

# 2025 WINTER EXPO



## WELCOME

The Midwest Water Analysts Association is an informal group of laboratory and other professionals in the water, wastewater, health, private industry, and regulatory agencies. The purpose of the group is to disseminate information on analytical protocols, safety, operations, health, and environmental water quality issues to the membership. We started in 1965 under the name Lake Michigan Water Analysts.

## VENDOR REGISTRATION INFORMATION

Please complete and submit form along with payment as soon as possible.

DETAILS ON PG. 5



## 2025 WINTER EXPO INFORMATION

Everything you need to know regarding event dates, costs, submission deadlines, and contact information.

DETAILS ON PG. 3



## VENDOR INFORMATION SESSIONS

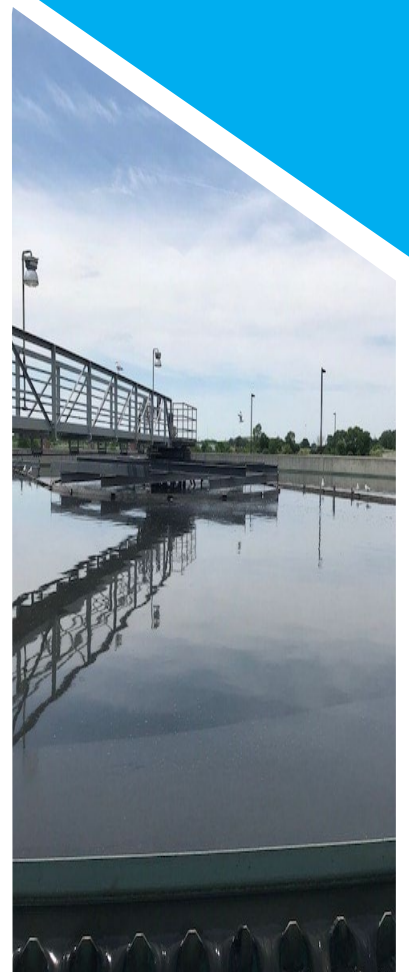
If interested, please request an infomercial abstract form.

DETAILS ON PG. 2

## JANUARY 31, 2025 PARKWAY CHATEAU

12304 75th Street, Kenosha, WI 53142

Phone: 262-857-9006 Ext 14





# VENDOR

# INFORMATION SESSIONS

Vendor Information Sessions at which the representatives can talk about their specific products may be on the agenda again this year. However, it will be dependent upon the number of talks submitted, the availability of workshops, and the overall program.

A time limit of approximately 10-15 minutes per presentation will be allowed. We ask that you complete the MWAA Infomercial Abstract Form and email it to [mwaavendors@gmail.com](mailto:mwaavendors@gmail.com), of what you intend to talk about. You will be notified that your infomercial is accepted at least a month before the Expo.

Infomercial requests will be accepted on a “first submitted, first accepted” basis depending upon available time. If you are interested, please submit the proper form at [mwaavendors@gmail.com](mailto:mwaavendors@gmail.com).

## PRESENTATION REQUESTS

If your company is interested in giving a presentation, we would be interested in hearing about it. Request a “Call for Abstracts” form from [mwaavendors@gmail.com](mailto:mwaavendors@gmail.com) and it will be emailed to you. Presentations from vendors are to be topics from our categories list only and not infomercials. Please follow the submittal form instructions. Presentation abstracts are **NOT** to be sent to the [mwaavendors](mailto:mwaavendors@gmail.com) email.



