And, not least, you will have networking opportunities with more than 5,000 industry professionals.

As the industry faces critical legislative challenges and changes, I also urge you to participate in the policymaking sessions scheduled throughout the conference. Contributions by every member are what make an association strong. These sessions will provide an opportunity to dialogue with the Water Quality Assn. (WQA) about its strategic planning, which includes a retooled education program, building relationships with legislators, increasing industry awareness, eco-labeling, sustainability, government and regulatory affairs issues, globalization, product certification and more.

## Location, Location, Location

Strunak and others also have pointed out that the location of this year’s tradeshow is ideal.

Indianapolis is in the hard water belt of America, encompassing a large

number of WQA members and prospects. More than a third of WQA members are located within a day’s drive of the city—half of the U.S. population is, too, for that matter.

Indianapolis is easily accessible by car or plane. The newly renovated international airport is only 15 minutes from downtown, and it is served by nine major airlines. Perhaps best of all, airfare is among the lowest in the country, according to the U.S. Department of Transportation.

Once there, you will find a vibrant city awaiting you. The hotels, convention center, restaurants and bars are located within a 2-mile radius. Less time on transportation means more time for business.

More than 4,700 hotel rooms, restaurants and shopping are connected to the convention center by Skywalk Indy, providing plenty of venues for networking and catching up. In a city committed to walkability, there are a multitude of attractions within walking distance. More than 200 restaurants are located within a few blocks of the convention center. The city’s entertainment zones run the gamut from cigar bars to blues clubs to big-ticket shows.

## Improving Our Industry

As I have traveled to local association meetings, I have been amazed at the level of energy and commitment our industry has exhibited. I look forward not only to seeing everyone in Indianapolis, but also to working together as we direct this energy to make the industry stronger than ever.

It is not too early to register and secure your housing. For more information, including key highlights, a schedule of events and a list of exhibitors, visit [www.wqa-aquatech.com](http://www.wqa-aquatech.com). You can also contact WQA at [registrar@wqa.org](mailto:registrar@wqa.org) or 630.505.0160. *wqp*

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