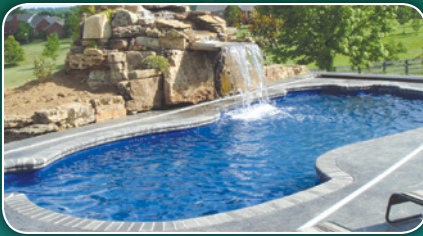


exposure to ENERGY EFFICIENT AND GREEN PRODUCTS



The 2011 Int'l Pool | Spa | Patio Expo offers you the most cost-effective strategy for generating new leads, face-to-face networking, closing deals, expanding your market share and maximizing profits all year long.

LAUNCHING IN 2011, the **ENERGY EFFICIENCY AND GREEN PAVILION** features companies offering the latest environmentally-friendly products and services designed to achieve energy efficiency in the pool, spa and backyard industry.

With so much emphasis on reducing energy costs and energy usage, this pavilion on the show floor will be a must-stop area for attendees looking for energy and environmentally-friendly solutions.

If you sell pumps, chemicals, filters, heaters, covers, cleaners, controls and other products that are environmentally-friendly, you should be part of this revolutionary pavilion.

Sign up TODAY!



INTERNATIONAL **E X P O**
POOL | SPA | PATIO
THE BACKYARD EXPERIENCE

hanley wood SPONSORED BY APSP™

EXHIBITS: November 2-4, 2011 **CONFERENCE:** October 30-November 4
Mandalay Bay Convention Center Bayside Halls | Las Vegas, Nevada USA
Toll-free: 888.869.8522 | Outside USA: 972.536.6350

www.PoolSpaPatio.com/exhibitor

Show Sponsor:



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Stay connected to the Expo:



SPONSORSHIP OPPORTUNITIES

PAVILION EXCLUSIVE SPONSOR.....\$15,000

Take center stage and increase your exposure with this multi-tiered package. You will be the exclusive sponsor of the pavilion; there will be no co-sponsors.

As the sponsor, you will receive:

- 6' x 2' table in the pavilion for product display
- Your ad on one panel of the rotating kiosk
- One color 3' x 3' floor logo
- 30-minute presentation slot with an additional 15-minutes for Q&A
- Logo on pavilion overhead banner, décor and signage
- Logo and web link on one e-mail blast to attendees and prospects
- Recognition on event signage (name and booth number)
- Recognition on show website
- Recognition in the Expo Brochure
- Recognition in the Show Program
- Post-show lead generation reports

OVERALL SPONSOR (2 NON-EXCLUSIVE)\$7,500

Boost your visibility with this multi-tiered package where you will serve as the co-sponsor along with another exhibiting company.

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VENDOR DEMONSTRATION.....\$1,600

Build brand name recognition while providing knowledge and guidance for your products with this hands-on sponsorship.

As the sponsor, you will receive:

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- Recognition on event signage (name and booth number)
- Recognition on show website
- Recognition in the Expo Brochure
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6x2 TABLE DISPLAY\$550

Use this affordable opportunity to showcase your product and capture the attention of attendees in this high-traffic area.

As the sponsor, you will receive:

- 6' x 2' table in the pavilion for product display (multiple products can be displayed and literature can be distributed as well)
- Recognition on event signage
- Recognition on show website
- Recognition in the Show Program
- Post-show lead generation reports

Sign up NOW! To showcase your energy-efficient and environmentally-friendly products — and help make the show a profitable investment — contact your account rep today!

Key Accounts: Sandi McMullen

SMcMullen@HanleyWood.com | 972.536.6386

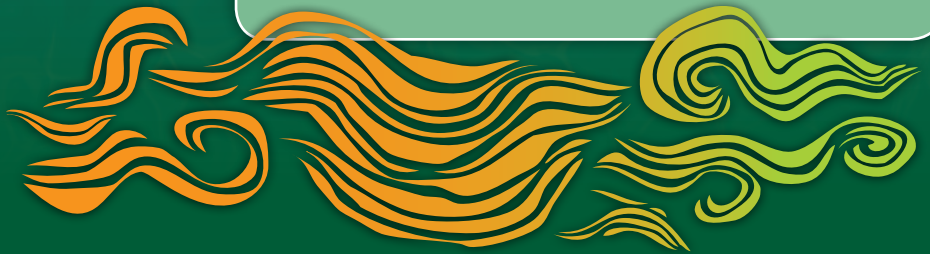
Companies A-K: Donovan Shanahan

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Companies L-Z: Kayla VanCleve

KVanCleve@HanleyWood.com | 972.536.6326

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