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**IBWA Annual Business Conference and Trade Show**

**October 24-27, 2022 ⧫ Palmer House Hilton, Chicago, IL**

**EXHIBITOR PROSPECTUS**

The IBWA Annual Business Conference and Trade Show is the only national bottled water-centric event held in the United States. **Bottled water is the No. 1 packaged beverage (by volume) in the United States for the sixth consecutive year**. America’s favorite packaged drink – bottled water – made history in 2021 by becoming the largest beverage category ever (by volume), new data from the Beverage Marketing Corporation (BMC) shows. Bottled water’s total volume in 2021, 15.7 billion gallons, surpassed carbonated soft drinks’ all-time peak of 15.3 billion gallons, which was reached in 2004.

With sales on the increase again, attendance at the IBWA conference will provide the networking and educational opportunities you need to leverage and ensure a return-on-investment for you and your company. This in person event also enables you to update your knowledge on the latest industry issues such as emerging contaminants, regulations, and being prepared for U.S. Food and Drug Administration (FDA) inspections.

**PLAN TO ATTEND – WE ARE BACK IN PERSON!**

**The IBWA Registration Fee Includes Access To:**

* 15+ Education Sessions offering 16.75 continuing education credits (CEUs)
* 22+ Exhibitors at the Trade Show on Tuesday, October 25
* IBWA General Session with Annual Business Meeting, Awards Ceremony, and Keynote Presentation
* IBWA Board of Directors and Committee Meetings
* Drinking Water Research Foundation (DWRF) Casino Night Fundraiser
* IBWA Welcome Reception
* CPO Exam
* Complimentary badge to PACK EXPO International Trade Show

**For Conference and Trade Show Information**: Contact Michele Campbell, Director of Conferences, Programs, and Office Administration at 703-647-4606 or via email [conventioninfo@bottledwater.org](mailto:conventioninfo@bottledwater.org).

**For Membership Information**: Contact Cheryl Bass, Director of Member Services at 703-647-4615 or via email [cbass@bottledwater.org](mailto:cbass@bottledwater.org).

**TRADE SHOW INFORMATION**

**IBWA Show Hours – Tuesday, October 25**

7:15 am – 5:15 pm Conference Registration

12:30 pm – 4:00 pm Trade Show and Luncheon (Exhibitor lunch at 12:00 pm)

Exhibitor Move-In: Tuesday, October 25 - 8:00 am to 12:00 pm

Exhibitor Move-out: Tuesday, October 25 - 4:00 pm to 6:00 pm

**IBWA Exhibits -** IBWA exhibit space is available to companies who provide products and services to the bottled water industry. The exhibit fee includes:

* 3.5 hours of exhibit time with no competing conference events
* One complimentary badge for booth personnel; $595 for each additional badge
* Listing in the 2022 Conference and Trade Show Program Guide (company description and sales contact)
* Tabletop Exhibit Space: Carpeted 10 ft. wide x 8 ft. deep with (1) skirted table measuring 8 ft. x 30 inches; (1) chair and a wastebasket
  + $1900 IBWA Member
  + $2400 Non-member

**Deadlines/Booth Assignments:**

* + **Wednesday, September 7** – **Last date to submit application for inclusion in first round of the lottery** drawing for booth assignments.
  + **Monday, September 12** – **Booth selection will begin via a lottery** with IBWA members who have submitted completed Exhibitor Applications and provided full payment (2022 membership dues also need to have been paid in full). Five to eight companies will be notified each day and given 24 hours to respond with a selection. The floor plan will be updated and then sent to the next group of exhibitors. Non-members will be notified shortly thereafter.
  + **Friday, September 23 –** Last date to cancel your exhibit booth. Cancellations must be received in writing and are subject to a $50.00 administrative fee. After that date, no refunds will be issued. Substitutions for exhibit staff can be made, but they must be in writing.
  + **Friday, September 23** – Last date to make corrections to listings for IBWA Onsite Program Guide**.**

**Badges:** Each exhibiting company will receive 1 complimentary full conference badge for booth staff. Each additional full conference/exhibitor badge is $595. A registration form is attached that can be completed for badges. Badges cannot be swapped between employees or given to customers. Violations will result in confiscation.

**Booth Space:** Carpeted 10 ft. wide x 8 ft. deep with (1) skirted table measuring 8 ft. x 30 inches; (1) chair and a wastebasket.

**Display Rules:** Materials must be displayed within the 10 x 8 foot space that is provided. Table and/or floor pop-ups and displays can be used. If the draped table is not required, you will be able to move it to the center aisle and it will be picked up for removal prior to the show.

