



## Pool | Spa | Patio Expo Digital Solutions Guide

For professionals who are seeking fresh ideas, disruption methods, and the latest sales tactics, the **International Pool | Spa | Patio Expo (PSP Expo)** is offering an expanded array of digital solutions to support our customers' marketing efforts.

These solutions include pre-show, onsite, and post-show offerings along with year-round marketing options for engaging with our database of over 38,000 unique, active industry professionals. The PSP Expo database is the largest and most in-depth available for the pool and spa industry.

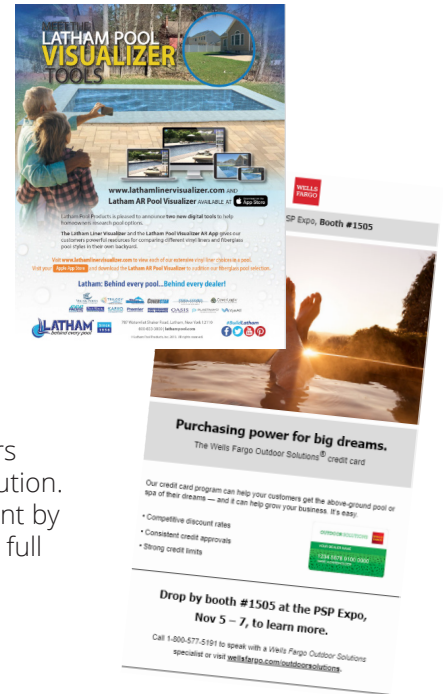
The PSP Expo's database consists of those who have attended at least one PSP Expo in the past three years, along with pre-registered attendees from the upcoming show (unduplicated of course). With this suite of products, you can target this database while partnering with best-in-class technology partners to take advantage of today's leading-edge digital tools.

Whatever your goals and objectives, our team can design a marketing and sales engagement program for any budget level.

## TARGETED EBLASTS DURING SHOW CYCLE

The PSP Expo show cycle is the two weeks prior, and two weeks after the event. During this period eblast inventory is limited and is at flat rate pricing. To insure high open rates, the message will be sent by the PSP Expo on behalf of a valued industry partner. Targeted distribution of 5,000 email addresses.

Attendee Email Blast Targeted - \$3,150



## TARGETED EBLASTS OUTSIDE OF SHOW CYCLE

Tap into the PSP Expo's database of 38,000+ active industry professionals. Customers can provide their HTML email message, along with a subject line message for distribution. Minimum quantity of 5000 names. To insure high open rates, the message will be sent by the PSP Expo on behalf of a valued industry partner. Marketers will be provided with full metrics reporting for their eblast(s).

- 10,000 email addresses and under - \$300 CPM
- Over 10,000 email addresses - \$250 CPM

## PRODUCT HIGHLIGHTS SHARED E-MAIL

These emails will be delivered six times during the show period, three pre-show and three post-show. Exact dates determined by show management.

- 1X Shared Email - \$725
- 3X Shared Email - \$1,295
- 6X Shared Email - \$1,950



## DIGITAL SHOW PLANNER

The Digital Show Planner is an attendee tool – it has the show schedule, product highlights, exhibitor listing, and more. The planner is delivered digitally two times prior to the show to the PSP Expo's full 38,000+ database and all pre-registered attendees.

The Digital Show Planner is delivered in an interactive online format so industry professionals can page through and plan their time at the show. Advertisers will be provided with full metrics reporting. All URLs within editorial content and advertising are live linked. Advertisers can also include videos within their ads.

Price is for your advertisement to be included in "both" distributions of the Digital Show Planner.



- Program Ad (Full Page - 4C) - \$1,500
- Program Ad (Half Page - 4C) - \$850
- Program Ad (Quarter Page - 4C) - \$500

## MOBILE GEO-FENCING

The PSP Expo can deliver your message to show attendees while they are on the expo floor. This message will be delivered via a mobile ad unit to attendees accessing a browser on their smart phones during the days of the show using geo-fencing technology.

Use this opportunity to drive attendees to your booth and enhance the ROI from your show investment.

This exclusive sponsorship will deliver 175,000 mobile ad units during the days of the show to attendees who are on the show floor or in conference sessions.

One Exclusive Sponsorship: \$3,500



## POST SHOW GEO-FENCING

At each year's PSP Expo, we collect the mobile ID's of all attendees on the exhibit floor and in conference sessions. We provide the opportunity for marketers to target these attendees after they returned home to their businesses via post show targeting programs.

One (1) Month Program, 125,000 impressions: \$2,500

Two (2) Month Program, 375,000 impressions: \$7,500

## AUDIENCE EXTENSION PACKAGES

The PSP Expo has partnered with a leading programmatic technology partner, and we can deliver your message to industry professionals wherever they go on the Internet. Are they sports enthusiasts on ESPN.com, checking the stock market performance on WSJ.com, or catching up with the latest news on Yahoo.com? We are of course careful to exclude any questionable sites!

Through these audience extension programs we can deliver significant online impressions to industry pros who have interacted with the PSP Expo's website. We have program packages available delivering 160,000 or 320,000 impressions during specific time periods.

