

# 2022

## EXHIBITOR INFO

INTERNATIONAL  
POOL | SPA | PATIO  
EXPO

CO-LOCATED WITH

deck EXPO

SPONSORED BY



SPONSORED BY



CONFERENCE: NOVEMBER 12-17

EXPO: NOVEMBER 15-17

LAS VEGAS CONVENTION CENTER  
LAS VEGAS, NEVADA



*PSP/Deck Expo 2021 // Dallas, Texas*



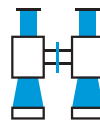
### Buyers Who Are Ready

Put your solutions and technology in front of a captive audience — the buyers looking for YOUR products!



### More Than A Regional Event

Attendees descend on the PSP/Deck Expo from all 50 states, and more than 60 countries!



### Looking Forward To a New Year

PSP/Deck Expo is where to kick off the next year's buying and building season.



### Great Benefits Included

Like web and mobile app promotion, guest passes, and networking opportunities.



# HELLO!

Thank you for your interest in exhibiting at PSP/Deck Expo 2022.

“  
The 2021 **PSP/Deck Expo** and everyone in between has only added to our growing brand and customer base. We feel that **this show is a must-do** if you are looking to grow and thrive in the pool and spa Industry.  
  
Mark Schreiber / President / Aqua Comb / Mi-Way Inc.

**PSP/Deck Expo** is from November 15-17, 2022 at the Las Vegas Convention Center.

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!

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**About the International Pool | Spa | Patio Expo, co-located with 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.

## Our objective is meeting your objectives.

Whether you want to:

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



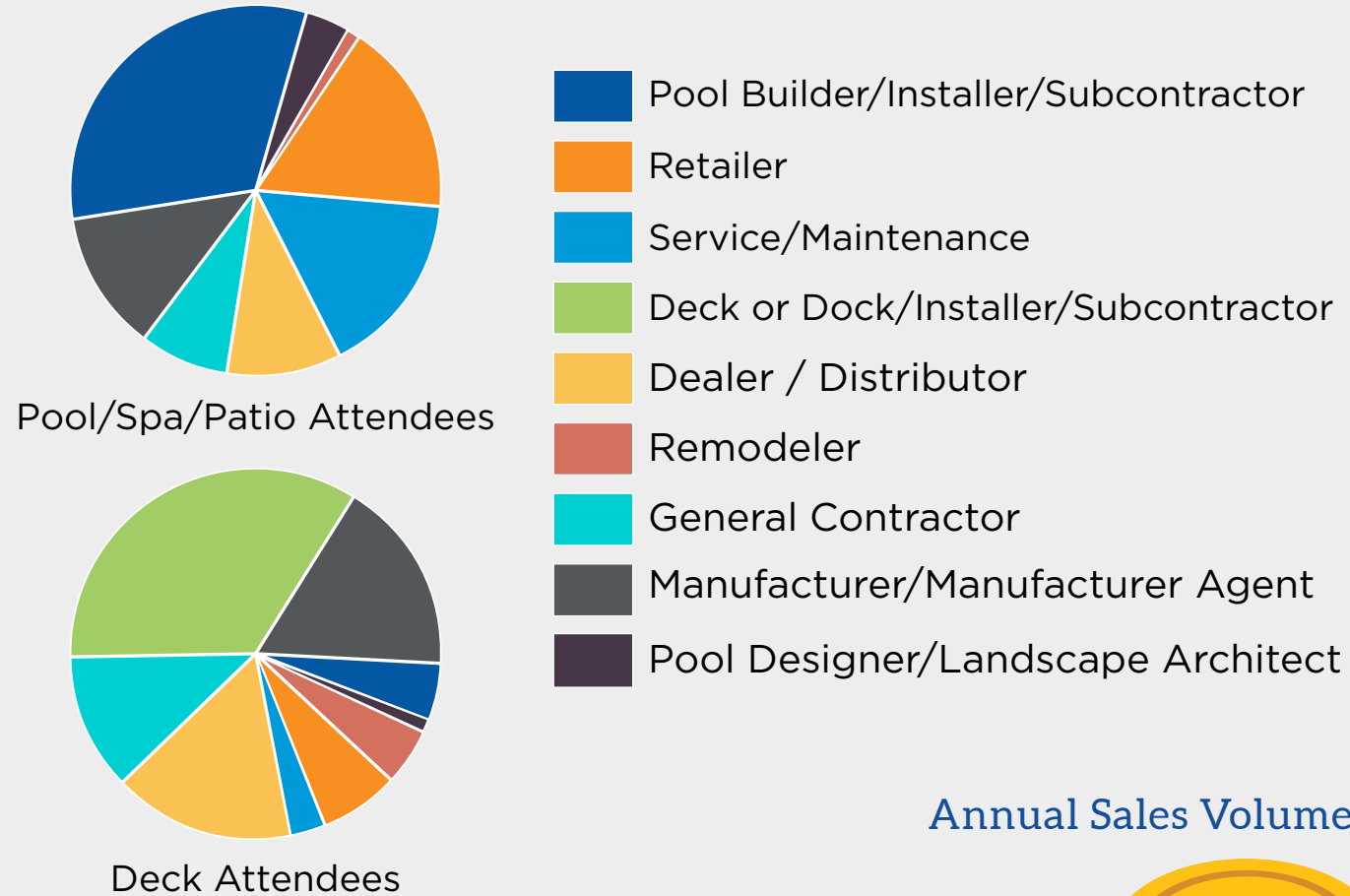
**...PSP/Deck Expo** is the premier marketplace for your business.

