

# INTERNATIONAL POOL | SPA | PATIO EXPO

CO-LOCATED WITH



**Expo:** November 16-18 | **Conference:** November 13-18  
**DALLAS, TEXAS** | Kay Bailey Hutchison Convention Center

Make a  
**Splash...**

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

2021 EXHIBITOR INFO

[www.poolspatio.com](http://www.poolspatio.com)





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HELLO!

Thank you for your interest in exhibiting at the **International Pool | Spa | Patio Expo, co-located with Deck Expo** (PSP/Deck Expo). We can't wait to return to an in-person format, and reunite the pool, spa, patio, decking, and outdoor living industries.

**PSP/Deck Expo** sets the stage for the year ahead. Exhibiting puts your solutions and technology in front of a captive audience — the buyers looking for YOUR products!

PSP/Deck Expo is from November 16-18 at the Kay Bailey Hutchison Convention Center in Dallas, Texas



About PSP/Deck Expo

This event partnership actively collaborates across the entire pool, spa, backyard, and decking industries to bring you the most comprehensive array of client meetings, education, and technology all in one place.

PSP Expo

Launched in 1957, the International Pool | Spa | Patio Expo™, is where all pool, spa, patio, decking, and outdoor living professionals gather to stay well-informed.

Deck Expo

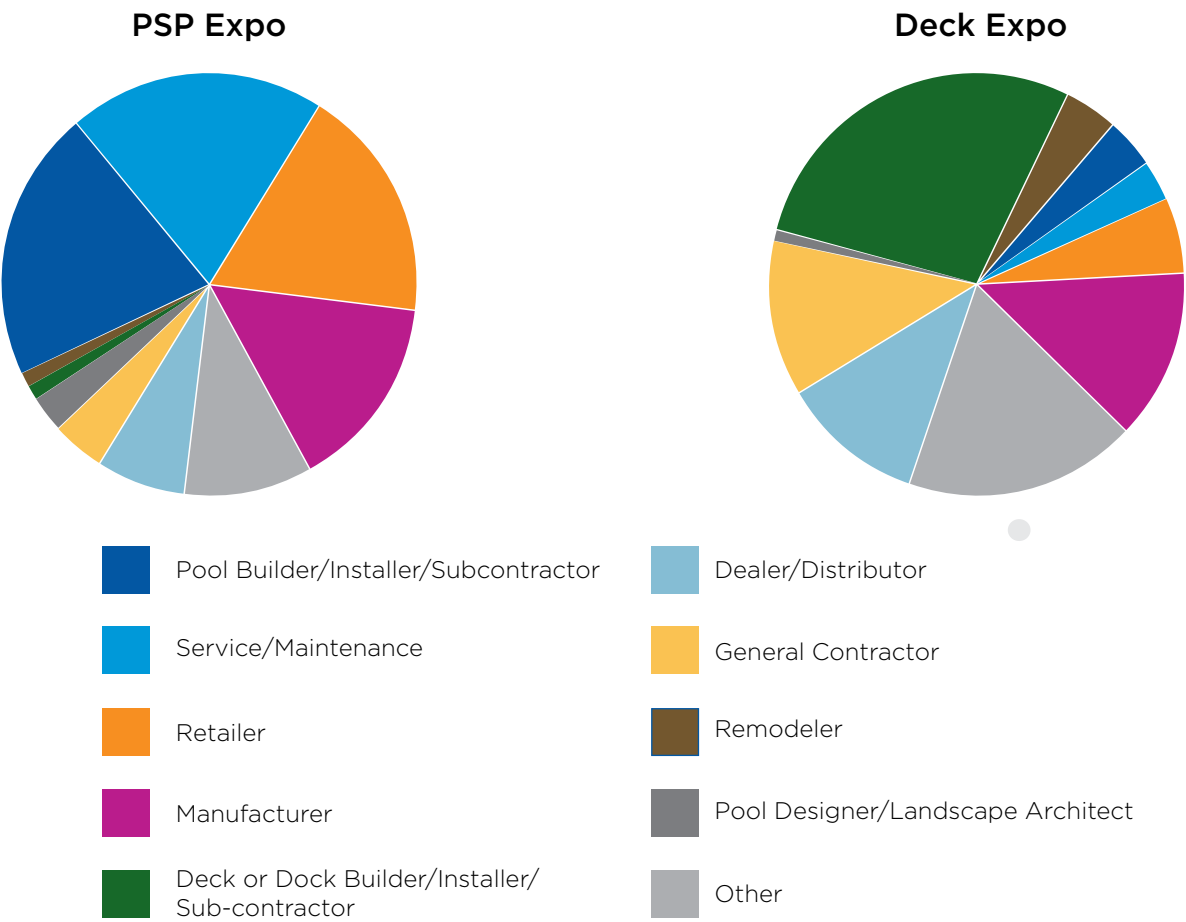
Launched in 2003, Deck Expo is the go-to annual event for all materials, services, and professionals related to the deck, dock, and railing community.

