

INTERNATIONAL
POOL | SPA | PATIO
EXPO



CO-LOCATED WITH



EXPO: November 11-13

CONFERENCE: November 8-13

Mandalay Bay Convention Center | Las Vegas

SPONSORSHIP OPPORTUNITIES

NEW! Dive In Together.

DeckExpo will permanently co-locate with the International Pool | Spa | Patio Expo beginning in 2020. This combined event will bring together pool builders and outdoor living professionals to provide an exceptional opportunity to discover new products, network with colleagues, and learn best practices.

Make a
Splash...

...At the industry's NEW premier marketplace for
education, networking, and business.

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PRODUCT SHOWCASE

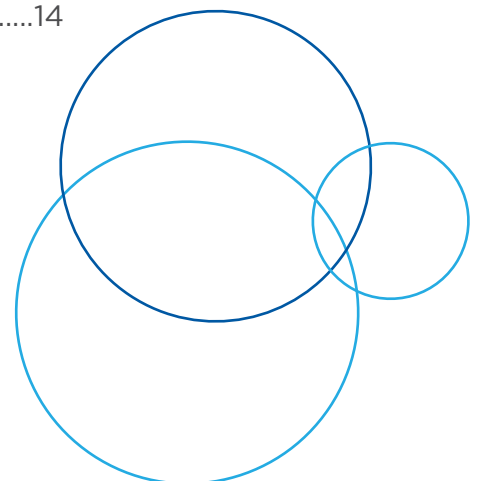
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WELCOME & MEET THE TEAM

Hello partner,

Welcome to the **International Pool | Spa | Patio Expo, co-located with DeckExpo!** It is the premier event committed to bringing the industry back together.

Bringing these two events together creates a broader selection of products and technology for outdoor living. It means you – our exhibitor and sponsor – will reach a new selection of outdoor living professionals.

We're seeing a pent-up demand for attendees to view new products and services, and manufacturers are excited to present them to their customers. As you're working to maintain your business, we'll be with you every step of the way.

The expo hall is a central hub of activity. Your booth is your core touchpoint and allows our attendees to reach you and discover your company's latest products and technology. But with a sponsorship, you can amplify your presence – and get your brand noticed by key decision makers at a key time.

Whether you have participated with PSP/DeckExpo before, or are a newbie, we look forward to seeing you in Las Vegas from November 11-13, 2020. Our team will ensure that your investment brings you the best outcome you are looking for.

Sincerely,

Your PSP/DeckExpo team:



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GENERAL INFO

WHO

Professionals from across the pool, spa, patio, and outdoor living industry

WHAT

The International Pool | Spa | Patio Expo, co-located with DeckExpo

WHEN

Expo: November 11 – 13
Conference: November 8 – 13

WHERE

Mandalay Bay Convention Center
Las Vegas

WHY

MEET YOUR CUSTOMERS—at the premier event committed to bringing the industry back together.

HOW

Become a Sponsor!

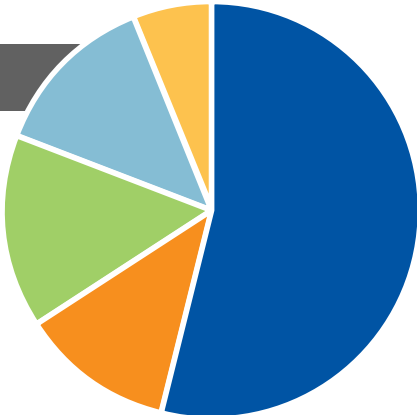
WHO ATTENDS : Pool, Spa, and Patio

- Builder / Installer / Sub Contractor: **31%**
- Retail: **23%**
- Service Maintenance: **15%**
- Other/Misc: **15%**
- Manufacturing & Distribution: **13%**
- Landscape Architects: **3%**



WHO ATTENDS : DeckExpo

- Owner/CEO/Executive/VIP: **54%**
- GM/Project Manager/Designer: **15%**
- Supervisor/Job Foreman/Field Crew: **13%**
- Sales/Marketing/Purchasing: **12%**
- Specifier/Staff Drafter/Other: **6%**





YOUR GOALS ARE...

