

DIGITAL

Show Planner

Inside Front Cover	\$1,800
Page 3 Cover	\$1,800
Opposite Front Cover	\$1,800
Full Page Ad	\$1,500
Half Page Ad	\$1,000
Quarter Page Ad	\$750

Audience Engagement

Social Media Posts	\$ Call for Pricing
Focus Group <i>(Two Available)</i>	\$10,000

Mobile App

Gold Sponsor <i>(Exclusive)</i>	\$4,000
Banner Ad <i>(Three Available)</i>	\$3,500
Custom Push Alert	\$500

Website & Retargeting

Registration, Travel & Housing	\$1,500
Smart Ads Retargeting <i>50,000 impressions</i>	\$1,100
Smart Ads Retargeting <i>100,000 impressions</i>	\$1,975
Web Ad – Homepage <i>180 x 150 px</i>	\$1,750
Geo-Fencing - On-site <i>150,000 impressions, Exclusive</i>	\$3,500
Geo-Fencing - Post show; <i>125,000 impressions</i>	\$2,500
Geo-Fencing - Post show; <i>250,000 impressions</i>	\$4,800

EMAIL BLASTS

Attendee Email, Targeted

Now – Sept. 30	\$250/CPM
Premium, October	\$3,150
Premium,	\$4,750
Week Before Show	

Product Highlights Shared Email

1x Shared Email <i>Post Show</i>	\$725
3x Shared Email <i>Pre-Show</i>	\$1,295
3x Shared Email <i>Post Show</i>	\$1,295
3x Shared Email <i>May/June/July</i>	\$ 950
6x Shared Email <i>Post Show</i>	\$1,950

PSP/DECK+

Online Profile <i>Exhibitors from live event</i>	FREE
Booth, Meetings, Leads <i>Exhibitors from live event</i>	\$450
Booth, Meetings, Leads <i>Non-Exhibitors from live event</i>	\$1275

EXPO HALL

Meeting Rooms on the Show Floor

Private Meeting Room <i>Large, 300 square feet</i>	\$3,500
Private Meeting Room <i>Medium, 200 square feet</i>	\$2,500
Private Meeting Room <i>Small, 100 square feet</i>	\$1,500

Product Showcase

3'x 2' Table	\$590
4'x 4' Floor	\$875
6'x 2' Table	\$850
8'x 8' Floor	\$1,275

EVENTS, EDUCATION & MORE

Pool Prize Party	\$750
Keynote	\$ Call for Pricing
Show Floor Education	\$ Call for Pricing
Welcome Party	\$30,000
Welcome Party Trolleys	\$10,000
Booth Shoot Videos	\$3,200
Pool Design Challenge	\$500

MISCELLANEOUS

Video Wall, 30-second spot	\$1,800
Video Wall, 60-second spot	\$3,500
Hand Sanitizer Stations	\$ Call for pricing
Beer Cart	\$2,400
Masks	\$ Call for pricing

E-NEWSLETTER

Leaderboard Ad	\$1,200
Position 1 Ad	\$1,100
Position 2 Ad	\$950
Position 3 Ad	\$950
Footer Ad	\$950

YEAR-ROUND SOLUTIONS

Custom Lead Generation <i>(50, 75, or 100)</i>	\$ Call for pricing
Audience Extension <i>Display Ads – custom impressions & duration</i>	\$ Call for pricing
Audience Extension <i>Facebook Link Ads – custom impressions & duration</i>	\$ Call for pricing
Custom Webinar	\$8,500
Editorial Webinar	\$8,500

SIGNAGE

Windows & Escalators

Escalator Rail <i>(4 Panels)</i>	\$2,600
Escalator Side Graphic	\$4,000
Escalator Runner Graphic	\$3,000
Window Clings <i>(limited quantity)</i>	\$8,500

Billboards & Kiosks

Expo Hall, Double Sided <i>Billboard, 1M</i>	\$1,000
Lobby, Double Sided <i>Billboard, 1M</i>	\$1,000
Expo Hall Rotating Kiosk <i>(one of four panels)</i>	\$1,250
Expo Hall Rotating Kiosks <i>(four panels)</i>	\$4,500

Banners

Lobby DE.7A, 7B, 7C <i>15x5 - Near Registration</i>	\$5,500
Lobby DE.1A, 1B <i>15x5 - Near Registration</i>	\$5,500
Lobby - Hall C-C.4 <i>15x5 - Near Hall Entrance</i>	\$5,500
Lobby - Hall C-C.5 <i>20x8 - Near Cafe</i>	\$7,000

Floor Graphics

Expo Hall, 3' x 3'	\$450
Expo Hall, 5' x 5'	\$725

Aisle Signs

Main Aisle <i>Double Sided, quantity = 3</i>	\$1,650
Common Aisle <i>Double Sided</i>	\$550

SPONSORSHIP PACKS

Customer Acquisition: Lounge Pack – \$3,800
Private Meeting Room, Large; Mobile App Push Alert, Smart Ads Retargeting, 50K Impressions List price: \$5,100

Product Promotion: Floatie Pack – \$4,275
Product Showcase, 8' x 8' Floor; Product Highlights, 6x shared email; Attendee Bag Insert, Digital Show Planner, Full Page Ad. List price: \$6,525

Booth Traffic Driver: Firepit Pack – \$5,175
Lobby Billboard, 1M, Double Sided; Exhibit Hall Floor Graphic, 3' x 3'; Mobile App - Silver Sponsor; Digital Show Planner, Full Page Ad; Product Highlights, 3x shared email. List price: \$7,745

Digital Promo: Splash Pack - \$6,100
Attendee Email, targeted; Mobile App - banner ad; Digital Show Planner, quarter page ad. List price: \$8,750

Branding Highlight: Sunny Pack – \$7,250
Digital Show Planner, Half Page Ad; Booth Shoot Videos; Geo-Fencing, 250K impressions; Main Aisle Signs. List price: \$10,650