

THE INSIDE TRACK ON OUTDOOR LIVING

The industry's most comprehensive event of 2012 brings you the full range of highly-qualified buyers who build, design, sell, service, repair, operate or manage pools, spas and backyard-related products. For serious sales and real results, exhibit at the most cost-effective marketplace – the 2012 Int'l Pool | Spa | Patio Expo.

Use this industry-driven opportunity to introduce new products, connect with serious buyers, cement relationships, form new alliances and generate new business – in a results-rich environment that's guaranteed to help you sell. Reserve your booth today.

Early Space Draw begins **December 19, 2011**, providing you priority booth placement, lowest possible booth rates and one-time only incentives. The general Space Draw will begin on **March 22, 2012**. Booth space is limited. For best booth placement and to secure the lowest booth rates available, submit your contract and required deposit today.

Be sure to review the **Early Bird Incentive Package**.



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Show Sponsor: Show Publication: Show Endorser:



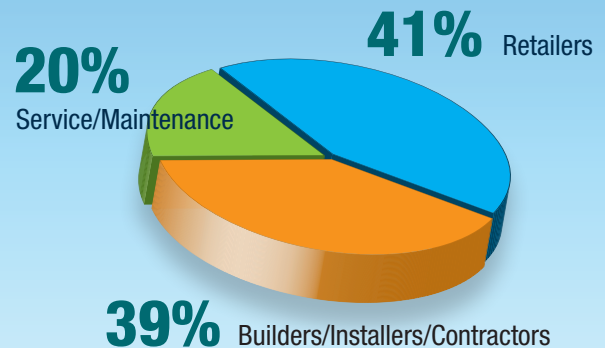
EXHIBITS: November 6-8, 2012
CONFERENCE: November 3-8, 2012
Morial Convention Center
New Orleans, Louisiana USA

www.PoolSpaPatio.com

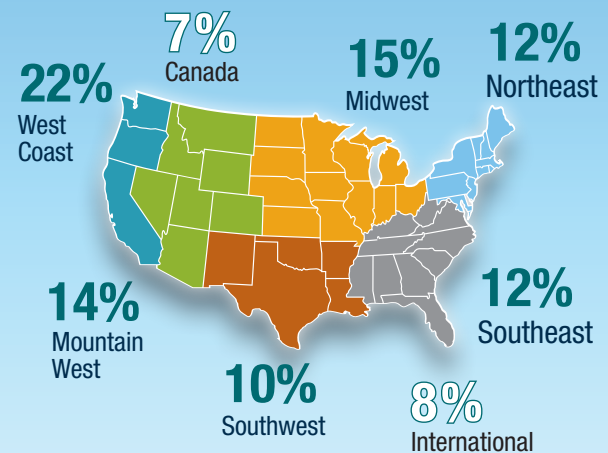
ATTENDEE DEMOGRAPHICS

Exhibiting at the Int'l Pool | Spa | Patio Expo is your once-a-year opportunity to introduce new products, generate new leads, make new sales and increase your market share from these qualified attendees:

WHO ATTENDS THE EXPO



WHERE THE ATTENDEES COME FROM



WHAT THE ATTENDEES DO

- 80%** make or influence buying decisions
- 60%** run businesses in excess of \$1 million
- 60%** work on residential-specific projects
- 66%** are C-level executives or senior-level managers
- 40%** work on commercial-specific projects
- 31%** attended for the first time

*This information is based off of the 2010 demographics.

RESERVE YOUR BOOTH SPACE NOW

Follow these three easy steps:

1. Review the online floor plan at www.PoolSpaPatio.com.
2. Complete the contract online at www.PoolSpaPatio.com, indicating your 1st - 8th choices of booth locations.
3. Submit the required deposit to the mailing address indicated below.

This limited time offer includes:

- Reduced rates (see chart below)
- Early space assignment for better booth location
- 25% savings on upgraded booth space (max of 600 sq.ft.)
- 20% savings applied to non-exclusive sponsorships and advertising
- 2012 pre-show promotional program
- Free video uploaded to our video library on www.PoolSpaPatio.com

ALL exhibitors who submit their contracts prior to leaving the show in Las Vegas AND submit their deposit by December 19 will also be entered into a drawing for one winner to receive a \$2,500 credit to any official show vendor (Freeman, Morial Convention Center, Experient, Photography, etc.). Credit may only apply to one vendor.

¹ Cash includes checks, wire transfers and ACH.

² To qualify for the APSP member rate, you must be a member by **January 13, 2012**. Please contact APSP at 703.838.0083 ext. 301.

³ To qualify for the Early Space Draw on **December 19, 2011**, 25% deposit is required by December 19.

| | | Early Space Draw through December 19, 2011 | Space Draw through March 22, 2012 | Post Space Draw through November 6, 2012 |
|--------------------------------------|-------------------------|--|-----------------------------------|--|
| | | Discounted Cash ¹ Rate | Discounted Cash ¹ Rate | Discounted Cash ¹ Rate |
| APSP MEMBER RATES² | Less than 1,500 sq. ft. | \$23.50 | \$24.25 | \$25.25 |
| | 1,500 sq. ft. or more | \$20.50 | \$22.75 | \$25.25 |
| NON-MEMBER RATES² | Less than 1,500 sq. ft. | \$27.25 | \$28.00 | \$29.25 |
| | 1,500 sq. ft. or more | \$23.75 | \$26.25 | \$29.25 |

Please note: Space rates shown reflect a .75¢/sq.ft. discount. Discount does not apply to credit card payments.

In-line booths that are exposed to a corner will be charged \$150. This charge does not apply to island booths.

NEW! Exhibitors increasing the amount of space for the 2012 event over that occupied in 2011 will receive a 25% discount on the increased space up to 600 square feet if the contract is received by March 22, 2012. For example, if you secured 400 square feet of space at the 2011 event and increase to 600 square feet for 2012, you will receive a 25% discount on 200 square feet of space. Discount will be applied to the final payment.

All contracts with deposit submitted between December 20, 2011 and March 22, 2012, will be assigned during the general Space Draw which will begin on March 22, 2012.

25% deposit of total booth space cost required to participate in Early Space Draw. 50% deposit of total booth space cost required to participate in general Space Draw.

Balance due June 29, 2012. Full payment required for contracts received after June 29, 2012.

Complete the contract online at www.PoolSpaPatio.com and send your deposit to:

MAILING ADDRESS

P.O. Box 612128
Dallas, TX 75261-2128

OVERNIGHT ADDRESS

6191 N. State Highway 161, Suite 500
Irving, TX 75038

For more information: 972.536.6350 | 888.869.8522 | Exhibit@PoolSpaPatio.com | www.PoolSpaPatio.com

NOTE: All facility specifics (i.e. ceiling height, utilities, freight door access, etc.) will be fully detailed in the Exhibitor Service Manual, available online prior to the event.

Exhibiting at the 2012 Pool | Spa | Patio Expo positions your company to meet face-to-face with key industry players. Reserve your booth space now and save. Early Space Draw begins December 19, 2011, with the general Space Draw occurring March 22, 2012.

SALES CONTACTS:

Sales Manager: Sandi McMullen
SMcMullen@HanleyWood.com | 972.536.6386

Companies A-K: Donovan Shanahan
DShanahan@HanleyWood.com | 972.536.6387

Companies L-Z: Matt Sifuentes
MSifuentes@HanleyWood.com | 972.536.6326

www.PoolSpaPatio.com



INTERNATIONAL EXPO
POOL | SPA | PATIO
THE BACKYARD EXPERIENCE

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The Association of Pool & Spa Professionals®