**Staffing:** Each display must be staffed during open exhibit hours.

**Exhibit Kit:** Exhibit kits will be sent by IBWA. It will include information about shipping; audio-visual equipment rental; electric, and Internet. The ballroom the exhibits are in is carpeted so there is no expense to exhibitors for carpeting.

**Exhibitor List:**A description of the company and the products and services it provides will be listed on the IBWA conference web site and in the Onsite Program Guide that each registrant will pick up at the registration desk. It will also list the sales contact information the company provides.

**Attendee List:** After the conference the exhibitors will be provided with a list of attendees who authorized distribution of their email contact information.

**Sample List of Product Categories**

Audits  
Blow Molding Custom  
Bottle Washers  
Bottled Water Accessories  
Bottles – Biodegradable

Bottles – Inspection

Bottles – Plastic  
Bottles – Preforms  
Bottling Equipment

Buying Cooperative

Capping Equipment  
Caps/Closures  
Cases/Crates/Corrugated Boxes  
Certification  
Cleaners – Coolers

Coffee Service - Office/Related

Supplies and Equipment  
Conveyor Equipment

Coolers - Bottled Water  
Coolers - Point-of-Use Type  
Coolers - Replacement Parts/Repairs

Cups/Dispensers  
Filling Equipment  
Filtration Equipment and Supplies  
Handles

Labels  
Laboratory Supplies and Services  
Leak Detection Equipment

Ozonation Equipment

Packaging Services and Equipment

Pallets - Plastic

POU Technology  
Pumps  
Quality Assurance Specialists  
Racks

Racks – Display

Racks – Transportation

Recycling – Resins

Regulatory Assistance  
Reverse Osmosis

Robotic Applications  
Sanitation Products/Equipment  
Stackers  
Testing  
Trucking Division

Ultraviolet Equipment

Water Analysis

Water Purification Equipment

Water Testing Equipment

Water Treatment Equipment/Products

**HOTEL INFORMATION**

The Palmer House Hilton will serve as the headquarters location for all meetings and events related to the 2022 IBWA Annual Business Conference and Trade Show.

Location: Palmer House Hilton, 17 E. Monroe Street, Chicago, IL 60603

Arrival Policy: Check in: 3:00 pm, Check out: 11:00 am

Health and Fitness: Facilities include an indoor pool and a fitness center

Parking: Valet is $75/day; Self-parking is $52 max/day (with in/out privileges)

**Hotel Room Rate:** $287 for single or double + 17.4% tax ($336.94 total per night)

* The reservation cut-off date is Friday, September 23, 2022. Rooms will most likely not be available after this date.
* Available rooms at the group rate are limited, and may sell out prior to the cut-off date, so make your reservations today!
* Prior to the September 23rd date, if you make reservations and then decide not to use them, please release them immediately to make them available for other attendees.
* After the September 23rd deadline your first night deposit will be retained by the hotel if you need to cancel your reservation. Prior to cancelling, please contact Michele Campbell at IBWA (703-647-4606 or [mcampbell@bottledwater.org](mailto:mcampbell@bottledwater.org)). Late conference registrants may be on a waiting list for a room so a substitution could facilitate the return of your deposit.
* The room block and rates are intended for conference registrants only. Registration lists and hotel reservation lists will be monitored carefully. Individuals who have made hotel reservations, but are not registered, will be notified and given a grace period to register. After that they risk having their hotel reservation moved to the public rates or having the reservation cancelled.

**Two** **Ways to Make Hotel Reservations:**

* Online by pasting this address into your web browser: <http://bit.ly/Hotel2022IBWA>
* Call Expovision, the housing reservation service that is managing the room block. They can be reached at 866-523-0877, Monday to Friday, 9:00 am – 5:00 pm EST. Identify yourself as an attendee of the IBWA Conference.
* **Do not** make reservations directly with the Palmer House Hilton.

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| **Thank you** **for booking your reservation within the IBWA group room block** as it enables the Association to receive the benefit of complimentary meeting space and helps prevent IBWA from being assessed penalties for not meeting our contracted room block guarantee. IBWA doesn’t get credit for rooms booked through corporate programs or rooms booked with loyalty points. |

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| **BE AWARE** that outside companies, not affiliated with IBWA, may call or email you with a discounted room rate, or say they are calling on our behalf. **THIS IS A SCAM.** Please be aware that you will most likely be required to pay for your room in advance and the reservation may, or may not, be legitimately made with the Hilton. Some of these companies are just gathering credit card information. Rooms booked with outside companies are not considered part of the IBWA block and therefore do not contribute to the contract minimums we are required to meet. Use only the web link and reservation number provided in this letter. |

**TRAVEL INFORMATION**

**AIR TRAVEL/GROUND TRANSPORTATION:** Depending on time of day the travel time from Chicago O’Hara International Airport (ORD) to the hotel is about 30-40 minutes (18-25 miles), from Midway Airport (MDW) it is 20-30 minutes (12 miles). FlyChicago.com provides information on a variety of transportation options between the airports and downtown Chicago.

