



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

PAYMENT & CANCELLATION POLICY & THE RULES GOVERNING EXHIBITS

All Exhibitors displaying at the WQA Convention & Expo to be held April 28-30, 2027, at the Phoenix Convention Center are required to submit application, execute contract for space, & subscribe to the following official Rules Governing Exhibits. The Association reserves the right to change & modify the Rules Governing Exhibits at any time.

1. ASSIGNMENT OF SPACE

WQA Convention & Expo uses a priority system in assigning space. Advanced Rate contracts (those submitted & deposit paid on or before July 17, 2026) select space first by our priority system & then select space based on availability. If requested exhibit space is not available, WQA will assign equivalent space to conform as close as possible in size & location to that request. WQA reserves the right to assign space as it sees fit.

All new exhibitors applying for space & prior exhibitors with new materials must provide information about products or services to be displayed. As with all exhibitors, new or returning, 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 WQA Contract is submitted.
- **Final payment:** December 31, 2026.

Failure to pay may result in loss of booth space subject to show management decision. **Failure to pay by due dates may result in a 3% late fee.** You must be a manufacturer/ supplier/retail, dealer member, or IPP participant in good standing of WQA to claim the WQA member discount rate for exhibit space. 2026 Annual dues must be paid in full at the time of application & 2027 Annual dues must be paid in full prior to 01/31/2027. Failure to pay Annual dues by these times will result in being charged the non-member rate.

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, 2026, will be refunded less the nonrefundable deposit of 50% of the total cost of booth space. For cancellations received after December 31, 2026, 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 & 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 & upon such terms & conditions as it may deem proper.

4. HOURS

The WQA Expo will tentatively run Thursday, April 29 from 11:00am - 5:00pm, & Friday, April 30 from 10:00am - 2:00pm.

Installation of displays may begin at 8am on Tuesday, April 27, 2027, for island booths only (i.e. 400 square feet or larger). All other companies may begin installation on Wednesday, April 28, 2027, at 8am. Set up of exhibit space must be completed before leaving the hall Wednesday, April 28. All empty crates/containers must be tagged before departing the hall on Wednesday. All crates/containers will be removed from the show floor on Wednesday evening regardless of whether it has an empty

tag or not, to install aisle carpet. Final touch-up of exhibit space is permitted from 7:00 - 11:00am Thursday, April 29. No booth set up or crate service will be permitted on Thursday, April 29, 2027. The hall will be cleared at 9am on Thursday so that cleaning of the hall & final preparations can take place prior to the opening of the show.

Dismantling may commence at the close of the show Friday, April 30, 2027, but shall not commence prior to the close of the show. All materials must be completely repacked and removed from the Phoenix Convention Center no later than 12pm, Saturday, May 1, 2027.

5. EXHIBIT SPACE

The dimensions & 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 displays specially constructed, deduct two inches from width of exhibit space.

WQA Convention & Expo will furnish uniform exhibit space equipment to each linear & corner exhibit space consisting of draped back 8' high & 3' high dividing rails, together with a one-line 7" x 44" ID sign indicating the company name & booth number. Furnishings, carpet, & services can be ordered via the Exhibitor Service Manual at the expense of the exhibitor. **Carpet/other appropriate flooring material is a mandatory requirement for exhibit space & is the responsibility of the exhibitor.**

6. BOOTH CONSTRUCTION RULES & GUIDELINES

Standard IAEE Guidelines for Display Rules & Regulations apply to your exhibit. With 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 & services. Non-member exhibitors agree that they will not use or display the WQA member logo, and/or Business Excellence logo & will not use the WQA Gold Seal and/or Sustainability certification marks unless the product has been tested & awarded the Gold Seal and/or Sustainability certification & then only in accordance with the Gold Seal & Sustainability license and policies. Member exhibitors, please note the following:

- Follow WQA's Membership Logo & 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 & 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. INDUSTRY GUIDELINES FOR PROMOTIONAL MATERIALS

All promotional material of whatever nature utilized by exhibitors at or in connection with the 2027 WQA Convention & Expo show must meet the WQA Code of Ethics, including its Marketing Guidelines. In addition to the remedies provided in the Code of Ethics & related enforcement procedures, such product promotion material may be submitted to



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WQA Convention & Expo's staff Review Committee for its opinion as to the materials' compliance with the WQA Code of Ethics & Marketing Guidelines no later than fifteen (15) days prior to the opening of the Exhibition. Exhibitor agrees promotional material of any kind whatsoever or display of products determined by WQA Convention & Expo staff, in its sole & 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 exhibit hall. Show management also reserves the right to remove exhibits which violate Rules Governing Exhibits or otherwise are objectionable or unsafe in the opinion of show management.

9. FOOD AND BEVERAGE

Service of food and beverages is permitted in your booth when ordered through the Phoenix Convention Center's (PCC) exclusive food & beverage provider and with the prior express written consent of WQA. Exhibitors are not permitted to bring outside food or beverage products into the PCC without the prior express written consent of the PCC's exclusive caterer. Drinking water samples & dispensed water from exhibited machines & drinking water delivery products may be offered for the sole purpose of demonstrations within the confines of an exhibitor's booth with the prior express written consent of both WQA and the PCC's exclusive caterer.

10. PHOTOGRAPHY & USE OF EXHIBIT SPACE

Exhibitors & 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 policy.

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

11. 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 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.

12. FIRE PROTECTION

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

13. LIMITATION OF LIABILITY

WQA Convention & Expo, the Phoenix Convention Center, its parent, subsidiaries, & affiliates, & all directors, members, officers, agents, employees, affiliates, & subsidiaries of each of the forgoing 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 & hold harmless WQA Convention & Expo, its affiliates, officers, directors, agents, & employees against any & 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.

14. 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 & Expo's reasonable control, WQA Convention & Expo 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 & Expo's reasonable control, WQA Convention & Expo's liability is strictly limited to the amount paid, if any, to WQA Convention & Expo by the exhibitor or claimant for show participation. In no event shall WQA Convention & Expo be liable to any exhibitor or anyone else for consequential or incidental losses or damages by reason of WQA Convention & Expo's failure to hold the convention as scheduled. WQA Convention & Expo, 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.

15. SPECIAL RESTRICTIONS

(A) Exhibitors are prohibited from using amplifying equipment of any nature without permission from WQA Convention & Expo, & 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 & 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 & 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 exhibit hall in a professional manner & one in which is not offensive to others visiting or working in the hall. Exhibitor must immediately comply with the judgment of WQA Convention & Expo staff regarding these matters & any remedial action ordered by WQA Convention & Expo staff is final.

16. RELATED EVENTS

In order to avoid conflicting events & 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 & concurrently with the exhibition must obtain prior written approval from WQA Convention & Expo no later than thirty (30) days before the first day of the exhibition.

17. CODE OF CONDUCT

As an association, WQA strongly values a fundamental respect for the rights, dignity, & respect of all persons and is committed to providing environments free of physical & verbal harassment or bullying. By participating in the WQA Convention & Expo and attending any related event or program, you agree to abide by the [WQA Code of Conduct](#).