All this to say, the PSP/Deck Expo is the premier marketplace for your business. Remember to include exhibiting with us in your 2021-2022 marketing budget and strategy.

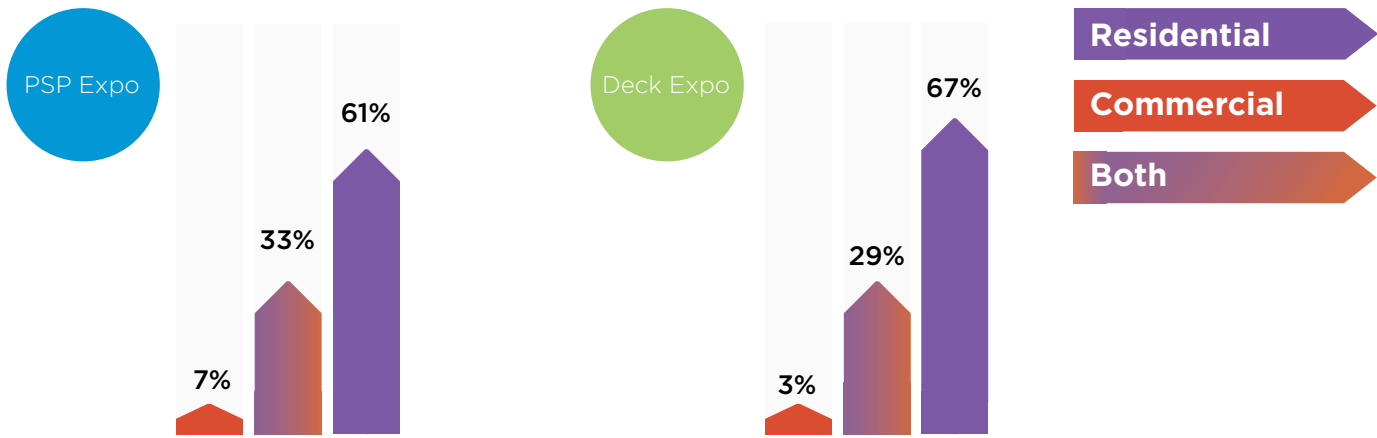
# YOUR CUSTOMERS ARE AT PSP/DECK EXPO

We cover the pool, spa, patio, decking, and outdoor living industries. Propel your business forward and network with decision makers.

Attendees indicate their primary business type is...

