

# WQA 2025 RULES GOVERNING EXHIBITS - April 22-24, 2025 – Long Beach, California

**NOTE:** These rules are subject to the ordinances, rules, and regulations of governmental and facility authorities as they may be invoked from time to time. If for any reason the dates and times listed are required to be altered, WQA Convention & Exposition will take commercially reasonable steps to notify exhibitors of those changes.

All Exhibitors displaying at WQA Convention & Exposition to be held April 22-24, 2025, at the Long Beach Convention & Entertainment Center are required to make application, execute contract for space, and subscribe to the following official Rules Governing Exhibits. The Association reserves the right to change and modify the Rules Governing Exhibits at any time.

## 1. ASSIGNMENT OF SPACE

WQA Convention & Exposition uses a priority system in assigning space. Advanced Rate contracts (contracts submitted and deposit paid on or before May 31, 2024) select space first by our priority system and then select space based on availability. In the event that requested exhibit space is not available, WQA will assign equivalent space to conform as nearly as possible in size and location to that request. WQA reserves the right to assign space as it sees fit.

All new exhibitors applying for space and prior exhibitors with new materials must provide information about products/services to be displayed. As with all exhibitors, new and returning, any funds expended for development or construction of an exhibit booth are done so at the applicant's own risk. Applicants agree that WQA shall not be responsible for any damages, loss, costs, expenses or contractual liability incurred by the applicant in connection with acceptance or denial of exhibit space.

## 2. PAYMENT SCHEDULE

**Deposit:** Due at time Exhibit Space Contract is submitted.

**Final payment:** December 31, 2024.

Failure to pay may result in loss of booth space subject to show management decision. **You must be a manufacturer/supplier member in good standing of WQA to claim the WQA member discount for exhibit space. Annual dues in the current year must be paid in full at the time of the exposition.**

## 3. CANCELLATION OF EXHIBIT SPACE

All booth space cancellation requests must be received in writing by Show Management. If space is reduced, the net reduction of space will be treated as a cancellation of that space. Cancellation requests received prior to December 31, 2024, will be refunded less the nonrefundable deposit of **50% of the total cost of booth space**. For cancellations received after December 31, 2024, exhibitors are liable for **100% of the cost of booth space**.

It is expressly agreed by the exhibitor that in the event of a failure to pay the space rental at the times specified, or failure to comply with any other provisions contained in these rules and regulations concerning use of exhibit space, Show Management shall have the right to reassign the booth location shown on the face of the contract or to take possession of said space and lease same, or any part thereof, to such parties and upon such terms and conditions as it may deem proper.

## 4. HOURS

The WQA Exposition will tentatively run 11:00 a.m. to 5:00 p.m., Wednesday, April 23, and 9:00 a.m. to 2:00 p.m., Thursday, April 24.

**Installation of displays may begin at 2 p.m. on Monday, April 21, 2025. Set up of exhibit space must be completed before leaving the hall on Tuesday, April 22, 2025.** All empty crates/containers must be tagged before departing the hall on Tuesday. All crates/containers will be removed from the show floor on Tuesday evening, regardless of whether it has an empty tag or not, in order to install aisle carpet. Final touch-up of exhibit space will be permitted from 7:30 a.m. until 9 a.m. on Wednesday, April 23. **No booth set up or crate service will be permitted on Wednesday, April 23.** The hall will be cleared at 9 a.m. on Wednesday, so that cleaning of the hall and final preparations can take place prior to the opening of the show.

**Dismantling may commence at the close of the show Thursday, April 24, 2025, but shall not commence prior to the close of the show.** All materials must be completely repacked and removed from the Long Beach Convention & Entertainment Center no later than noon on Friday, April 25, 2025.

## 5. EXHIBIT SPACE

The dimensions and location of each exhibit space are believed to be accurate but are not guaranteed to be exact. In all cases, the width of the space is measured between dividing rails. For specially constructed displays, deduct two inches from width of exhibit space.