**WEATHER:** Temperatures in late October in Chicago are quite pleasant with an average high of 56 degrees Fahrenheit and a low of 44. Average rainfall for October is 3 inches so you may want to pack an umbrella – just in case.

**ATTIRE:** Be comfortable in business casual attire, and good walking shoes. Temperatures may at times be cool in public areas of the hotel and in the meeting rooms. We suggest you bring a sweater, jacket, or wrap as a “just in case” for the times you find yourself in those locations.

**SPECIAL EVENTS**

**IBWA Welcome Reception** (Included in registration fee; Guest of Attendee Ticket $40 each)

**Monday, October 24 5:30 pm – 7:00 pm**

Join your industry colleagues at this welcome reception to reunite in person after a 2-year hiatus due to Covid. Time to celebrate and kick off the week at this relaxing event that will allow attendees to network with peers, catch up with old friends, and enjoy an evening of hors d’oeuvres and an open bar.

**IBWA Trade Show and Lunch**

**Tuesday, October 25 12:30 pm – 4:00 pm**

Do you have questions for a current vendor? Have you been searching for that one offering that will take your company to the next level? The IBWA Trade Show offers attendees the opportunity to be introduced to the latest and greatest products and services offered by vendors who know the bottled water industry. With time dedicated solely to conversation, decision making, and networking, it’s no wonder this event has established itself as one of the most popular and well-attended conference events.

**Drinking Water Research Foundation (DWRF) Casino Night Fundraiser**

**Tuesday, October 25 7:00 pm – 9:30 pm**(Ticketed Event - $175)

The Drinking Water Research Foundation Board of Trustees is pleased to announce that this year’s DWRF fundraiser will be held at the historic Palmer House Hilton, which opened November 8, 1873, making it the nation’s longest continually operating hotel. The Palmer House was the city's first hotel with elevators, and the first hotel with electric light bulbs and telephones in the guest rooms. Clear your calendars for **Tuesday, October 25, 2022,** for a lively casino night in this historic hotel. We’ll have a buffet dinner, drink ticket, and a variety of casino tables. This is a chance to practice your gaming table skills and take the opportunity to learn a thing or two about playing the tables. Not one for the casino tables? Use the evening to socialize and enjoy the company of other conference attendees. Tickets are $175 per person ($80 tax-deductible) and will have a limited availability on-site.

**IBWA General Session, Annual Business Meeting, Awards Ceremony, Keynote and Continental Breakfast**

**Wednesday, October 26 8:00 am – 10:30 am** (1.5 CEUs) 

The “President’s Report”, delivered by **Joe Doss, IBWA President and** **CEO** will highlight the year’s achievements, the present state of the Association, and what’s in store for the future.

Members will also vote on the slate of nominees for IBWA’s board of directors, and **IBWA Chairman CR Hall, Hall’s Culligan Water** will discuss what he has learned during his tenure.

IBWA presents another memorable moment at the General Session with the “Passing of the Gavel” ceremony, which honors the leadership, time, and commitment of 2022 Chairman CR Hall, and formally introduces the incoming **2023 Chairman Henry R. Hidell, III, Hidell International,** to the IBWA membership.

IBWA will hold our Awards Ceremony to celebrate the commitment of individuals and companies to the bottled water industry. Plan to join us as we pause to recognize the contributions and achievements of bottled water professionals.

**Keynote Presentation -** **The Proactive Growth Formula: How to Create Predictable Revenue Growth in Any Economy**

Presenter: Alex Goldfayn, CEO, The Revenue Growth Consultancy

Join  Wall Street Journal bestselling author and revenue growth consultant Alex Goldfayn for this memorable and powerful keynote speech on how to actively — and very quickly — take control of your sales growth. The key is to take fast, simple, proactive actions that are proven to predictably grow revenue. Alex will review how to quickly plan these actions, implement them, and track them. Whether it’s your salespeople, route drivers,  or executives, Alex will demonstrate high-impact, immediately applicable techniques that his clients use to bring on new customers and add additional products like coffee and cups to existing customers. Alex’s clients proactively add 15 to 30% new sales annually, and in this speech, Alex will share how you can too. Every…single…year.

