
MARKETING PROGRAMS

Process and Product Application Seminar Program

- Conducted at the Aqua-Aerobic factory in Rockford monthly, Spring through Fall
- Objective is to acquaint your clients with the company and product offerings
- Most attendees invited to this seminar have a project in the **Preliminary** or **Target** stage* that requires routine follow-up and development by the Aqua-Aerobic representative
- Some attendees invited to this seminar do not have a targeted project but are decision-makers and attend to learn how to apply Aqua-Aerobic Systems' products into future wastewater projects
- The Process and Product Application seminar is designed to promote Aqua-Aerobic Systems' capabilities with a great deal of interaction between clients and Aqua-Aerobic staff

Project Workshop Program

- Conducted at Aqua-Aerobic anytime throughout the year
- Content of a Project Workshop is focused to the client's individual project and presented on a smaller scale for a higher degree of personal attention
- Client project is considered to be in the **Active*** stage and may have already required some Aqua-Aerobic engineering
- Discussion includes more in-depth design review, competitive analysis and procurement methods
- Attendees are key decision-makers including engineers and owners and at times city officials

* *Refer to Evolution of a Successful Aqua-Aerobic project for definition.*