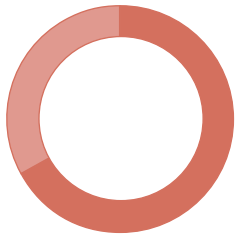
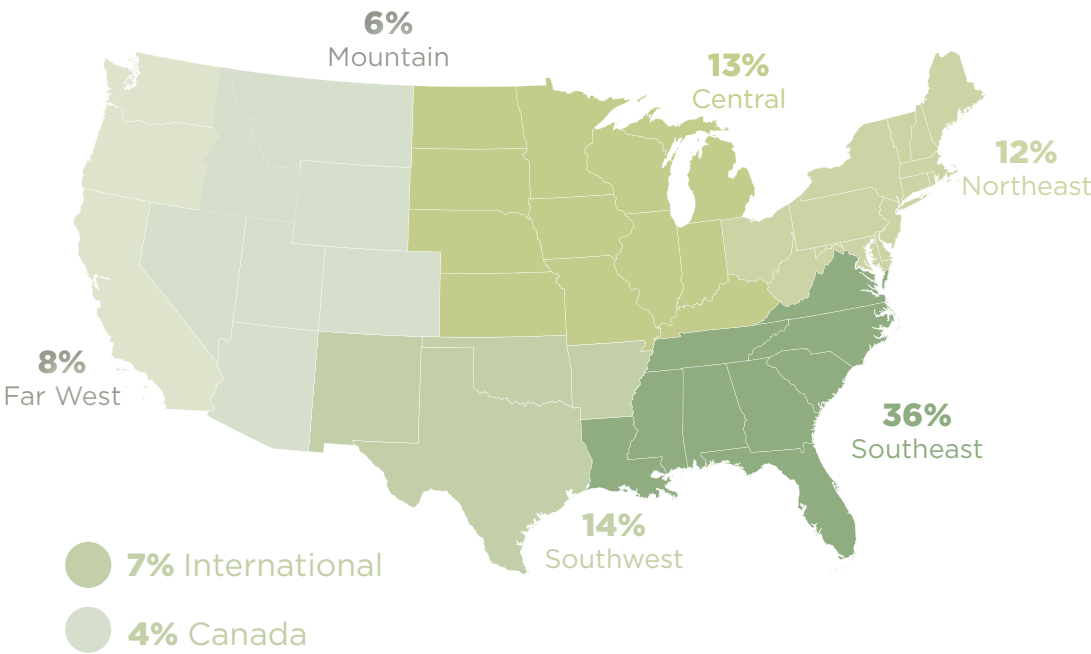


...and they serve these markets:



It's more than a regional event. Attendees descend on the PSP/Deck Expo from all 50 states, and more than 60 countries!

