



**INT'L | POOL | SPA | PATIO EXPO**  
**Expo – November 6-8, 2012**  
**Conference – November 3-8, 2012**  
**Morial Convention Center**  
**New Orleans, LA**

## Call for Educational Course Topics and Speakers

You are cordially invited to contribute to your profession by sharing technical knowledge and business expertise through teaching.

The deadline is **February 15, 2012** for submissions for the 2012 Conference, but you may continue to submit proposals after this date in the event of a cancellation or a change to the schedule.

Submitting your Educational Course Topic is easy. Complete the Call for Presentation Submission form and send to Tracy Beaulieu either by email or fax: [tbeaulieu@hanleywood.com](mailto:tbeaulieu@hanleywood.com) or 972-536-6365. **Only completed forms will be considered.**

### **1. Here is what we are looking for:**

- Information that can be immediately implanted in the workplace
- How to classes that stimulate and provide attendees with a new skill, technology or process
- Topics that are innovative, stimulating and cutting-edge for the pool/spa/patio industry
- Strong proposals that provide a better understanding of processes and techniques
- Presenters with strong speaking experience and in-depth knowledge of the subject matter
- Topics related to the pool/spa/patio professionals

### **2. Here is what we are NOT looking for:**

- Product pitches or infomercials
- Topics that require the use of your organization's product
- Niche focused topics that would only be relevant to a small audience

### **3. Acceptance and Review:**

Final acceptance will be based on (but not limited to) the course's ability to meet submission standards, overall program/track specification and industry need. The Conference Advisory Committee (made up of industry professionals) will review the submissions. Notification will be made via email by April 30, 2012.

### **4. Important Rules and Regulations if Your Proposal is accepted:**

- Presenter must submit handout materials to Conference Manager, International Pool Spa Patio Expo, **by September 28, 2012;** and a 1 to 2 page outline that will be printed and distributed on-site.
- Presenter agrees to present a program that achieves the learning outcomes listed on the Presentation Submission Form.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

If you have any questions, please contact Tracy Beaulieu, Conference Manager  
Ph: (972) 536-6366 Fax (972) 536-6365  
[tbeaulieu@hanley-wood.com](mailto:tbeaulieu@hanley-wood.com)



**CALL FOR PRESENTATION SUBMISSION FORM**

2012 Int'l Pool | Spa | Patio Expo

Expo: November 6-8; Conference: November 3-8

November 6-8, New Orleans

**DEADLINE FOR SUBMISSIONS: FEBRUARY 15, 2012**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Cell phone: \_\_\_\_\_

Please be as informational as possible maintaining the format. Please complete all sections of this form - **please print**. Thank you!

- PLEASE NOTE:** 1) Speakers are required to provide a handout that will be posted online plus a 1 to 2 page outline that will be printed & distributed on-site.  
2) Manufacturers submitting a seminar are required to be an exhibitor in the 2012 Expo.

**1) Title of Your Education Course (make it benefits-oriented):**

\_\_\_\_\_

**2) 15-20 word sentence describing the topic:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**3) List 3 bullet point learning objectives describing the class:**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

- 4. Your Primary Area of Expertise (check one):**  Builder/Installer  Service Co.  
 Subcontractor  Retail Store Spas  Retail Store Pools  Retail Store Pools & Spas  
 Professional Pool Mgmt  Manufacturer  Distributor  
 Landscape Designers  Landscape Architects

- 5. Your Primary Attendee Focus (check one):**  
 Owners/Co-owners  Managers  Supervisors  Sales Professionals  
 Service Professionals  Building Professionals  Design Professionals

- 6. Level of Presentation (check one): Intermediate to Advanced Education Levels only**

**200    300    400    500**

**200:** Attendee is familiar with all the fundamental distinctions & can perform simple applications of the topic.

**300:** Attendee is very knowledgeable in the fundamental distinctions, can perform ordinary applications of the topic & seeks to be competent in performing all the existing industry standards of application for that topic.

**400:** Attendee demonstrates competence in implementing all the existing standards of the topic & seeks to add own style to these standards.

**500:** Attendee is a master in adopting personal style to existing standards of practice & seeks to set higher standard of practice for the industry.

**RETURN to: Tracy Beaulieu, Conference Manager**

**International Pool | Spa | Patio Expo**

Phone: 972-536-6366 -- Fax: 972-536-6365

E-mail: [tbeaulieu@hanleywood.com](mailto:tbeaulieu@hanleywood.com)