

NOVEMBER 13-18

KAY BAILEY HUTCHISON CONVENTION CENTER
DALLAS, TEXAS

PSP/Deck Expo 2021 POST-EVENT REPORT

Be sure to follow-up with your supervisor by reporting on your PSP/Deck Expo experience. The following checklist contains suggestions to be included in the report.

- **Attendee Name**
- **Attendee Title**
- **Department**
- **Event Summary:** For pool, spa, and outdoor professionals who are seeking the latest products and trends, the International Pool | Spa | Patio Expo, co-located with Deck Expo, is a global destination. The **PSP/Deck Expo** is the only event that actively collaborates across the entire industry to bring attendees the most comprehensive array of education and technology. At the **PSP/Deck Expo**, dive into revolutionary discussions about design, aesthetics, renovations, and more – all while discovering new connections. **Make a Splash**, and take your professional development further, faster by participating with the **PSP/Deck Expo**.
- **Event Website:** www.poolspapatio.com

GOALS MET

Identify specifically what was brought back to the organization relevant to your business goals as payback for show investment.

1. _____
2. _____
3. _____

COST SUMMARY

Registration Fee(s)	\$
Airfare Fee(s)	\$
Transportation Fee(s)	\$
Hotel Fee(s)	\$
Meals	\$
Total	\$

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EDUCATION ROI

Identify a few takeaways, action items, and/or estimated impact from the PSP/Deck Expo 2021 education sessions you attended.

NETWORKING ROI

Identify some individuals or companies you met with at PSP/Deck Expo 2021, and a few discussion points or items to follow up on.

EXHIBITOR ROI

Identify exhibitor/solutions that you researched on-site at PSP/Deck Expo 2021 for post-event follow-up that align with business priorities.

SUMMARY

Outline additional details on the ROI value to you and your company. In your summary, we suggest offering to train others on what you learned and include the date/time of your planned briefing in the space below.