If you are looking to build brand awareness, drive booth traffic, or something else, we have a solution for you. Maximize your impact and meet your goals.

What are you looking to do?

Build Brand Awareness

Gain a new advantage for your business and ensure your brand is known within the pool, spa, and outdoor living industry. We recommend:

- Aisle Signs
- Booth Shoot Videos
- Geo-Fencing
- Show Planner Ad

Launch a Product

Need to shine a spotlight to your latest and greatest gizmo? Here's a few things that could work:

- Attendee Bag Insert
- Pool Prize Party
- Product Highlights Email
- Product Showcase

Customer Acquisition

Did you know that in 2019, 51% of both PSP Expo and DeckExpo attendees didn't go to any other industry event? Gather the leads you need via something like:

- Mobile App – custom push alert or banner ad
- Private Meeting Rooms
- Smart Ads Retargeting

Industry Leader Establishment

Be a premier leader at the industry's premier event. How about:

- Focus Group
- Power Panel
- Show Floor Education


On-site Traffic Building

Want to meet new and existing customers, right in your booth? May we suggest...

- Floor Graphic
- Mobile App – Silver or Gold
- Wall or Column Cling

YEAR-ROUND SOLUTIONS

Both our show cycle – and the pool building and maintenance period – are seasonal. But with our year-round solutions, your brand can regularly be in front of an audience. Whatever your goals and objectives, our team can design a marketing and sales engagement program for any budget level.




INTERNATIONAL POOL | SPA | PATIO EXPO

BACKYARD MIX
PRODUCT SHOWCASE

In just two months MORE than 425 companies will be at the International Pool | Spa | Patio Expo™ showcasing their latest product, including these featured below. See these products and thousands MORE at the industry's leading exposition and conference. Register today and receive a FREE Expo Hall Pass or save 20% on a Conference Super Pass.* [Register Now](#)

Z Poolform

Booth #2145



Z Poolform is the next great innovation in forming cantilevered concrete pool coping. Made from rigid PVC and engineered for use with gunite, fiberglass, and vinyl liner pools, the Z Poolform system is easy to install and allows for an unprecedented selection of edge profiles and textures. Z Poolforms are reusable and are guaranteed to save you time and money on your next job. [Learn More](#)



Backyard MIX

INTERNATIONAL POOL | SPA | PATIO EXPO

In just a couple of weeks MORE than 425 companies will be at the International Pool | Spa | Patio Expo™ showcasing their latest product, including these featured below. See these products and thousands MORE at the industry's leading exposition and conference. Register today and receive a FREE Expo Hall Pass or save 20% on a Conference Super Pass.* [Register Now](#)

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[read more >](#)

REGISTRATION, TRAVEL & HOUSING SPONSOR
\$1,500

SOCIAL MEDIA POSTS
CALL FOR PRICING

WEB AD - HOMEPAGE
\$1,750

GEO-FENCING

Deliver your message to show attendees while they are on the expo floor, or after they've returned home.

- Post show, 125k impressions: **\$2,500**
- Post show, 250k impressions: **\$4,800**

Recommended if your goal is to Build Brand Awareness

DIGITAL

REACH ATTENDEES WHERE THEY ALREADY ARE: ON THEIR DEVICES.

EMAIL BLASTS

Reach highly targeted registered attendees before, during, and after the show with a targeted e-mail.

Attendee Email, Targeted (Mid Nov - Sept 30)\$225/CPM

Attendee Email, Targeted (Premium)\$4,750

Shared e-blasts are excellent marketing vehicles to reach pre-registered attendees prior to show opening!

Product Highlights, Shared email 1x, 3x, or 6x options:\$225/CPM

Recommended if your goal is to Launch a Product

MOBILE APP

Engage attendees with a branding opportunity in the PSP Expo mobile app and drive traffic to your booth and your company website!