**PACK EXPO INTERNATIONAL**

A screenshot of a video game

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IBWA is holding our conference in conjunction with PACK EXPO International which enables IBWA registrants to receive a complimentary badge for attendance at PACK EXPO International just by indicating this preference on your IBWA registration form.

With **packaging and processing solutions for every industry,** educational sessions and networking opportunities, **PACK EXPO International is the most comprehensive event in 2022**. Come to the show to see the world’s largest showcase (2,000+ exhibitors) of technology, including many product launches, for more than 40 vertical industry sectors, experience the wonder and collaborate with experts (40,000+ attendees).

[McCormick Place](https://www.google.com/maps/place/McCormick+Place+-+North+Building/@41.8512289,-87.617034,15z/data=!4m5!3m4!1s0x0:0xde54f80e4327f5e2!8m2!3d41.8512289!4d-87.617034) (shuttles to/from hotels will be provided)  
2301 S. King Drive, Chicago, Illinois 60616  
Exhibits hours: October 23-25: 9:00 am – 5:00 pm

October 26: 9:00 am – 3:00 pm

**IBWA SCHEDULE-AT-A-GLANCE**

(Current as of 10-11-22. Updates will occur and be posted at www.bottledwater.org/convention)

**Coding:**

* **IBWA Education Sessions (blue ink)**
* IBWA membership required for attendance at meetings with an asterisk \*
* 16.75 CEUs are being offered for IBWA CPO attendees (8.5 Technical CEUs and 8.25 Business CEUs)

**Monday, October 24**

10:00 am – 5:30 pm IBWA Registration

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11:00 am – 12:00 pm IBWA Education Committee Meeting\*

1:00 pm – 2:00 pm Cybersecurity: How to Protect Your Business and Customers (1 Business CEU)

1:00 pm – 2:00 pm IBWA Environmental Sustainability Committee Meeting\*

2:15 pm – 3:15 pm Reaching Sustainability Goals Through Collaborative Treasure Hunts (1 Technical CEU)

2:15 pm – 3:15 pm Building a Purpose Driven Culture in Route Operations (1 Business CEU)

2:15 pm – 3:15 pm IBWA Supplier and Convention Committee Meeting\*

3:30 pm – 4:30 pm Making the IBWA Audit Program Work For You (1 Technical CEU)

3:30 pm – 4:30 pm Charting Water Source Resiliency in a Changing Climate (1 Technical CEU)

3:30 pm – 4:30 pm IBWA Government Relations Committee\*

4:45 pm – 5:30 pm Key Issues Roundtable: “What Keeps You Up at Night?” (.75 Business CEUs)

5:30 pm – 7:00 pm IBWA Welcome Reception

**Tuesday, October 25**

7:15 am – 5:15 pm IBWA Registration

7:30 am – 9:00 am Continental Breakfast

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7:00 am – 9:00 am IBWA Executive Committee Meeting and Breakfast (closed)

8:45 am – 9:45 am Charting a Course for Future Workforce Decisions (1 Business CEU)

8:45 am – 9:45 am The Latest Developments in Water Filtration: A Part of High-Quality Assurance

(1 Technical CEU)   
 8:45 am – 10:00 am IBWA Communications Committee Meeting\*

**Tuesday, October 25 (continued)**

10:00 am – 11:00 am Emerging Contaminants: Keeping Updated on What’s New (1 Technical CEU)

10:00 am – 11:00 am Preparing Your Business for an Economic Downturn (1 Business CEU)

10:15 am – 11:45 am IBWA State Affairs Task Force\*

11:45 am – 12:15 pm IBWA State and Regional Associations Committee Meeting\*

11:15 am – 12:15 pm Alan Leff Memorial Lecture: Machine Learning in Modeling the Elusive Daily Water

Requirement (1 Technical CEU)

12:30 pm – 4:00 pm IBWA Trade Show and Lunch

4:15 pm – 5:30 pm DWRF Trustees Meeting

7:00 pm – 9:30 pm DWRF Casino Night Fundraiser (Ticketed Event)

**Wednesday, October 26**

7:00 am – 5:00 pm IBWA Registration

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8:00 am – 10:30 am IBWA General Session, Annual Business Meeting, Awards Ceremony, Keynote Presentation and Continental Breakfast (1.5 Business CEUs)

10:45 am – 11:45 am IBWA Membership Committee Meeting \*

10:45 am – 11:45 am Bottled Water Sales Trends (1 Business CEU)

1:15 pm – 2:15 pm Defining and Recognizing Good Water Stewardship (1 Technical CEU)

1:30 pm – 3:00 pm IBWA Technical Committee Meeting\*   
 2:30 pm – 3:30 pm Elections Have Consequences: How Will the Midterm Elections Impact State and Federal