WQA Convention & Exposition will furnish uniform exhibit space equipment to each linear and corner exhibit space consisting of draped back 8' high and draped dividing rails 36" high, together with a one-line identification sign 7" x 44" indicating the company name and booth number. Furnishings, carpet, and services can be ordered through the Exhibitor Service Manual at the expense of the exhibitor.

**Carpet or other appropriate flooring material is a mandatory requirement for the exhibit space and is the responsibility of the exhibitor.**

## 6. BOOTH CONSTRUCTION/RULES & REGULATIONS

Standard IAEE Guidelines for Display Rules and Regulations apply to your exhibit. With the exception of island booths, no construction of an exhibit space shall exceed 8' in height. If you have a linear or corner booth, no banners or signage are permitted to be rigged or hung above your exhibit space.

## 7. WATER QUALITY ASSOCIATION LOGO POLICY

Using a WQA logo or certification mark is one of the benefits of WQA's programs and services. Nonmember exhibitors agree that they will not use or display the WQA member logo, and/or Business Excellence logo and will not use the WQA Gold Seal and/or Sustainability certification marks unless the product has been tested and awarded the Gold Seal and/or Sustainability certification and then only in accordance with the Gold Seal and Sustainability license and policies. Member exhibitors, please note the following:

- Follow WQA's Membership Logo and Business Excellence Logo Guidelines for use of those marks. Do not place the WQA Member or Business Excellence logos on a product, on the label of that product, or on point-of-sale packaging of the product.
- The WQA Gold Seal or Sustainability certification marks can only be placed on a product if the product has been tested and awarded the Gold Seal or Sustainability certification mark.
- A WQA member may include, on the product label, the following words in letters no larger than those used for the member's company name: Member, Water Quality Association.

In the event that WQA logo or mark usage guidelines are violated, WQA retains the right to direct the member to cease use of the mark and when necessary, escalate the matter with legal counsel. It is the right of WQA to determine whether these guidelines have been violated or whether a WQA logo has been misused.

## 8. PRODUCT PROMOTION MATERIALS MUST MEET INDUSTRY GUIDELINES

All promotional material of whatever nature utilized by exhibitors at or in connection with the 2025 WQA Convention & Exposition show must meet the WQA Code of Ethics, including its Marketing Guidelines. In addition to the remedies provided in the Code of Ethics and related enforcement procedures, such product promotion material may be submitted to WQA Convention & Exposition's staff Review Committee for its opinion as to the materials' compliance with the WQA Code of Ethics and Marketing Guidelines no later than fifteen (15) days prior to the opening of the Exhibition. Exhibitor agrees that promotional material of any kind whatsoever or display of products determined by WQA Convention & Exposition staff, in its sole and exclusive discretion, to violate paragraphs 5, 6 or 14 or any other provision of these Rules Governing Exhibits, may be removed or ordered removed immediately from the exhibition hall. Show management also reserves the right to remove exhibits, which violate these Rules Governing Exhibits or otherwise are objectionable or unsafe in the opinion of show management.

## 9. PHOTOGRAPHY & EXHIBITOR'S USE OF SPACE

Exhibitors and their agents are prohibited from taking photographs of other companies' products or booth displays without approval. Show Management reserves the right to expel anyone in violation of this policy.

Canvassing or attempts to make sales in the Exhibit Hall by anyone representing or connected with a non-exhibitor is strictly forbidden and any person doing so will be promptly ejected. Exhibitors agree that they will not exhibit or display their equipment and/or products and services in any other location, besides their own space in the Exhibit Hall, during the period of the WQA Convention & Exposition.

In compliance with this contract, the Exhibitor agrees not to assign, sublet, or apportion space, or any part thereof allotted to it without prior written consent of show management.

## 10. PROTECTION OF PROPERTY

Nothing shall be posted, tacked, nailed, screwed, or otherwise attached to or on the walls, floors, or other parts of the building or furniture. Exhibitors violating this regulation are bound at their expense to repair any damage to the property that they may cause. The use of self-adhesive labels, posters, or signs is forbidden except that an exhibitor may use them in their own exhibit space on the exhibitor's own equipment. Should your equipment or display include the use of any liquids or fluids that could leak or cause damage, extra precaution should be taken for necessary protection, as exhibitors will be held liable for damage resulting from any such cause.