Mobile App - Custom Push Alert..... \$500

Mobile App - Gold Sponsor (Exclusive).....\$4,000

Mobile App - Silver Sponsor..... \$2,800

The three mobile app options above are recommended if your goal is Customer Acquisition

Mobile Banner Ad (Three available)..... \$3,500

WEBSITE/RETARGETING

The PSP/DeckExpo website offers details on show news, schedules, special events, and more. As a sponsor, your ad would be featured prominently.

Smart Ads Retargeting, 50,000 Impressions\$1,100

Smart Ads Retargeting, 100,000 Impressions.....\$1,975

Website Sponsor (Exclusive).....\$2,300 - *SOLD*

Maximize your brand's exposure--feature a web banner ad on the PSP Expo registration and travel webpages and registration confirmation emails (which attendees print and carry to the show).

Registration, Travel & Housing Sponsor\$1,500

SHOW PLANNER

The Show Planner is a resource for professionals attending or considering attending PSP/DeckExpo 2020. It's also their guide for when they arrive on-site.

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.

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.

Recommended if your goal is to Build Brand Awareness

FULL PAGE
\$1,500

HALF PAGE
\$850

QUARTER PAGE
\$500



ON-SITE

REACH HIGHLY-QUALIFIED POOL, SPA, PATIO, AND OUTDOOR LIVING PROS, IN ONE PLACE, AT ONE TIME.

ATTENDEE EXPERIENCE ITEMS

Attendee Bag Insert..... \$1,200-\$1,500
Recommended if your goal is to Launch a Product

Hand Sanitizer Station..... CALL FOR PRICING

DECK WORKSHOPS

Your product will be highlighted during our deck building presentations. Your product will be used in the most effective and appropriate way by a leading industry personality during the demonstration.

Deck Workshop Spot..... \$3,500

MEETING ROOMS ON THE SHOW FLOOR

\$1,500-\$3,500

Recommended if your goal is Customer Acquisition

SPECIAL EVENTS, EDUCATION, AND SHOW FLOOR HAPPENINGS

Booth Shoot Videos..... \$3,200
Recommended if your goal is to Build Brand Awareness

Power Panel (Three Available)..... CALL FOR PRICING
Recommended if your goal is Industry Leader Establishment

Pool Prize Party..... CALL FOR PRICING
Recommended if your goal is to Launch a Product

Show Floor Education CALL FOR PRICING

PRODUCT SHOWCASE

PRODUCT SHOWCASE

Shine a spotlight on your latest and greatest technology.

Product Showcase Spot: 3' x 2' Table	\$590
Product Showcase Spot: 4 'x 4' Table	\$875
Product Showcase Spot: 6' x 2' Table	\$850
Product Showcase Spot: 8' x 8' Table	\$1,275

