



Badger Meter

Press Release

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Badger Meter to be Platinum Sponsor of AWWA ACE15; Complimentary Webinar Announced

Third consecutive year as Platinum Sponsor of world's premier event for water professionals; will host a complimentary technology webinar leading up to conference

MILWAUKEE – [Badger Meter](#), a leading global innovator and manufacturer of flow measurement and control solutions, today announced it will be the Platinum Sponsor of the [American Water Works Association \(AWWA\) Annual Conference and Exposition \(ACE15\)](#), which will be held in Anaheim Calif., June 7-10. Throughout 2015 and as a highlight of the company's ACE exhibit, Badger Meter is celebrating "110 Years of Making Water Visible®."

Co-hosted with the AWWA California-Nevada Section, the 134th annual conference's theme is "Uniting the World of Water." The conference will place a focus on major water sector issues such as infrastructure renewal and replacement, potable reuse applications, drought response, and other industry hot topics.

"Badger Meter is proud to be the Platinum Sponsor of this premier industry event for the third consecutive year," said Kim Stoll, vice president of sales and marketing, Badger Meter. "Taking place in California, this year's conference will be an especially important platform to discuss the challenges facing water professionals today, including water conservation, drought preparation and response, and the relationship between water and energy. We look forward to being a part of that conversation, as well as showcasing products and technology designed to more efficiently measure, monitor and analyze water use – both for utilities and their customers."

ACE attendees can visit Badger Meter at Booth #1611 to discover the company's products for the water industry, including its [BEACON® Advanced Metering Analytics \(AMA\)](#) managed solution, which offers cellular as well as fixed network metering technology. The company will also showcase its comprehensive and industry-leading line of water meters, proven AMR/AMI technology, and high-resolution encoders for a complete range of residential and commercial water choices.

Badger Meter and AWWA Host Complimentary Metering Technology Webinar April 16 – "The Future of Water Utility Management: Advanced Metering Analytics"

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As a lead-in to ACE15, Badger Meter has partnered with the AWWA to offer a complimentary webinar aimed at educating water utilities about the one of the newest and most cost-effective ways they can take advantage of advanced metering technology in their systems: Advanced Metering Analytics (AMA).

The webinar, “The Future of Water Utility Management: Advanced Metering Analytics” will take place on Thursday, April 16, from 1 p.m. to 2 p.m. CDT.

Four overall learning objectives will be explored during the webinar. As a result, participants will be able to:

- Apply web-based software services (the cloud or SaaS) to improve the type of data collected to proactively manage utility operations
- Learn how the data that is collected can be used by newer technologies to help monitor and manage conservation efforts
- Evaluate cloud-based software services and technologies, as well as managed solution business models
- Use analytics software applications to enable easier government regulation and compliance reporting, enhance customer service, and streamline revenue and operations management

To learn more about the webinar or to register online, please visit the [AWWA website](#).

About Badger Meter

Badger Meter is an innovator in flow measurement and control products, serving water utilities, municipalities, and commercial and industrial customers worldwide. The company's products measure water, oil, chemicals, and other fluids, and are known for accuracy, long-lasting durability and for providing valuable and timely measurement data. For more information, visit www.badgermeter.com.

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