

INTERNATIONAL POOL | SPA | PATIO EXPO

CO-LOCATED WITH



EXPO

NOV. 16-18

CONFERENCE

NOV. 13-18

SPONSORED BY



SHOW PUBLICATION



SHOW ENDORSER



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DALLAS, TEXAS | Kay Bailey Hutchison Convention Center



MAKE A SPLASH

Sponsorship & Marketing
Brochure



Education | Exhibits | Networking

Sponsorship & Marketing

Goals & Objectives

Why should I use PSP/Deck Expo as a marketing tool?

Reaching the right prospects can be challenging. The PSP/Deck Expo audience is made up of highly qualified owners, buyers and influencers who are actively seeking new brands and products to help them improve their business.

How can PSP/Deck Expo sponsorships help my business?

Sponsorships allow you to engage with your target audience on a personal level and deliver great content. This helps increase your brand's equity with buyers and heighten media exposure.



With customized, forward-thinking, and integrated options, PSP/Deck Expo provides an important pathway to reach your customers in the pool, spa, and outdoor living industry. And as an annual event, we have the industry's most accurate database, as buyer and attendee info is captured yearly.

Let us help you customize a plan to set your company apart and meet your goals.

Build Brand Awareness



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

- Aisle Signs
- Booth Shoot Videos
- Digital Show Guide Ads
- Geo-Fencing Ads

New Product Promotion



Increase visibility of your new product, equipment or service to a highly-qualified audience actively seeking new suppliers and the latest items in the market.

- Product Showcase
- Pool Prize Party
- Product Highlights Shared Email

"I think [PSP/Deck Expo] is a good place to see new product and put faces to names with the vendors"

- 2019 Attendee

Customer Acquisition



Gather the leads you need. Fun fact: in 2019 (the most recent in-person event), 51% of attendees didn't go to another industry event other than PSP/Deck Expo.

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

Industry Leader



Be a premier leader at the industry's premier event.

- Keynote
- Focus Group
- Show Floor Education

On-Site Traffic Building



Meet new and existing customers, right in your booth

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

Sponsorship & Marketing Opportunities

Levels

New in 2021! Receive additional shoutouts across the PSP/Deck Expo channels - social, email, website, and more - when your brand commits to a certain dollar amount.

With customized, forward-thinking, and integrated options, PSP/Deck Expo provides an important pathway to reach your customers in the pool, spa, patio, decking, and outdoor living industry.

Let us help you customize a plan to set your company apart and meet your goals.

Sponsorship Level	Amount
Platinum	\$25,000
Gold	\$10,000
Silver	\$5,000

Video Wall

New in 2021! The PSP/Deck Expo Video Wall is a major focal point of the event, displaying daily schedules and promotions. It's located in a highly-trafficked lobby, directly before the entrance to the expo hall.

Showcase your brand's video message (audio included!) on this attention-grabbing 100 square foot LED screen.

Video Wall, 30-second spot.....\$ 1,800
Video Wall, 60-second spot.....\$ 3,500



Registration, Travel & Housing

Maximize your brand presence to the thousands of industry professionals that register online for the PSP/Deck Expo. This digital sponsorship will showcase your logo on the registration, travel, and housing webpages and on the attendee registration pages. In addition, you will receive a digital banner ad in the attendee confirmation email.

Registration, Travel & Housing Sponsor\$ 1,500

- One (1) logo on the travel page
- One (1) logo on registration site
- One (1) banner ad in the attendee registration confirmation email



Sponsorship & Marketing Opportunities

New Product Introduction

Do you have a product, tool or service that was introduced to the market after November 30, 2020? Promote it to thousands of qualified industry buyers through our New Product Introduction program.

Choose from a digital introduction only, or upgrade to include your product on-site in the Product Showcase Pavilion.

New Product Introduction.....\$ 500

- One (1) new product listing in the digital show guide
- One (1) new product listing on the PSP/Deck Expo website
- One (1) new product listing included in one (1) shared attendee email
- One (1) new product introduction sign provided for your exhibit space
- New product listing included in the PSP/Deck Expo mobile app



Product Showcase

As a complement to the New Product Introduction, you can also feature your brand's product in the the Product Showcase. It's the on-site destination for buyers to discover the latest technology and services they need for their business.

Participating in the showcase provides you with the opportunity to gain easy, cost-effective exposure to the top buyers in the industry. New this year, your company can feature both new and existing innovations.

