

# *14<sup>th</sup> Annual Midwest Water & Wastewater Operator Expo*

**Kalahari Resort & Convention Center  
Wisconsin Dells, WI  
February 5 & 6, 2019**

Hello Vendors:

If you have exhibited in the past – thank you. If you have not – please consider joining us when the Wisconsin Section of AWWA (WIAWWA) and the Wisconsin Wastewater Operators Association (WVOA) hosts the 14<sup>th</sup> Annual **Midwest Water & Wastewater Operator EXPO (MWOE)** in Wisconsin Dells on February 5 & 6, 2019. Visit [www.wiawwa.org](http://www.wiawwa.org) for more information.

Originally slated to be a ‘big equipment’ expo when we started this in 2005; the weather in February spoke to us otherwise over the years as hauling big equipment through the snow was problematic. Since then, the MWOE Committee has morphed the ‘big equipment’ expo into a Water & Wastewater Operator-focused event where an operator can break away for just a day, pick up some DNR credits with our educational sessions, watch a good competition or two LIVE and participate in some industry networking time by walking the exhibits, lunch and breaks. OR – take in a longer educational event in one of the seminars offered alongside the EXPO.

Today MWOE hosts over 90 exhibitors, 4 operator competitions, dozens of technical breakout sessions in both 10 minute and 30 minute formats and each organization holds a seminar in conjunction with the MWOE drawing a new crowd each day totaling over 400 unique attendees in all; but they are not all there both days.

Let me explain:

Today, MWOE is designed as essentially two, one-day shows back to back. This was requested years ago by a Utility Manager who wanted to be able to split their staff over the two days.

- Both days have the exhibitor EXPO – that’s YOU. We limit the number of booths as we feel the hall layout ‘welcomes’ interaction, moving around, etc.
- Both days have (12) 10 minute in booth vendor talks as well as (34) 30 minute technical breakouts in a class room setting. Exhibitors wishing to speak must first purchase a booth.
- Both days have two operator competitions (albeit different competitions on each day)
- Both days have a seminar happening along with MWOE itself. These seminars attract anywhere from 40 to 100+ attendees depending on the topic.
- Both days have a full lunch that is often complimented on by the attendees.
- Both days have a prize drawing at the end of the day (2:30) and the attendees must be present to win!
- Both days have new people there! MOST of our attendees are one-day visitors; meaning that on day two – you are getting 60-80% turnover in the attendees.
  - Again, utilities often split their staffs and send us different operators each day.

Why am I sharing all of this? If you register for a booth – we need you there BOTH DAYS – all the way until we close at 3:00pm. As the exhibitors serving on the MWOE Committee, we get it – everyone likes to shut down their booth a little early the second day of a show. We simply want you to understand that in the case of MWOE – Both days are essentially ‘day one.’

We look forward to seeing you this February!