## 2019 – New Orleans

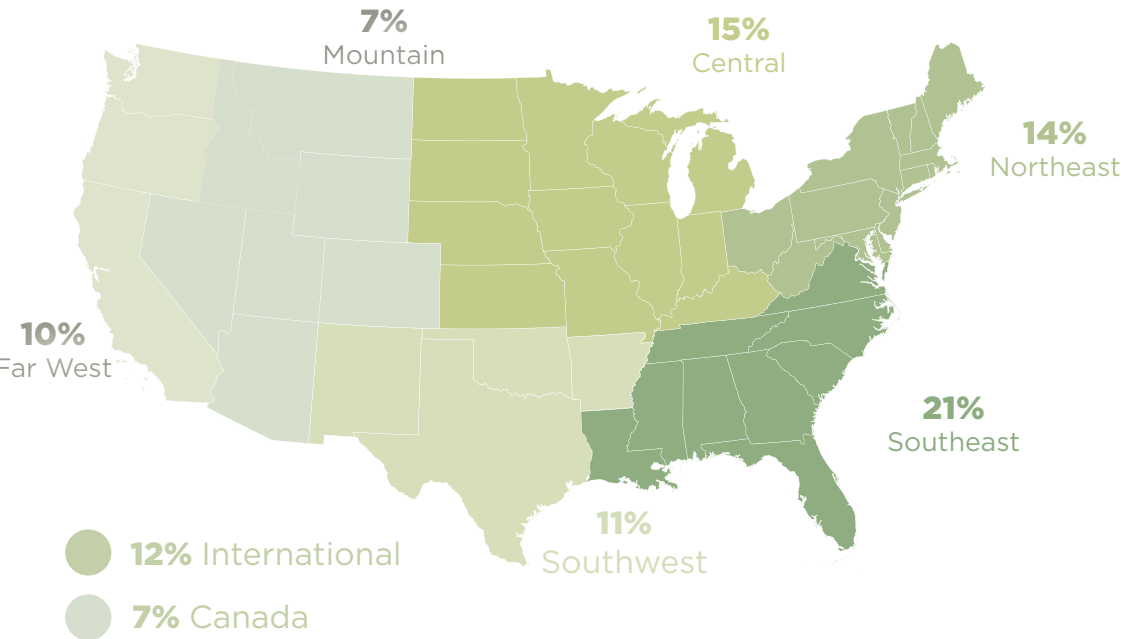


67% Returning Attendees

51%

Of attendees didn't attend other industry shows

## 2020 – Virtual Edition



35% of attendees were new to PSP/Deck Expo - and they're ready to see you in person in 2021



# HERE'S WHO YOU'LL MEET

The PSP/Deck Expo kicks off the next year’s buying and building season. Based on attendee and exhibitor data and surveys:



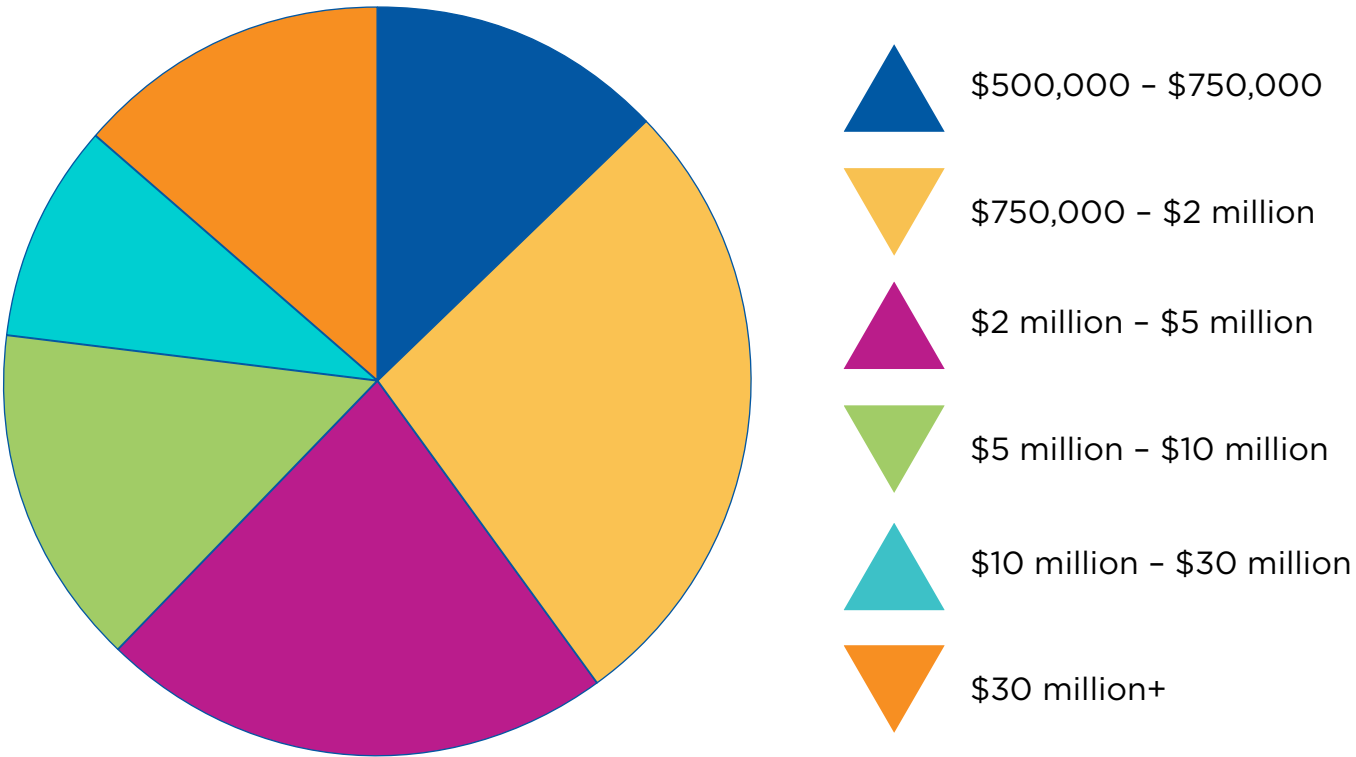
Of attendees are involved in purchasing decisions (approve, purchase, recommend, specify)

