



Company Name: \_\_\_\_\_ Booth #: \_\_\_\_\_

Exhibiting As Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Fullfillment Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

All sponsorships subject to availability. Items in blue are suggested for year-round solutions.

**Digital**

**Show Planner**

- Planner Ad (Full Page)..... \$1,500
- Planner Ad (Half Page) ..... \$850
- Planner Ad (Quarter Page)..... \$500

**Email Blasts**

- Attendee Email, Targeted (Now - Sept 30).....\$250/CPM
- Attendee Email, Targeted (Premium, October) .....\$3,150
- Attendee Email, Targeted (Premium, week before show)..... \$4,750
- Product Highlights 1x Shared email, post show..... \$725
- Product Highlights 3x Shared email, pre show ..... \$1,295
- Product Highlights 3x Shared email, May/June/July.....\$950
- Product Highlights 6x Shared email, post show.....\$1,950

**Mobile App**

- Mobile App - Custom Push Alert..... \$500
- Mobile App - Gold Sponsor (Exclusive)..... \$4,000
- Mobile App - Silver Sponsor ..... \$2,800
- Mobile Banner Ad (Three available)..... \$3,500

**Website/Retargeting**

- Registration, Travel & Housing Sponsor ..... \$1,500
- Smart Ads Retargeting, 50,000 Impressions ..... \$1,100
- Smart Ads Retargeting, 100,000 Impressions ..... \$1,975
- Web Ad (Homepage -180 x 150) ..... \$1,750
- Website Sponsor (Exclusive) ..... \$2,300
- Geo-Fencing (On-Site, Exclusive) ..... \$3,500
- Geo-Fencing (Post Show, 125K impressions)..... \$2,500
- Geo-Fencing (Post Show, 250K impressions)..... \$4,800

**Audience Engagement**

- Social Media Posts.....Call for pricing
- Focus Groups (Two available)..... \$10,000

**Sponsorship Packages - Bundle and Save!**

- 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 ..... \$4,675  
*Product Showcase, 8' x 8' Floor; Product Highlights, 6x shared email; Video Wall, 30-second spot; Digital Show Planner, Full Page Ad. List price: \$6,525*
- Booth Traffic Driver: Firepit Pack ..... \$5,175  
*Lobby Cling, 2' x 13'; Exhibit Hall Floor Graphic, 3' x 3'; Mobile App - Silver Sponsor; Digital Show Planner, Full Page Ad; Product Highlights, 3x shared email. List price: \$7,370*
- 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: 10,725*
- Custom Sponsorship..... Call for Pricing

**On-Site Sponsorships**

**Miscellaneous**

- Video Wall, 30-second spot..... \$1,800
- Video Wall, 60-second spot..... \$3,500
- Hand Sanitizer Stations..... Call for pricing
- Masks ..... Call for pricing
- Beer Cart ..... \$1,950

**Meeting Rooms on the Show Floor**

- Private Meeting Rooms - Large..... \$3,500
- Private Meeting Rooms - Medium..... \$2,500
- Private Meeting Rooms - Small..... \$1,500

**Product Showcase**

- Product Showcase: 3' X 2 Table ..... \$590
- Product Showcase: 4' X 4' Floor ..... \$875
- Product Showcase: 6' X 2' Table ..... \$850
- Product Showcase: 8' X 8' Floor ..... \$1,275

**Special Events, Education, and Show Floor**

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

**On-Site Signage & Graphics**

**Floor Graphics**

- Exhibit Hall: 3' x 3' ..... \$450
- Exhibit Hall: 5' x 5' ..... \$725

**Billboards & Kiosks**

- Exhibit Hall, Double Sided, Billboard, 1M ..... \$1,000
- Lobby, Double Sided, Billboard, 1M ..... \$1,000
- Exhibit Hall Rotating Kiosk (one of four panels)..... \$1,250
- Exhibit Hall Rotating Kiosks (all four panels)..... \$4,500

**Aisle Signs**

- Main Aisle, Double Sided (qty: 3) ..... \$1,650
- Common Aisle, Double Sided ..... \$550

**Banners**

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

**Windows and Escalators: Up, Down, and Around**

- Escalator Rail (4 Panels) ..... \$2,600
- Escalator Side Graphic..... \$4,000
- Escalator Runner Graphic ..... \$3,000
- Window Clings (limited quantity)..... \$8,500

**PSP/Deck+ // December 8-9, 2021**

- Online Profile ..... \$750
- Custom Video ..... \$3,500

**RETURN APPLICATION AND PAYMENT TO:**

International Pool | Spa | Patio Expo  
222 West Las Colinas Boulevard  
Suite 450E | Irving, Texas 75039

Toll-free: 888-869-8522  
Outside USA: 972-536-6350  
Fax: 972-536-6365  
www.PoolSpaPatio.com

**METHODS OF PAYMENT:**

Please check one:

**Check made payable to:**  
International Pool | Spa | Patio Expo

**Wire / ACH\***

**Credit Card\***: PCI compliance requires credit card information must only be received via our secure fax line 972.550.5390 or through our online contract portal.

**QUESTIONS?**  
Please contact PSP/Deck Expo Show Management at 888-869-8522, 972-536-6350 or Exhibit@PoolSpaPatio.com. All payments should be in USD funds. Exhibitors are responsible for all bank collection fees and/or discounts associated with their payments.

**PAYMENT TERMS**

Full payment due with all contracts

**TOTAL SPONSORSHIP AMOUNT:**

\_\_\_\_\_

**FOR SHOW MANAGEMENT USE ONLY**

Date Received: \_\_\_\_\_

Booths Assigned: \_\_\_\_\_

TSF: \_\_\_\_\_

Deposit Received: \_\_\_\_\_

AE: \_\_\_\_\_

CO ID#: \_\_\_\_\_

We understand this application becomes a binding contract when accepted by Informa Exhibitions U.S. Construction & Real Estate, Inc. We agree to abide by the General Information, Exhibitor Contract Terms and Conditions, rules listed in the Exhibitor Service Manual and regulations adopted by Informa Exhibitions U.S. Construction & Real Estate, Inc. in accordance with the terms herein. We understand that all deposits/final payments are non-refundable.

**REQUIRED** Signature: x \_\_\_\_\_ Printed Name: \_\_\_\_\_

By providing your contact information and signature, you are authorizing Informa Exhibitions U.S. Construction & Real Estate, Inc. to send you promotional materials via mail, fax, email, or SMS.