## 11. FIRE PROTECTION

All materials used in the exhibition hall must be flame proofed and are subject to inspection by the city fire department and the state fire marshal. Crepe paper, corrugated paper, flame proofed or otherwise, plus inflammable fluids or substances are not permitted.

## 12. LIMITATION OF LIABILITY

WQA Convention & Exposition, the Long Beach Convention & Entertainment Center, its parent, subsidiaries, and affiliates, and all directors, members, officers, agents, employees, affiliates and subsidiaries of each of the foregoing will not be responsible for any loss, injury, or damage, including that by fire or theft, which may occur to an exhibitor, its agents, or employees, or to its or their property or wares or to the property of others arising from any cause whatsoever prior to, during, or subsequent to the period of the exhibition. It is recommended that exhibitors cover their property with suitable insurance. The exhibitor agrees to indemnify and hold harmless WQA Convention & Exposition, its affiliates, officers, directors, agents, and employees against any and all liability damage, expense, loss, or claim whatsoever arising from any or all damage to property or personal injury, or loss caused by exhibitor or his agents, representatives, employees, or any other person.

## 13. CANCELLATION OF SHOW

In the event of cancellation of the show due to fire, strike, governmental regulation, acts of terror or war, or any other cause beyond WQA Convention & Exposition's reasonable control, WQA Convention & Exposition shall not be liable to exhibitors or others for failure to hold the convention as scheduled. In the event of cancellation of the show for any cause within WQA Convention & Exposition's reasonable control, WQA Convention & Exposition's liability is strictly limited to the amount paid, if any, to WQA Convention & Exposition by the exhibitor or claimant for show participation. In no event shall WQA Convention & Exposition be liable to any exhibitor or anyone else for consequential or incidental losses or damages by reason of WQA Convention & Exposition's failure to hold the convention as scheduled. WQA Convention & Exposition, at its sole discretion, shall determine in the circumstances whether and if so, in what amounts, payments already made by exhibitors or others will be returned or refunded.

## 14. SPECIAL RESTRICTIONS

(A) Exhibitors are prohibited from using amplifying equipment of any nature without permission from WQA Convention & Exposition, and if permission is granted, the use of such equipment must not interfere with adjacent exhibits; (B) Exhibitors must confine their activities to the space for which they have contracted and are not permitted into other exhibit space areas without the approval of the other exhibiting company; (C) Exhibitors will not be permitted to use strolling entertainment or to distribute samples, or souvenirs, except from their own exhibit space; (D) Exhibitors who use costumed persons or mannequins should be sure that their manner of appearance and dress is such as not to offend even the most sensitive or critical; (E) In addition to all other rules governing exhibits, neither exhibitor or any person representing Exhibitor shall distribute or cause to be distributed at the exhibition any materials which could offend the sensibilities of persons visiting the exhibition; and (F) Exhibitor or persons for whom exhibitor is responsible shall conduct themselves at all times in the exhibition hall in a professional manner and one in which is not offensive to others visiting or working in the hall. Exhibitor must immediately comply with the judgment of WQA Convention & Exposition staff regarding these matters and any remedial action ordered by WQA Convention & Exposition staff because of them is final.

## 15. RELATED EVENTS

In order to avoid conflicting events and to maximize the benefits of the exhibition to all, any exhibitor wishing to hold a non-association seminar, exhibition, conference or other similar function in proximity to and concurrently with the exhibition must obtain prior written approval from WQA Convention & Exposition no later than thirty (30) days before the first day of the exhibition.

## 16. CODE OF CONDUCT

As an association, WQA strongly values a fundamental respect for the rights, dignity and respect of all persons and is committed to providing environments free of physical and verbal harassment or bullying.

By participating in the WQA Convention & Exposition and attending any related event or program, you agree to abide by the WQA Code of Conduct.

The WQA Code of Conduct document can be viewed at <https://wqa.org/about-wqa/governance/anti-trust-code-of-ethics-code-of-conduct-whistleblower-policy/>.