Average number of **existing** customers that exhibitors say they meet at the show

Average number of **new** customers that exhibitors say they meet at the show

Average order placement attendees will make as a result of the event

Sales Volume of companies attendees represent:



Stats from 2018 & 2019 in-person events, and 2020 virtual event.

# SHOWCASE YOUR BRAND AND PRODUCTS

The expo hall is the central hub of the PSP/Deck Expo. Featuring vendors, commercial education, a product showcase, and more, it's where attendees and decision-makers come to find solutions for their business. Exhibit and align your brand with the top vendors in the industry.

The show features multiple areas, including a new co-location with Deck Expo.



### Outdoor Living Pavilion

Products and technology to create the total backyard.



### PSP/Deck Connect

Explore a new way to engage with the contacts you value most.



### New Product Showcase

Share your newest innovations and technologies with qualified buyers.



### Education & Demos

Education on the show floor is free to all attendees as part of PSP/Deck Expo's commitment to industry and professional development.

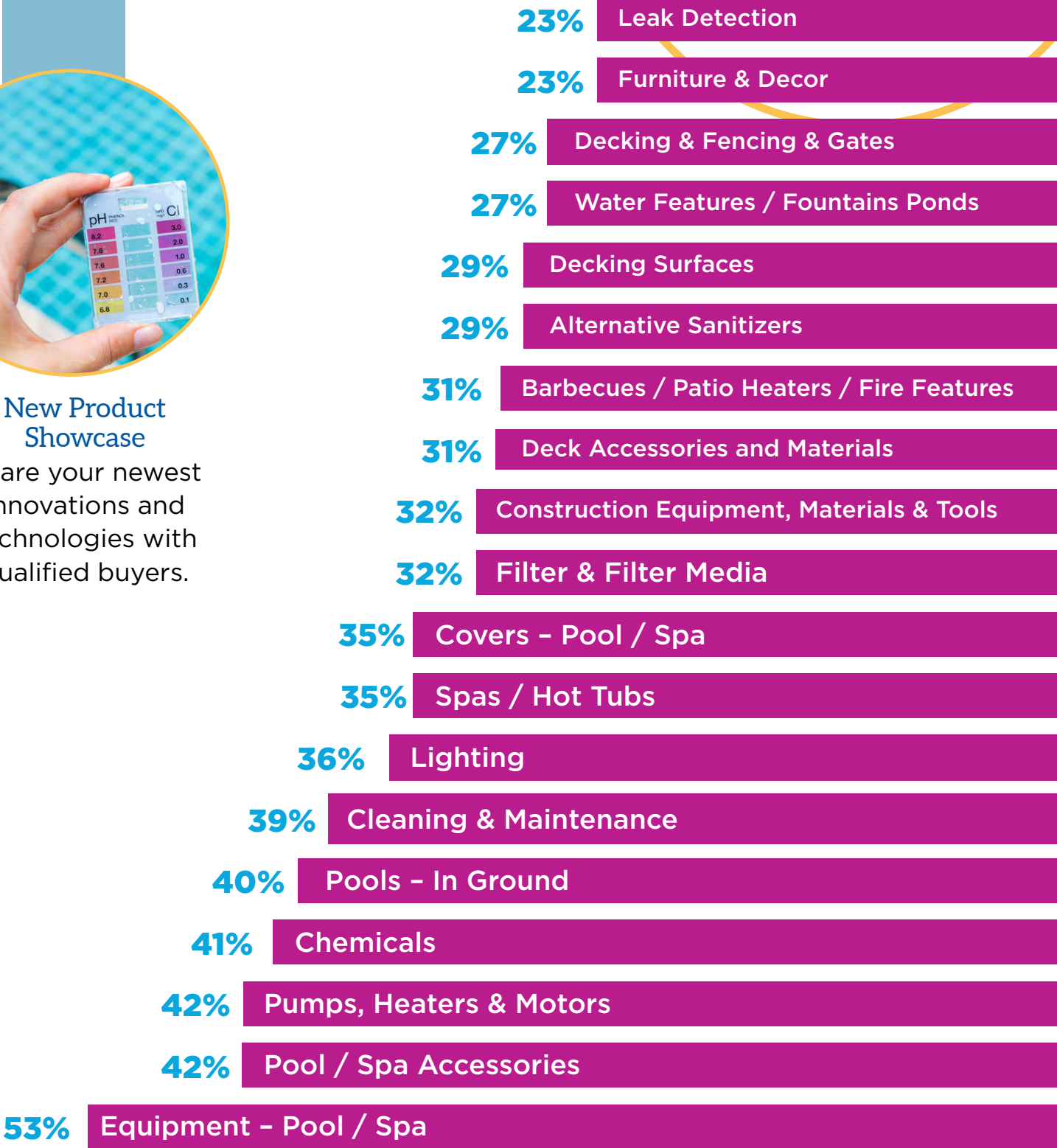


### Co-Location with Deck Expo

Deck Expo fits right in with the premier event for the pool, spa, and patio industries and we are excited to co-locate as one vibrant marketplace.

## Expo Hall Highlights

**Products & Technology**  
Bring your technology to those who are looking. Attendees indicate they are interested in:





## WHY EXHIBIT?



Whether you want to:

- build your brand
- increase sales
- meet new customers
- engage with current customers
- launch a product

We'll work together to create a plan that works for you.

A NOTE FROM  
THE TEAM AT  
*PSP/DECK EXPO*