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

- One (1) product listing in the digital show guide
- One (1) product listing on the PSP/Deck Expo website
- One (1) product listing included in one (1) shared attendee email
- One (1) product introduction sign provided for your exhibit space
- Product listing included in the PSP/Deck Expo mobile app
- **BONUS** - Product included in the Product Showcase Pavilion
- **BONUS** - Inclusion in one of four categories in a product contest voted on by the industry



Best New Product and Best in Show winners will receive

- An award presented by the PSP/Deck Expo Show Management Team
- Winner sign place by product in Showcase Pavilion
- Push notification announcing winners
- Inclusion in the post-show email
- Recognition on the website, social media posts, and other marketing materials (when applicable)

On-site at the show, attendees will vote for their favorites of **Best in Show** or **Best New Product** in these categories:

Outdoor Living Product
Equipment Pad Product
Pool Construction Product
Service Industry Product
Spa Related Product

Sponsorship & Marketing Opportunities



Pool Prize Party

Drive booth traffic by participating in our popular contest!

Pool Prize Party Sponsor\$ 750

- Product will be listed in the digital show program with a company logo, product picture and short description
- Social media promotion of the products on PSP/Deck Expo's channels
- Product and logo featured in on-site signage
- Promotion of product in the event's mobile app
- Products to be raffled on last day of the event

Keynote

Be seen by thousands of attendees at these popular education events.

Sponsors will be recognized on signs placed outside each room, on sponsor recognition slides, and on pre-show marketing about the Keynote.

Keynote Sponsor..... [Call for Pricing](#)

- Logo included in PSP/Deck Expo registration webpage
- One (1) web banner included on webpage about Keynote
- Recognition in the digital show guide and additional marketing materials



Show Floor Education

Position your company as an industry leader by presenting a seminar on the show floor education area. From general business topics to solutions on overcoming common challenges, share your knowledge while your brand gains vital industry exposure.

Show Floor Education Sponsor..... [Call for Pricing](#)
Session must be educational and cannot be a product presentation/sales pitch.

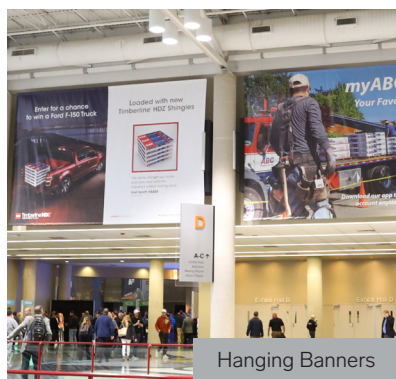
- One (1) 45-minute session slot
- Inclusion of session in registration
- Distribution of company handout
- Recognition on the event signage, website, social media posts, digital show guide, and additional marketing materials (when applicable)



Signs & Graphics

Signage and graphics at the show are ideal ways to drive traffic to your booth, showcase new products, and build brand awareness. Display your message prominently in our registration lobby or in the expo hall.

From hanging banners to back-light billboard signs, there is something to fit every budget. In addition to the options below, we can offer specialty signage, graphics, and bundled packages.



Hanging Banners



Window Clings



Floor Graphics

AISLE SIGNS

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

HANGING 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

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

FLOOR GRAPHICS

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

Sponsorship & Marketing Opportunities



Welcome Party

Put your brand at the center of the key social event at PSP/Deck Expo. Attendees and exhibitors come together at the Welcome Party to celebrate this year's show. Sponsoring this memorable event provides your company with prominent brand recognition and provides you with customer leads.

Your brand will be featured on all marketing materials and signage promoting the event. Your company will receive an exclusive VIP area at the party, along with VIP tickets for distribution. In addition, you will have the ability to speak on-stage during the event.

Welcome Party Sponsor (*Exclusive*)\$ 30,000

- Reserved VIP area at the party
- VIP tickets for distribution (limited quantity)
- Opportunity to displayed slides on several monitors during the party (subject to venue)
- 15 minute stage time (mid-way through the party)
- Full-page four-color ad in the digital show guide
- Recognition in the digital show guide, website, social media posts, event signage, and additional marketing materials (when applicable)

Registration Sponsor

Be seen by thousands of attendees throughout the registration process. Your company's branding will be visible pre-show during sign-up, and on-site as they stop to pick up their badge.

Registration Sponsor (*Exclusive*)\$ 16,500

- Logo included on PSP/Deck Expo registration webpage and registration site
- One (1) web banner included on the attendee registration confirmation email
- Logo included on registration area signage, counters, and meter boards
- Branding included on digital badge communications
- One (1) 4-sided column wrap located in registration area
- Recognition in the digital show guide and additional marketing materials (when applicable)



Sponsorship & Marketing Opportunities

Booth Shoot Video

We can help you create a professional video you can use to market to your customers. You can showcase your top products, highlight your company with an interview, or demonstrate a new product hitting the market.

