



CALL FOR PRESENTATIONS

2010 Pool | Spa | Patio Expo — Las Vegas
Conference: October 31 - November 5 | Exhibits: November 3 - 5

DEADLINE FOR SUBMISSIONS: FEBRUARY 15, 2010

Name: _____ Title: _____
 Company: _____ Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____ E-mail: _____

The following information will be in the Expo Brochure and listed on the Expo web site. Please be as informational as possible maintaining the format. Notification of topic acceptance will be provided by April 30, 2010. Please complete all sections of this form - please print. Thank you!

PLEASE NOTE: (1) Speakers are required to provide a handout and 1-2 page outline of their program 45 days prior to the Conference. (2) Company logos are NOT permitted on Power Point presentations, slides, handouts, etc. (3) Speaker company and contact information are listed in the Show Program.

1) Title of your education course (*make it benefits-oriented; no more than 6 words in title*):

2) 15-20 word sentence describing the topic:

3) List 3 “bullet points” including 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): 100 200 300 400 500
100: Attendee is new to the topic or has introductory knowledge of the fundamental distinctions/applications of the topic and would like more.
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
 P.O. Box 612128, Dallas, TX 75261 Phone: 972.536.6366 -- Fax: 972.536.6365 -- E-mail: TBeaulieu@HanleyWood.com

Program finalized April 1, 2010