



**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](mailto:TBeaulieu@HanleyWood.com)

**Program finalized April 1, 2010**