Booth Shoot Video Package\$ 3,200

- One (1) final video, 3-4 minutes in length (provided post show)
- 30-45 minutes of recording time at your booth
- One (1) videographer and one (1) interviewer (if needed)
- Video included in PSP/Deck Expo e-newsletter, on the event website, and featured in additional marketing materials (when applicable)



Pool Design Challenge

Place your brand front and center in this fun challenge!

Pool builders submit concepts, which are narrowed to a few finalists. The finalists' presentations are presented on-site at the Expo, and voted on.

Pool Design Challenge Sponsor.....\$ 500

- Logo included on PSP/Deck Expo Pool Design Challenge webpage
- One (1) web banner on PSP/Deck Expo Pool Design Challenge webpage
- Recognition on slides in the Pool Design Challenge session
- Recognition in the digital show guide, website, social media posts, event signage, and additional marketing materials (when applicable)

Expo Hall Private Meeting Room

Looking for a private area to hold customer meetings? Expo hall private meeting rooms provide you with a dedicated, enclosed room on the show floor that is separate from your booth space. Conference-style set up and standard furnishings included.

Large Meeting Room (300 square feet)\$ 3,500

Medium Meeting Room (200 square feet).....\$ 2,500

Small Meeting Room (100 square feet).....\$ 1,500



Sponsorship & Marketing Opportunities

Digital Show Guide Ads - NEW

The NEW Digital Show Guide is a resource for industry professionals attending or considering attending. It provides an overview of the show's programs and events, exhibitor lists, floor plan, product showcase introductions, destination information, articles, and more.

The digital guide will be published four times, three times prior to the show and a final version for show site. Purchasing of a digital show guide ad includes up to 4 ad insertions.

Each version of the digital show guide will be emailed to attendees and prospects, posted to the PSP/Deck Expo website, and promoted on social media. The final version will be available in the PSP/Deck Expo mobile app.

You can choose to enhance your digital ad by adding:

- Links to your website or email address
- Video overlaid on the static artwork
- Captions that include additional information and a URL link



Inside Front Cover.....	\$ 1,800
Page 3 Cover	\$ 1,800
Opposite Front Cover	\$ 1,800
Full-Page Ad	\$ 1,500
Half-Page Ad (Horizontal or Vertical).....	\$ 1,000
Quarter-Page Ad	\$ 750

Mobile App

The PSP/Deck Expo mobile app is the simplest and most efficient way for attendees to navigate the show. Attendees use the mobile app constantly throughout the event. Reinforce your brand, drive traffic to your booth, or highlight new products with our mobile app sponsorship options.

Mobile App – Gold Package (Exclusive).....\$ 4,000

- Splash page (opening screen) ad
- One (1) rotating banner ad with URL
- Recognition as Mobile App Sponsor in marketing materials (when applicable)

Mobile App – Rotating Banner Ad (Limited Quantity).....\$ 3,500

- One (1) rotating banner ad with url link

Mobile App – Push Notification (Limited Quantity)\$ 500

- One (1) push notification sent via the PSP/Deck Expo mobile app



Sponsorship & Marketing Opportunities

Targeted Email Blast

If you are having trouble reading this email, [read the online version](#).



Get a pool in for summertime

With direct-to-trade pricing and the most straightforward installation process, it's so easy to include a Plungie in your upcoming projects.

As the world's fastest, easiest and highest-quality pool manufacturer, we work directly

The PSP/Deck Expo database consists of over 26,000 active industry professionals, including past show attendees. The PSP/Deck Expo database is a comprehensive database available for the pool, spa, patio, decking, and outdoor living industry.

Opportunities for exhibitor's own dedicated emails during non-show cycle period are available to target the full database or by selections based on industry segment, geo-location, or audience demographics. Customers can provide their HTML email message, along with a subject line message for distribution.

To ensure high open rates, the message will be sent by the show team on behalf of a valued industry partner. Sponsors will be provided with full metrics reporting for their eblast(s).

Attendee Email, Targeted (Now - Sept 30).....\$ 250/CPM

Attendee Email, Targeted (Premium, October)\$ 3,150

Attendee Email, Targeted (Premium, week before show).....\$ 4,750

**Contact your Account Executive for special rates*

Product Highlights Shared Email - (Splashing Around)

Highlight a product, equipment or service in our monthly Splashing Around email. Whether its a new product or a best seller, over 26,000 professionals will have the chance to see your item.

Product Highlights 1x Shared email, post show.....\$725

Product Highlights 3x Shared email, May/June/July.....\$950

Product Highlights 3x Shared email, pre show\$1,295

Product Highlights 3x Shared email, post show.....\$1,295

Product Highlights 6x Shared email, post show.....\$1,950

- Includes one (1) product listing per email blast
- Position available on first-come, first-serve basis
- Listing includes company logo, product image, tagline, product description and url link
- Performance metrics available



Podium

Podium

Podium Starter
The tools you need at an unbeatable price. If your customers can't text you, trust us: they're texting another business. With Podium Starter, you can get set up fast and start messaging your customers today—for free. Get reviews, rise up the local search ranks, get Webchat on your website, and start getting paid, all powered through messaging.