Recommended if your goal is to Launch a Product



ON-SITE SIGNAGE & GRAPHICS

AISLE SIGNS

\$650-\$1,875

Recommended if your goal is to Build Brand Awareness

BILLBOARDS & LIGHTBOXES

\$1,000-\$3,000

COLUMN CLINGS & LOBBY CLINGS

\$1,300-\$7,500

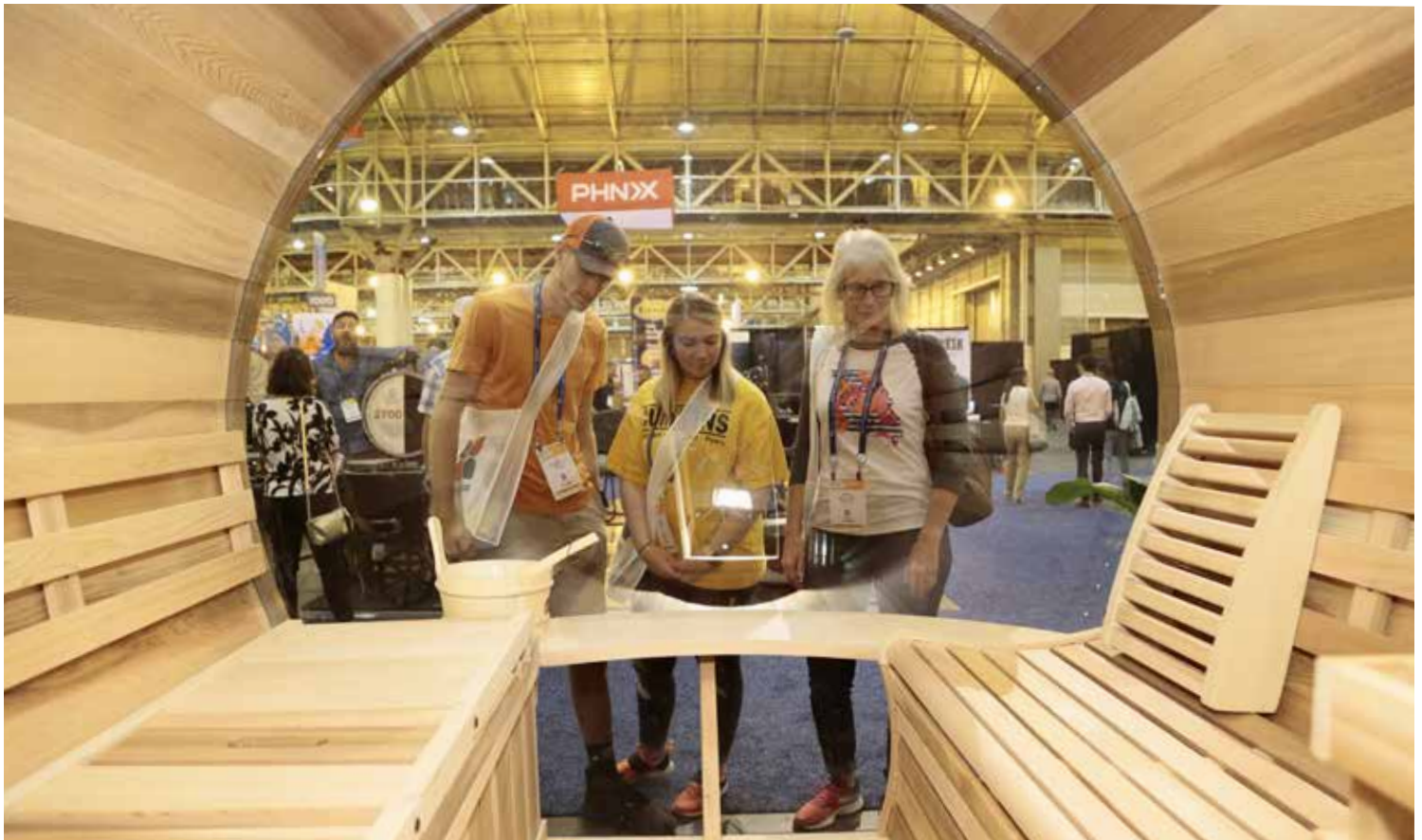
Recommended if your goal is On-site Traffic Building

Recommended if your goal is Industry Leader Establishment

FLOOR GRAPHICS

\$475-\$1,200

Recommended if your goal is On-site Traffic Building



LIVE DEMONSTRATIONS

BUILDING CLINIC

Your brand is the prime focus of the clinic while we incorporate non-competing products into the demonstration to enhance the educational value for our attendees. Your brand is showcased in six to eight demonstrations as the main subject of the entire clinic.

Lead Sponsor\$17,000

Your brand will be seen in two demonstrations hosted by a leading industry personality during each day of the show.