Sample Audience Extension Programs

160,000 impressions delivered over a 3-month time period - \$3,200

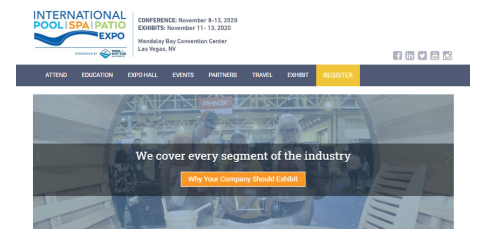
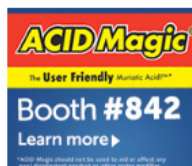
320,000 impressions delivered over a 6-Month time period - \$6,400

Work with your PSP Expo Account Manager to develop customized programs that fit within your budget and time period.

## WEB SITE ADVERTISING

Have your web banner display when attendees land on the PSP Expo home page.

Web ad: \$1,750



The premier event for the pool, spa + outdoor living industry

Call today to connect outside your region with other residential and commercial pool and spa professionals from across the globe who share the same passion for the International Pool Spa + Patio Expo. This marketplace cultivates a crucial exchange of product knowledge, processes, and best practices. Above all, the PSP Expo is

## PSP EXPO VIDEO BOOTH SHOOTS

Take advantage of your exhibit setup at the PSP Expo and work with our team to produce a custom turnkey video. Use the opportunity to provide a video of booth highlights, specific product demo, new product launch, or company overview.

Our expert team will work with you to produce a final video 2-3 minutes in length and fully edited. Perfect for use on your web site, content marketing program, or for sales team use.

A limited number of video booth shoot opportunities are available.

Booth shoot video - \$3,200

*Initial video provided two weeks after show. Client allowed one round of edits. Edited version provided three to five days after edits received. Final video delivered electronically. Customers own final video.*

[To view a sample booth shoot video click here.](#)

**Schedule quickly as these will sell out fast!**

**Bonus to customers committing by October 4** – video will be shared on the PSP Expo YouTube channel and other social media sites. We will also send out a shared email post show to attendees featuring all of the booth shoot videos from the 2020 PSP Expo.

**Special Offer for Booth Shoot Video Customers** – extend the value of your investment by featuring your video in an exclusive Eblast to 20,000 pool industry professionals for a discounted rate of \$2,500 (50% off the normal rate).

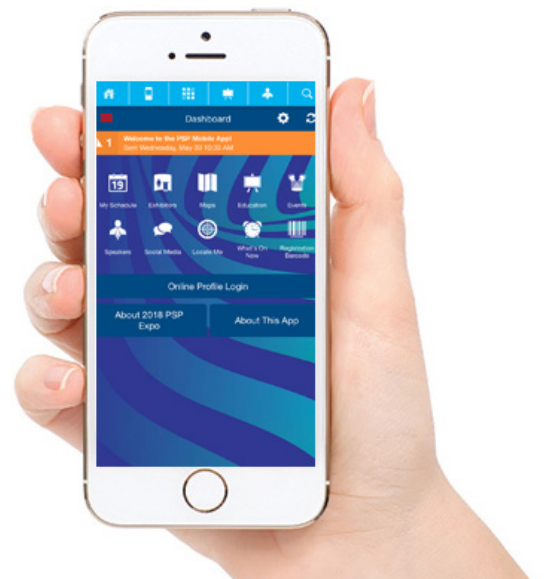


## MOBILE APP SPONSORSHIPS

While at the show, the PSP Expo mobile app serves as the attendee's primary resource for conference sessions, navigating the show floor, and browsing new products, along with many other features. Exhibitors can take advantage of two different sponsorship opportunities, along with purchasing custom push notifications to attendees while they are at the show.

Pricing Information for the PSP Expo Mobile App:

- Gold Sponsor - \$4,000
- Silver Sponsor - \$2,800
- Custom Push Notification - \$500



## PSP LEAD GENERATION PLATFORM

Is your firm looking to fill your funnel with MQL (Market Qualified Leads) sales leads? Are you introducing new products, have a new service, looking to grow your business geographically? The PSP Expo Lead Gen Platform can support your efforts.

Tapping into our highly qualified database of active industry pros, PSP Expo can deliver leads on a CPL (Cost Per Lead) basis. We utilize your content, or can develop content for you, and use it to identify industry pros interested in downloading the valuable content. In order to do so, we gate the content assets so that interested individuals will provide us with their contact information. These in turn are the MQL leads we turn over to you for further follow-up.

There is no risk to you, as you only pay for the leads which are delivered.

Content assets must be reviewed in advance before PSP provides the number of leads possible, and the cost per lead. Some content may not be appropriate for CPL programs and we can offer guidance on the most appropriate content. A minimum of three content assets is required for CPL programs.

---

## FOCUS GROUP OPPORTUNITY

During the PSP Expo we have two opportunities for focus groups with industry professionals. These focus groups are offered on a turnkey basis including venue, recruitment of 8 to 10 participants, development of discussion guide, moderator, F&B, and participant honorarium.

For more details, contact your PSP Account Executive.



---

## CUSTOM RESEARCH

Looking for industry insights to support your sales and marketing goals? The PSP Expo is pleased to offer customized research surveys of our industry database. Using our email survey platform, we can field your survey questionnaire to industry professionals and provide you with a completed report.

Custom Survey pricing varies on length and complexity of survey. A typical 10-12 question survey with 100 completed responses will be priced around \$9,500, far below market pricing.

---

A-K Accounts  
Donovan Shanahan  
donovan.shanahan@informa.com  
1-972-536-6387

L-Z Accounts  
Amy Scott  
amy.scott@informa.com  
1-972-536-6326

Sales Manager  
Steve Schlange  
steve.schlange@informa.com  
1-972-536-6386