*Our objective  
is meeting your  
objectives.*

## INCLUDED WITH YOUR BOOTH...

*Upgraded listing on the PSP/Deck Expo website*

*Free expo hall passes for your customers and prospects*

*Featured product opportunities*

*Ten or more exhibitor badges*

*Sponsorship and marketing opportunities pre-show, during the show, and post-show*

*Complimentary matchmaking service (PSP/Deck Expo Connect) to match with the attendees you're looking for*

*Listing on online and mobile app floor plan*

*Discounts on educational seminars*

*Access to education on the show floor*

*Tickets to Special Events – great places to network*

*Mobile app promotion*

# RATES

PHTA/NADRA MEMBER RATES		
	Space Draw	Post Space Draw
100 - 599 sq. ft.	\$29.00	\$30.25
600 - 1,499 sq. ft.	\$28.50	\$30.25
1,500- 2,499 sq. ft.	\$26.75	\$30.25
2,500 sq. ft. & more	\$22.25	\$22.25



NON MEMBER RATES		
	Space Draw	Post Space Draw
100 - 599 sq. ft.	\$33.25	\$34.50
600 - 1,499 sq. ft.	\$32.75	\$34.50
1,500- 2,499 sq. ft.	\$31.25	\$34.50
2,500 sq. ft. & more	\$24.75	\$24.75

## Top Reasons Why Vendors Come to Exhibit at PSP/Deck Expo

1. PSP/DECK EXPO IS THE INDUSTRY’S PREMIER EVENT
2. SUCCESS AT PREVIOUS PSP/DECK EXPO EVENTS
3. QUALITY OF NETWORKING OPPORTUNITIES
4. QUALITY OF ATTENDEES
5. REPUTATION OF THE EVENT
6. EXPOSURE TO DECISION MAKERS AND BUYERS AT THE BEGINNING OF THE SEASON
7. GENERATING NEW SALES
8. SHOWCASE NEW PRODUCTS AND SERVICES
9. STAY AHEAD OF THE COMPETITION





# INCREASE YOUR ROI WITH SPONSORSHIPS

PSP/Deck Expo sponsorships and marketing opportunities are the most effective way to increase your impact pre-show, on-site, and post-show. Our wide selection of options can help you widen your sales funnel, generate new orders, and expand your brand position in the market.