Policies in 2023? (1 Business CEU)

3:45 pm – 5:15 pm CPO Study Session (1.5 Technical CEUs)

**Thursday, October 27**

8:00 am – 10:00 am IBWA Board of Directors Meeting and Continental Breakfast\*

8:00 am – 11:00 am IBWA CPO Exam (Ticketed Event)\*

**\*\* PACK EXPO International** (shuttles to/from hotels will be provided)

**McCormick Place:** 9:00 am – 5:00 pm  October 23 -25 (Sunday – Tuesday)  
9:00 am – 3:00 pm October 26 (Wednesday)

**EDUCATION SESSIONS**

(Current as of 10-11-22. Updates will occur and be posted at www.bottledwater.org/convention)

15 Sessions: 16.75 CEUs

**IBWA offers an outstanding education program that encompasses the industry’s key issues, including business and technical challenges, and solutions. Leading experts and bottled water professionals will provide the latest information on a wide variety of topics relative to today’s competitive marketplace.**

**CPOs: Do You Have Enough CEUs?**

The IBWA Bottled Water Code of Practice requires members to have at least one Certified Plant Operator (CPO) in each member facility. All IBWA education sessions at the 2022 IBWA Annual Business Conference will be eligible for CEUs. This makes the conference an ideal time to become certified, or to obtain CEUs to keep your certification current.

To keep certification current, CPOs may either retake the CPO exam every three years or accrue the required 21 CEUs (up to 6 CEUs can be from non-technical/business topics)—within each three-year period (which averages out to only 7 CEUs per year).

IBWA members who want to take the CPO exam can do so on Thursday, October 27, 2022 from 8:00 am – 11:00 am and are encouraged to study the *IBWA Plant Technical Reference Manual and Bottled Water Code of Practice* to study for the CPO exam.

At this year’s conference, 15 sessions and 16.75 CEUS are available: 8.5 technical CEUs CEU Logo and 8.25 business CEUs.

**For CPO Questions/Information:** Contact Claire Crane, Coordinator of Conferences, Meetings, and Programs at 703-647-4612 or via email [CCrane@bottledwater.org](mailto:CCrane@bottledwater.org).

**MONDAY, OCTOBER 24**1:00 pm – 2:00 pm (1 CEU)   
**Cybersecurity Basics: How to Protect Your Business and Customers**

A person wearing glasses

Description automatically generated with medium confidencePresenter: Eric Chan-Tin, PhD, Loyola Center for Cybersecurity, Loyola University Chicago

This session will cover the basics of cybersecurity such as threat modeling, how to protect your data and business, and risk analysis. Common cybersecurity attacks will be covered as well as ways to protect yourself, your business, your finance, and your customers. You will come out of this session by leveling up your cybersecurity knowledge and toolset. More importantly, you will start to think like an adversary which will help you defend yourself in the current cyber world.

2:15 pm – 3:15 pm (1 CEU) A picture containing text, clipart

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**Reaching Sustainability Goals Through Collaborative Treasure Hunts**

Presenter: Patrick McCarthy, Antea Group

A person in a suit and tie

Description automatically generated with medium confidenceLearn how a collaboration between facility optimization experts and your site team can uncover energy, water, and carbon saving opportunities hidden throughout your operations. This session covers how to conduct a collaborative site assessment, what results you can expect from the effort, and reviews common opportunities for energy and water conservation (including Top Ten Water Saving Opportunities for Bottling Plants).

2:15 pm – 3:15 pm (1 CEU) ****

**Building a Purpose Driven Culture in Route Operations**   
Presenter: Bob Mason, Primo Water Corporation

A person in a suit and tie

Description automatically generated with medium confidenceAt Primo Water, we believe we are either winning – or learning – everyday. Come learn from Bob Mason, SVP of Water Direct – North America as he describes his journey in building a purpose driven culture for Route Operations. Bob will share the actions he has been taking, the tools he has been using to bring Primo’s purpose to life, and the benefits that he has seen from his focus on building a purpose driven culture on Associates, Primo Leaders, and our customers.

**MONDAY, OCTOBER 24** (continued)

3:30 pm – 4:30 pm (1 CEU) A picture containing text, clipart

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**Making the IBWA Audit Program Work For You**

Presenters: Chris Dunn, NSF, Steven Feltman, Eagle Certification Group; and Brian Neal, Eurofins Food Assurance

A person smiling for the camera

Description automatically generated with medium confidence

A person wearing glasses

Description automatically generated with medium confidenceA person in a suit

Description automatically generated with low confidenceWhile all IBWA bottlers are familiar with the IBWA mandatory annual audit/inspection program, you may still have questions about it. Come to this session to learn steps you can take to prepare for an audit, along with some of the most common items that are cited during an audit. You’ll learn how the IBWA audit program can work for you in maintaining regulatory compliance when doing business with your customers and the government.