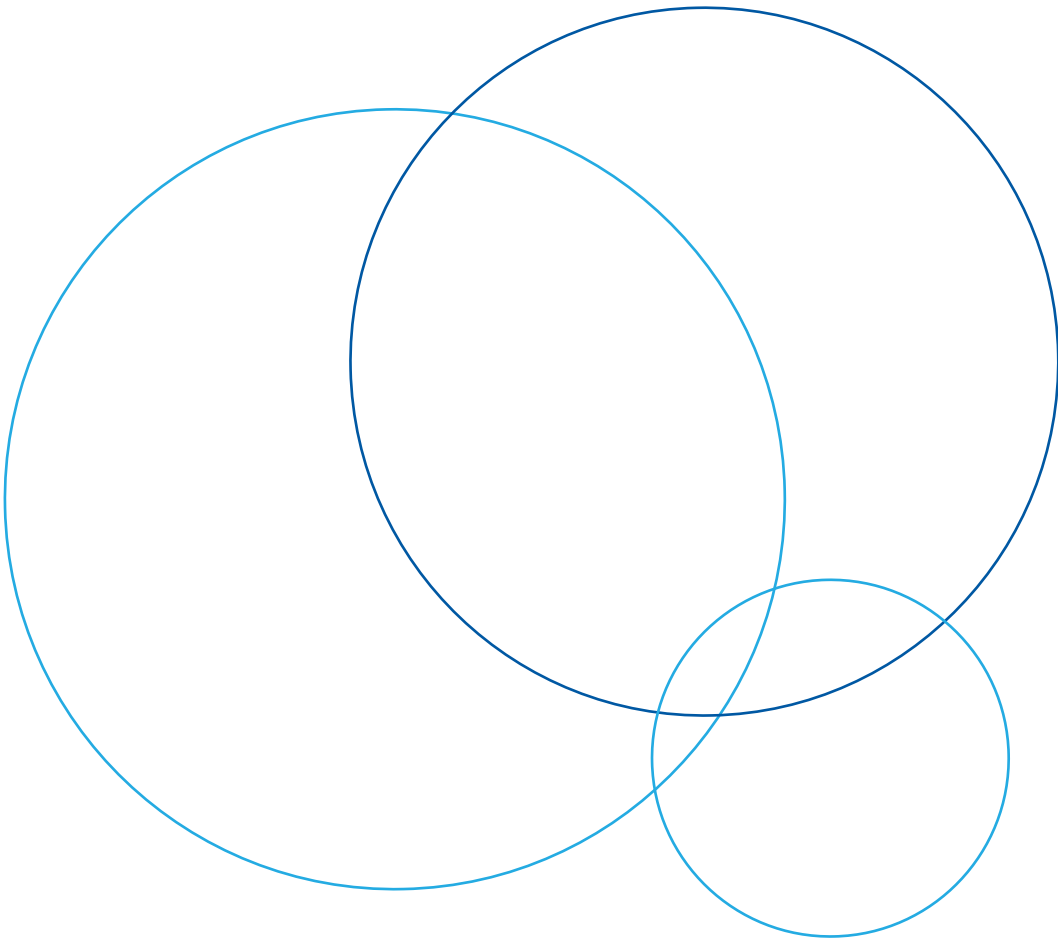
Supporting Sponsor\$7,500

Your product or tool will be highlighted during our LIVE clinic presentations and used in the most effective and appropriate way by a leading industry personality during the demonstration.

Material SponsorCALL FOR PRICING

Your product will be embedded into the content and used as visual support of the live action demonstration. Your brand will be seen in one demonstration hosted by a leading industry personality each day.

Contributing Sponsor\$4,000



LIVE DEMONSTRATIONS

EXHIBITOR DEMONSTRATION

Lead your own LIVE, informercial-style presentation on the show floor—either within your booth or on a separate, stand-alone stage.

In-Booth Exhibitor Demonstrations will take place inside your existing booth space on the show floor. You are required to have a minimum of 400 square feet in order to host an In-Booth Demonstration.

In-Booth Demonstration..... CALL FOR PRICING

Exhibitor Demonstrations will take place in a 600 square foot area that will be positioned near your exhibiting booth.

Exhibitor Demonstration \$19,000



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MAKE A SPLASH, AND TAKE YOUR COMPANY FURTHER, FASTER, BY PARTICIPATING WITH THE PSP/DECKEXPO.

Visit **www.poolspapatio.com** or contact your account manager for details about advertising and sponsorship opportunities.



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