## PRINT & SIGNAGE

- Hanging Aisle Signs
- Billboard and Kiosk Signs
- Column Wraps/Window Clings
- Escalator Graphics
- Floor Stickers
- On-site Registration Sponsor
- Conference Bags & Inserts
- Badge Lanyards

## EVENTS & EDUCATION

- Welcome Party
- Power Panel (keynote)
- Conference Program Sponsor
- Pool Prize Party
- Show Floor Education
- Booth Shoot Videos
- Product Showcase
- Private Meeting Rooms in the Expo Hall



Whether you are looking to launch a new product, enter a new market segment, or maintain customer relations - we can help you achieve your business goals in 2021!

## DIGITAL

- Targeted Email Blasts
- Product Shared Email Blasts
- Digital Show Planner
- Website Banner Ads
- Registration / Travel Sponsor
- Retargeting Ads
- Geo-Fencing Ads
- Mobile App Sponsorships
- Sponsored Social Media Posts

## NEW IN 2021: THE PSP/DECK EXPO 360 NEWSLETTER

This industry newsletter is the all-inclusive source for the pool, spa, patio, decking, and outdoor living sectors. Every month, the PSP/Deck Expo team not only creates new, original content, but also compiles the latest trends from trusted industry sources. The newsletter reaches 26,000+ industry professionals.



# ALL DECKED OUT

The **International Pool | Spa | Patio Expo** has consistently been a central hub to network, learn best practices, and discover new technology. And now, we welcome **Deck Expo** to the family. The first co-located event was a virtual edition; the in-person version will debut in Dallas in 2021.

Deck Expo fits right in with the premier event for the pool, spa, and decking industries and we are excited to co-locate as one vibrant marketplace.



The Deck Expo Attendee

Attendees who visit PSP/Deck Expo for primarily the Deck Expo portion identify as deck or dock builders or subcontractors. They're also dealers and distributors.



# WELCOME TO DALLAS

In partnership with onPeak, we've secured discounted rates at a selection of Dallas hotels. Through onPeak we're able to offer you convenient and affordable options for your trip to PSP/Deck Expo 2021.

onPeak is the only hotel provider endorsed by PSP/Deck Expo, and we encourage you to book early for the best selection and price.

OFFICIAL  
ONPEAK  
HOTELS

INTERNATIONAL  
POOL | SPA | PATIO  
EXPO

CO-LOCATED WITH  
deck  
EXPO

SPONSORED BY  
POOL & HOT TUB  
ALLIANCE

SPONSORED BY  
NADRA

Official Vendor

\$

DEEP  
DISCOUNTS

Buy-in-bulk hotel rates, with savings passed on to you.

⌚

PAY  
DELAY

You can book your room today and cancel without penalty a week before the event.

👑

GREAT  
SERVICE

We're your advocate before, during and after your stay.

★

REWARDS  
POINTS

Get credit for your hotel loyalty program.

🛡️

BEST  
RATES

We comparison shop to ensure our rates remain the lowest.

👥

GROUP  
RESERVATIONS

Easily manage hotel reservations with onPeak's group tools.





# IN SUMMARY...

This November, residential and commercial professionals will descend onto PSP/Deck Expo to exchange product knowledge, processes, and best practices related to all aspects of outdoor living.

*AS AN EXHIBITOR*, you'll reach the largest gathering of outdoor living professionals. These attendees are seeking products to help them deliver the backyard oasis that their customers dream of.

And they're ready to buy, recommend, and influence the use of your company's latest technology and products.



# MEET YOUR TEAM

Questions? Comments? Ready to get started? We're here to help. Contact us to find out how we can help you craft a plan that will meet your objectives for exhibiting.

## Your PSP/Deck Expo Team



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