

INTERNATIONAL POOL | SPA | PATIO EXPO 2020 MEDIA OPPORTUNITIES



Gain the most from your exhibit investment at the **International Pool | Spa | Patio Expo**. Establish your booth as an attendee destination prior to them arriving at the show, and once they are onsite.

PSP Expo Pre-Show Digital Planner

The Pre-Show Digital Planner is a resource for professionals attending or considering attending PSP Expo 2020.

The Planner will provide an overview of the show's education program, exhibitor list, trade show floor plan, special events, featured new products, and more. This advance guide will provide the user a tool for planning their time at the show -- *including which exhibitors to visit!* With the planner's digital format, we will link key information to additional sources to provide more content to the user. Advertisements in the planner can link to special offers and incentives to drive attendees to your booth at the show.

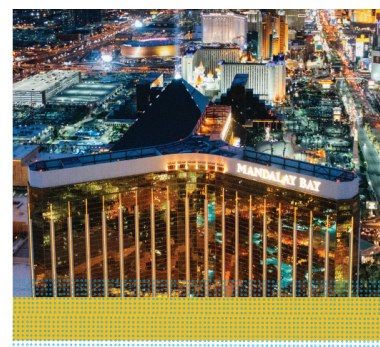
The Pre-Show Digital Planner will be sent to the full PSP Expo database of industry professionals, including all pre-registered attendees. It will be sent once in mid-September, and then again in mid-October. Advertisers will be included in both issues for one price.

Ad Reservations Deadline – September 1

Ad Materials Deadline – September 8

Advertising Rates

Full Page	\$1,500
Half Page	\$850
Quarter Page	\$500



MORE THAN A REGIONAL SHOW

STEP OUTSIDE OF YOUR REGION AND JOIN US IN LAS VEGAS.
The International Pool | Spa | Patio Expo™ returns to Las Vegas for the first time since 2015.

The PSP Expo is the only event that connects you with all segments of the industry — residential and commercial service professionals, pool builders, spa dealers, and outdoor living retailers — from across the United States and the globe.

PSP Expo Show Program

The PSP Expo Show Program is the print resource distributed at the show. Attendees come to PSP Expo with a plan of vendors they must see based on current and future projects. They use the Show Program plan their days and locate their **MUST VISIT VENDORS**.

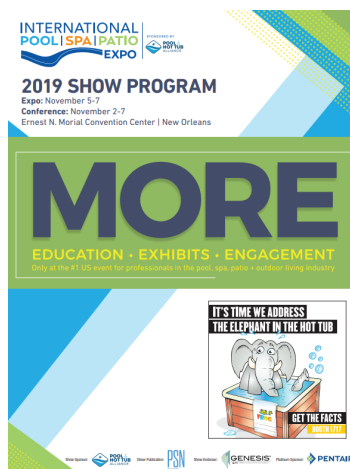
Between the expo hall, education, special events, and more - it's a lot for attendees to manage. The PSP Expo Show Program is effective because it helps attendees manage their time and assure they see and experience as much as possible.

Ad Reservation Deadline – September 23

Ad Materials Deadline – September 30

Advertising Rates

2-Page Spread	\$5,050
Full Page	\$3,375
1/2-Page	\$2,700
1/4-Page	\$1,500
Cover Page	\$4,200
Front Cover Page Note	\$5,400
Expanded Listing	\$375
Exhibitor Listing Logo	\$225



SPECIAL INCENTIVE – Customers running in both the PSP Expo Pre-Show Digital Planner and the PSP Expo Show Program will receive a 10% discount off the advertising prices for both products.