3:30 pm – 4:30 pm (1 CEU) A picture containing text, clipart

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**Charting Water Source Resiliency in a Changing Climate**

Presenter: Louis F. Vittorio, Jr., PG, Primo Water Corporation

A person wearing glasses and a suit

Description automatically generated with low confidenceThe Western U.S. is currently experiencing an unprecedented water scarcity issues, shown to be the worst in over 1,200 years. The ongoing drought has strained surface and groundwater resources and has further resulted in highly active and expanded fire seasons, record low reservoir water levels, and early-year adoption of water restrictions and use curtailments. But it is not only drought that is of concern. The rest of the United States is seeing increased rainfall and more extreme weather patterns. The result is more frequent flooding events, higher intensity storms causing increased erosion, pollution from water runoff, and associated stresses on water infrastructure. This presentation will provide facts and trends on the weather changes being recorded across the U.S. and will provide management techniques to assess and improve the resiliency of your water sources.

4:45 pm – 5:30 pm (.75 CEU) 

**Key Issues Roundtable: What Keeps You Up at Night?**

So far in 2022, IBWA has hosted two virtual Leadership Roundtables. Now we are excited to conduct our first one in person in Chicago. Bottlers and suppliers know that issues as wide-ranging as inflation, the environment, tariffs, FDA policies, changing customer preferences, etc., impact the day-to-day operations of our businesses and may be keeping us up at night. Plan to join IBWA leaders as they open with a current topic and then help facilitate discussions and brainstorming.

**TUESDAY, OCTOBER 25**

8:45 am – 9:45 am (1 CEU) 

**Charting a Course for Future Workforce Decisions**

Presenter: Robert Lemke, Grant Thornton, LLP

A person wearing glasses and a suit

Description automatically generated with medium confidenceAs employers strive to adapt and reset expectations for the future, the workplace has been transformed in ways that create heightened uncertainty, stress, and elevated retention risk in a world turned upside down. Charting a future for workforce and total rewards decisions amidst changing business and economic cycles creates added complexities for employers. Join this session to uncover and reduce emerging workforce risks, craft a proactive strategy to navigate the changing needs of their workforce, and manage the impacts that these issues can have on business operations, growth, and other important outcomes.

**TUESDAY, OCTOBER 25** (continued)

8:45 am – 9:45 am (1 CEU) A picture containing text, clipart

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**The Latest Developments in Water Filtration: A Part of High-Quality Assurance**

Presenter: Majid Entezarian, PhD, 3M Purification

A person smiling for the camera

Description automatically generated with medium confidenceSafe drinking water is vital to our existence. It provides us with the hydration that every one of our organs needs to function. Bottled water offers a portable water source that is very safe if prepared correctly. All potable water should be checked for four major impurity categories: (1) metal contents, (2) organics contaminants, (3) solid particulates, and (4) living organisms. The removal of these contaminants to a safe level is critical, and several technologies can help reduce these contaminants to provide water that is potable. Bacterial contamination is the most critical issue since the detection usually takes 24 to 48 hours after the product is shipped or consumed by the end-user. Because of its associated risk level, the prevention strategies are of prime interest. Final filtration will be discussed as last line of defense. In addition, the integrity test will be reviewed as it is necessary to ensure these filters have been installed correctly and are operating as intended to ensure of high-quality water production.

10:00 am – 11:00 am (1 CEU) A picture containing text, clipart

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**Emerging Contaminants: Keeping Updated on What’s New**

Presenter: Rick Zimmer, Eurofins Eaton Analytical, LLC

A person smiling for the camera

Description automatically generated with medium confidenceThe milestone events in Flint, MI and Cape Fear, NC have prompted actions on the part of several states to establish drinking water regulatory limits for contaminates in advance of any federal actions. This is a fundamental change in the conventional regulatory process, which is predicated upon a methodical process of contaminant identification, occurrence surveys and a limit setting process that balances health and economic feasibility. Today, water producers must simultaneously track and keep pace with new regulations (new contaminants or lower standards for existing contaminants) for per- and poly-alkyl substances (PFAS); 1,4-Dioxane, 1,2,3-Trichloropropane; BPA; microplastics; brominated & iodinated DBPs; lead; etc. This presentation provides a detailed summary of all new emerging contaminants, each degree of risk and relevance to the bottled water community, and future methods and tools to stay current with this dynamic and ever-changing topic.