# 2025 WINTER EXPO

## EXPO INFORMATION

1. Times for vendor presence are from 9:00 AM to 3:00 PM or later, at the discretion of the vendor.
2. Casual dress is permissible instead of formal business attire.
3. The display tables are approximately 3' by 8' and are skirted and covered. If you have free standing display, you can use that instead of the table
4. If **electrical outlets** will be needed please mark the box on the **VENDOR REGISTRATION** form.
5. Cost of the EXPO Display Space (Equivalent to the size of one 3' by 8' table) will be as follows, no exceptions:  
[\(Please see note at bottom of last page\)](#)
  - \$275.00.....if registered & paid **by December 30.**
  - \$325.00.....if registered & paid **by January 10.**
  - \$425.00.....if registered & paid **after January 10.**All Display Registrations include a luncheon buffet for two representatives. Additional lunches are \$30 each.
6. PayPal is the preferred method of payment (on the website) at [www.midwestwateranalysts.org](http://www.midwestwateranalysts.org). If doing so, be sure to reference your first and last name, and company prior to sending.
7. Company check, personal check, and cash will also be accepted, but is not preferred. Checks can be sent to the MWAA mailing address. See #13.
8. Late payments (of up to one week prior to the conference date) will incur an additional late fee and will only be accepted by PayPal or check.
9. Following the EXPO, you are invited to the meet and greet to participate in an opportunity to network, enjoy appetizers, and more, at no additional cost.
10. We are again offering a link on our website (or a space to put information about your company) to yours. There will be no additional cost for the link this year if you are paying for a table registration. Please complete the **VENDOR INFORMATION WEBSITE LINK REQUEST** form if you want to add the link. If you want a web link without table registration, the cost will be \$35.00; payment accepted via mail only.
11. Display Goods can be shipped to the Parkway Chateau Banquet Facility ahead of time. Please use the address listed on page 1 and send it to the attention of Nicole or Tamika for the MWAA EXPO on **JANUARY 31, 2025**. After-EXPO pickups can also be arranged if the items have prepaid shipping labels.
12. Vendors can start setting up as early as 6:45am on event day. The event starts at 8:00am.
13. Registration can be mailed or emailed to:  
**Midwest Water Analysts Association**  
Attention: Donna Coolidge  
747 E. Boughton Rd., #171  
Bolingbrook, IL 60440  
[mwaavendors@gmail.com](mailto:mwaavendors@gmail.com)
14. Please make all checks payable to MWAA.
15. **PLEASE REGISTER EARLY TO ENSURE YOUR COMPANY IS REPRESENTED AT THE EXPO.**





# EXTRA

# SPECIAL REQUEST

Those of you, who have attended our shows over the past years, know that we have held prize drawings as a means of encouraging the attending membership to visit the vendor booths and stay at the EXPO longer. We appreciate any and all donations you may wish to make for these drawings and we ask that you do not have drawings at your table. We have had instances where the drawing winner has left before the table drawings were conducted and were not present to claim their prize. *We appreciate any donations you care to make for our raffles.*

As a reminder, you can check our website ( [www.midwestwateranalysts.org](http://www.midwestwateranalysts.org) ) for additional information on the group, our activities, and links to other related sites.

## **PLEASE NOTE BEFORE COMPLETING REGISTRATION:**

PayPal payment for registration is separate from payment for additional representative lunches. All table registration fees must be received no later than JANUARY 10 or an additional \$50 late fee will apply. The late fee may be waived by MWAA if an official e-mail or phone call is received from the company indication the check is in process and will be sent as soon as it is cut.

**THERE WILL BE NO REFUNDS ISSUED FOR ANY REASON OTHER THAN AN EVENT CANCELLATION.**

2025  
WINTER  
EXPO

VENDOR REGISTRATION

COMPANY NAME

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ADDRESS

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Name(s), Phone Number(s), and E-Mail Address(s) of **All** Representative(s) attending the EXPO:

	FIRST NAME	LAST NAME	WORK #	CELL #	EMAIL
1.					
2.					
3.					
4.					
5.					
6.					

Our company requests electrical power at our table.	Yes	No
Standard Table Registration and payment by January 1		\$275.00
Registration and payment after January 1 and before January 10		\$325.00
Registration and payment after January 10		\$425.00
Additional Lunches - \$20 each (All Table registrations include 2 lunches)	\$	
Website Link only - \$35; payment vial mail only (No Table registration)	\$	
<b>TOTAL</b>	\$	

2025

WINTER  
EXPO

## VENDOR REGISTRATION

PLEASE COMPLETE THIS FORM IF YOU WOULD LIKE US TO FEATURE A LINK TO YOUR WEBSITE!

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COMPANY NAME

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COMPANY ADDRESS

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HEADQUARTERS PHONE NUMBER

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WEBSITE ADDRESS

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- IF THE INFORMATION ON OUR WEBSITE IS ACCURATE, THEN INDICATE TO USE CURRENT INFORMATION.

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Northern Illinois Sales Representative:

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NAME

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OFFICE NUMBER

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CELL PHONE NUMBER

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EMAIL ADDRESS

---

FAX NUMBER

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Wisconsin Sales Representative (if different):

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NAME

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OFFICE PHONE NUMBER

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CELL PHONE NUMBER

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EMAIL ADDRESS

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FAX NUMBER

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