[read more >](#)



California Umbrella

CALIFORNIA UMBRELLA

California Umbrella was founded in 1946. The world has changed in that time, but our commitment to excellence



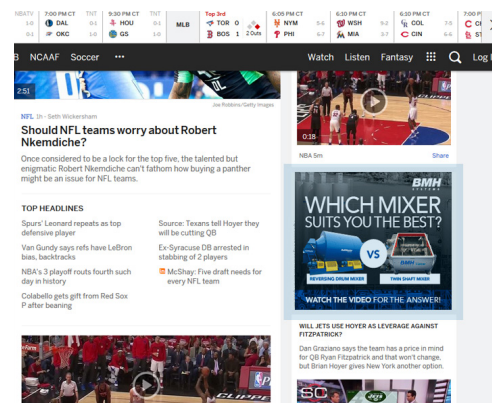
Sponsorship & Marketing Opportunities

Smart Ads Retargeting

Keep your brand in the forefront of the PSP/Deck Expo audience with digital retargeting ads. Retargeting ads allow you to serve your company's display ads to those that have visited the PSP/Deck Expo website. These ads will display on other websites they visit such as news sites, shopping sites, sports sites, and more.

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

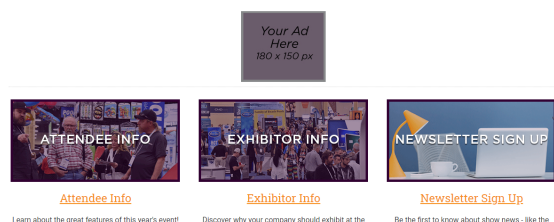
Smart Ads Retargeting, 100K Impressions.....\$ 1,975



Make a Splash

The International Pool | Spa | Patio Expo™, co-located with DeckExpo (PSP/DeckExpo) is where all segments of the industry (pool, spa, patio, decking, and outdoor living) gather to stay well-informed of the trends, market directions, and technology. The event offers industry professionals a large selection of educational sessions, an expo hall, and various networking opportunities.

The 2021 event is from Nov. 13-18 in Dallas, Texas



Website Banner Ad

Keep your brand in the forefront of the PSP/Deck Expo audience with digital banner ads on the PSP/Deck Expo website.

Showcase your message on the homepage for the most visibility, or target other top web pages. Price is for one year.

Web Ad (180 x 150 px).....\$ 1,750

Geo-Fencing Ads

Throughout the days of the show, and within the expo halls, PSP/Deck Expo works with a technology partner to identify every individual using their mobile ID. This allows us to follow those individuals on-site and post show to deliver sponsor's marketing message to their mobile and desktop devices, wherever they are located.

Geo-Fencing (On-Site, Exclusive).....\$ 3,500

Geo-Fencing (Post Show, 125K impressions)\$ 2,500

Geo-Fencing (Post Show, 250K impressions)\$ 4,800



Sponsorship & Marketing Opportunities

Sponsorship Packages - Bundle and Save!

Customer Acquisition: Lounge Pack || Value: \$5,100 || **Package Price: \$3,800**

- Private Meeting Room, Large
- Mobile App Push Alert
- Smart Ads Retargeting, 50K Impressions



Product Promotion: Floatie Pack || Value: \$6,525 || **Package Price: \$4,275**

- Product Showcase, 8' x 8' Floor
- Product Highlights, 6x Shared Email
- 30-second Video Wall Spot
- Digital Show Guide, Full Page Ad



Booth Traffic Driver: Firepit Pack || Value: \$7,745 || **Package Price: \$5,175**

- Lobby Billboard (1M), Double-Sided
- Exhibit Hall Floor Graphic, 3' x 3'
- Mobile App - Banner Ad
- Digital Show Guide, Full Page Ad
- Product Highlights, 3x shared email



Digital Promo: Splash Pack || Value: \$9,000 || **Package Price: \$6,100**

- Attendee Email, Targeted
- Mobile App - Banner Ad
- Digital Show Guide, Quarter Page Ad



Branding Highlight: Sunny Pack || Value: \$10,650 || **Package Price: \$7,250**

- Digital Show Guide, Half Page Ad
- Booth Shoot Video
- Geo-Fencing, 250K impressions
- Aisle Signs (Qty = 3; Double Sided)





CONTACT YOUR TEAM

We're here to help. Contact us to find out how we can help you craft a plan that will meet your objectives for sponsoring.



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