10:00 am – 11:00 am (1 CEU) 

**Preparing Your Business for an Economic Downturn**Presenter: Paul Melville, Grant Thornton, LLP

A person in a suit smiling

Description automatically generated with low confidenceWhere is the economy headed and what does it mean for your business? With rising inflation and interest rates and continued economic uncertainty, it is important to prepare your business for a downturn. If you’re interested in how to manage your assets, optimize costs, and keep your business in the black, this is the session for you. Come learn the tips, tricks, and tools you can use to manage liquidity and control costs.

11:15 am – 12:15 pm (1 CEU) A picture containing text, clipart

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**Alan Leff Memorial Lecture: Machine Learning in Modeling the Elusive Daily Water**

**Requirement**

Presenters: Michael Bergeron, PhD, FACSM, Women’s Tennis Association and Colleen Muñoz, PhD, University of Hartford

A person wearing glasses

Description automatically generated with low confidenceA person smiling for the camera

Description automatically generated with medium confidenceAs part of the Memorial Lecture Series, the Drinking Water Research Foundation (DWRF) is pleased to announce that Colleen Muñoz, PhD and Michael Bergeron, PhD will speak on common and novel hydration biomarkers in characterizing optimal hydration, related chronic health status/risk, and the role machine learning plays in hydration-health integrated systems research. The lecture will highlight findings and publications related to their DWRF-funded research project on “Machine Learning in Modeling the Elusive Daily Water Requirement” to evaluate plasma copeptin threshold as a primary classification differentiator and indicator of hydration status, as well as how an individual’s hydration knowledge, attitudes, and behaviors can be effectively utilized in a predictive model developed with machine learning to differentially classify LOW and HIGH drinkers.

**WEDNESDAY, OCTOBER 26**

10:45 am – 11:45 am (1 CEU) 

**Bottled Water Sales Trends**

Presenter: Gary Hemphill, Beverage Marketing Corporation

A person wearing glasses and a suit

Description automatically generated with medium confidenceThe bottled water category experienced accelerated volume growth in 2021, and the category widened its lead as the most popular packaged beverage in the United States, with growth continuing into 2022. In this fast-paced session, learn how the category and its key segments are performing, what key trends are driving the market, and the outlook for the future. Also, get perspective on competitive refreshment beverage categories like carbonated soft drinks, sports drinks, and more.

1:15 pm – 2:15 pm (1 CEU) A picture containing text, clipart

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**Defining and Recognizing Good Water Stewardship**

Presenters: Matt Howard, The Water Council and Rae Mindock, SCS Global Services

A picture containing person, purple

Description automatically generatedA person with a beard

Description automatically generated with low confidenceUp to this point, there has been little formal agreement amongst water advocates about what constitutes “good” corporate water stewardship. Besides the CEO Water Mandate, there have been no programs, standards, protocols, etc., that define and recognize enterprise-wide actions of corporate water stewards – until now. The Water Council recently launched, WAVE (Water Stewardship

Verified), a process-based approach to helping a company understand water uses, impacts and risks across the enterprise, and then committing to the right actions at the right places and at the right times. Companies that complete the WAVE must also seek independent verification from SCS Global Services, adding a level of credibility and transparency to corporate water claims not currently rendered by any other program. Learn about this new program and general approaches and trends in the realm of corporate water stewardship at this session.

**WEDNESDAY, OCTOBER 26** (continued)

2:30 pm – 3:30 pm (1 CEU) 

**Elections Have Consequences: How Will the Midterm Elections Impact State and Federal Policies in 2023?**

Presenters: Cory Martin and James “JP” Toner, IBWA

A person in a suit and tie

Description automatically generated with medium confidenceA person in a suit smiling

Description automatically generated with medium confidence“Elections have consequences.” These three words, which comprise the catchphrase of modern political times, were first uttered by President Barack Obama three days into his first presidential term. These words are still true today, if not even more so than they were in 2009. In this session, Cory Martin and JP Toner (IBWA staff) will provide insight into the consequences of the 2022 midterm elections, including how it will impact policies affecting the bottled water industry in key states and the federal government.

3:45 pm – 5:15 pm (1.5 CEUs) A picture containing text, clipart

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**CPO Study Session**

Presenters: Glen Davis, Absopure Water Company; Bob Hirst, Sonoran Drinking Water Advisors, LLC;

and Al Lear, IBWA

A picture containing text, wall, person, person

Description automatically generatedA person wearing glasses and a suit

Description automatically generated with medium confidenceA person wearing glasses and a suit

Description automatically generated with medium confidenceThis session is always a favorite among those attendees who signed up to take IBWA’s Certified Plant Operator (CPO) Certification Exam. Attendees should put their thinking caps on and be prepared to have some game show fun! If studying usually makes you sleepy, you won’t have to worry about that here, as industry experts will help attendees prepare for the CPO exam—but you will have to be fast on your feet! Do you have the answers to run a bottling plant?

Take the challenge and find out!

**THURSDAY, OCTOBER 27**

CPO Exam

8:00 am – 11:00 am

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EXHIBIT APPLICATION AND STAFF REGISTRATION FORM (pg. 1 of 2)

**MAIL FORM TO:** IBWA Conference, 1700 Diagonal Road, Suite 650, Alexandria, VA 22314

**SCAN/EMAIL TO:** [mcampbell@bottledwater.org](mailto:mcampbell@bottledwater.org) **QUESTIONS? CALL:** 703-647-4606 (Michele Campbell)

**INFORMATION AND CURRENT SCHEDULE OF EVENTS:**  [www.bottledwater.org/convention](http://www.bottledwater.org/convention)

**PRE-SHOW COORDINATOR:**  **EM:**

**Onsite Exhibit Booth Staff Business Email (required) 1ST Time Attendee?**

**1ST NAME:**  EM: ❑ Yes ❑ No

**2ND NAME:**  EM: ❑ Yes ❑ No

**3RD NAME:**  EM: ❑ Yes ❑ No

**COMPANY NAME:**

**ADDRESS:**

**CITY: STATE: ZIP:**

**PHONE: WEBSITE (required):**

**Exhibit Fee/Staff Badge Include:** **Exhibit Fee =** (1) Table 8’Draped/chair/carpet and (1) Comp Exhibit Staff Badge

**Staff Badge =** Monday reception, 1 lunch, 3 continental breakfasts, 15 education sessions, general sessions; PACK EXPO badge

❑ **IBWA MEMBER SUPPLIER:** $1,900 per booth **RETURN FORM BY WEDNESDAY, SEPT. 7, 2022**

❑ **NON-MEMBER SUPPLIER:** $2,400 per booth for inclusion in 1st round lottery for booth selection

**Payment \* Registration \* DWRF Casino Fundraiser \* Guest of Attendee:Reception \* PACK EXPO Badge**

1st Registration $ Comp #\_\_\_\_\_ @ $175 each= $\_\_\_\_\_ #\_\_\_\_\_ Guest(s) @ $40 each= $\_\_\_\_\_\_ \_\_\_\_ Yes

2nd Registration $595 $\_\_\_\_\_\_\_\_\_ #\_\_\_\_\_ @ $175 each= $\_\_\_\_\_ #\_\_\_\_\_ Guest(s) @ $40 each= $\_\_\_\_\_\_ \_\_\_\_ Yes

3rd Registration $595 $\_\_\_\_\_\_\_\_\_ #\_\_\_\_\_ @ $175 each= $\_\_\_\_\_ #\_\_\_\_\_ Guest(s) @ $40 each= $\_\_\_\_\_\_ \_\_\_\_ Yes

Booth/Table Rental $\_\_\_\_\_\_\_\_\_ **(ATTACH A SECOND SHEET FOR ADDITIONAL BOOTH PERSONNEL)**

**TOTAL DUE $\_\_\_\_\_\_\_\_\_ $\_\_\_\_\_ $\_\_\_\_\_\_ $\_\_\_\_\_\_**

**Payment Method $**\_\_\_\_\_❑ Check (payable to IBWA, mail with application form) ❑ Credit Card (provide # here or call IBWA)

\_\_\_ AMEX \_\_\_ VISA \_\_\_ Master Card \_\_\_ Discover Name on Credit Card: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Authorized Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Account Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Security Code: Exp. Date: \_\_\_\_\_\_

**Confirmations and Cancellation Policy**

**Confirmations** will be emailed to registrants within 48 hours of receipt. If you do not receive one, please call IBWA.

**Booth/Badge** **Cancellations** must be received in writing no later than **September 23, 2022** and are subject to a $50.00 administrative fee. After that date, no refunds will be issued. Substitutions for exhibit staff can be made, but must be in writing.

PAGE 2 OF 2

Please complete the following information as you wish for it to appear in the Onsite Program Guide:

Company Name:

Contact:

Phone:

Email:

Website:

Description (Please provide a description that is full sentences with a limit of 50 words maximum.)

Listings in the “Exhibitors by Product Category” section (use category listings on page 3 of this letter that are most appropriate to your product(s); maximum of 5 listings per company):

1.

2.

3.

4.

5.