Remember to include exhibiting with us in your 2022-2023 marketing budget and strategy.

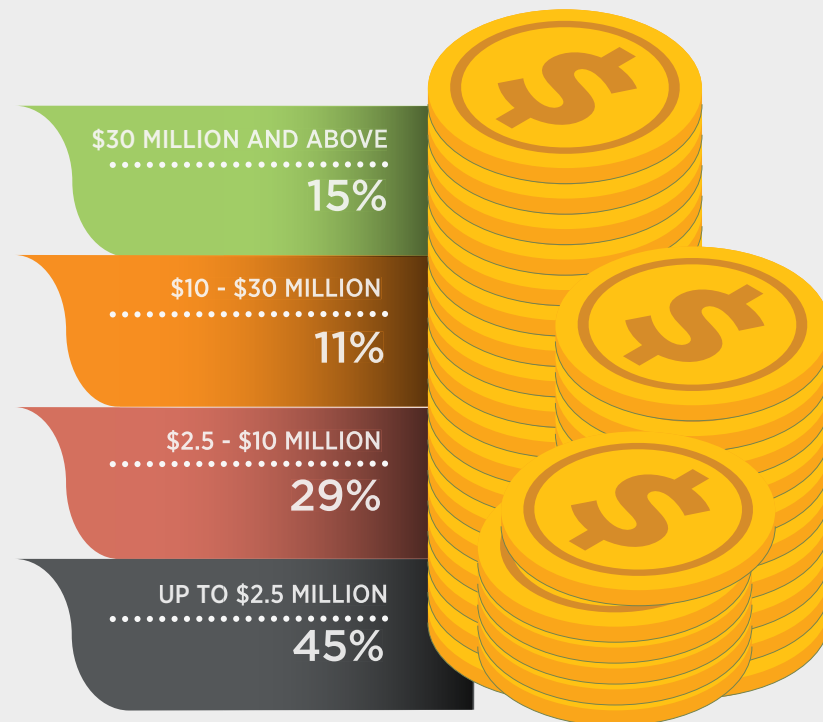
# YOUR CUSTOMERS ARE AT PSP/DECK EXPO

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

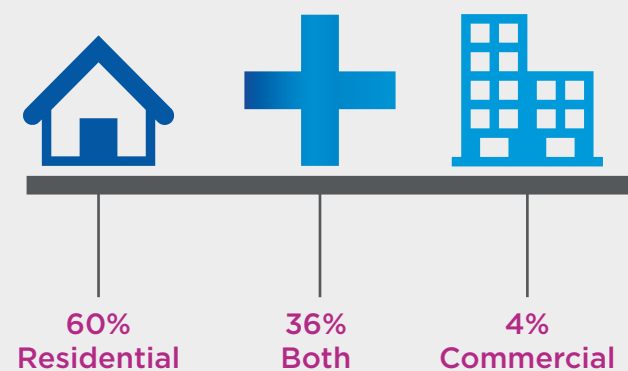
Attendees indicate their primary business type is...



## Annual Sales Volume



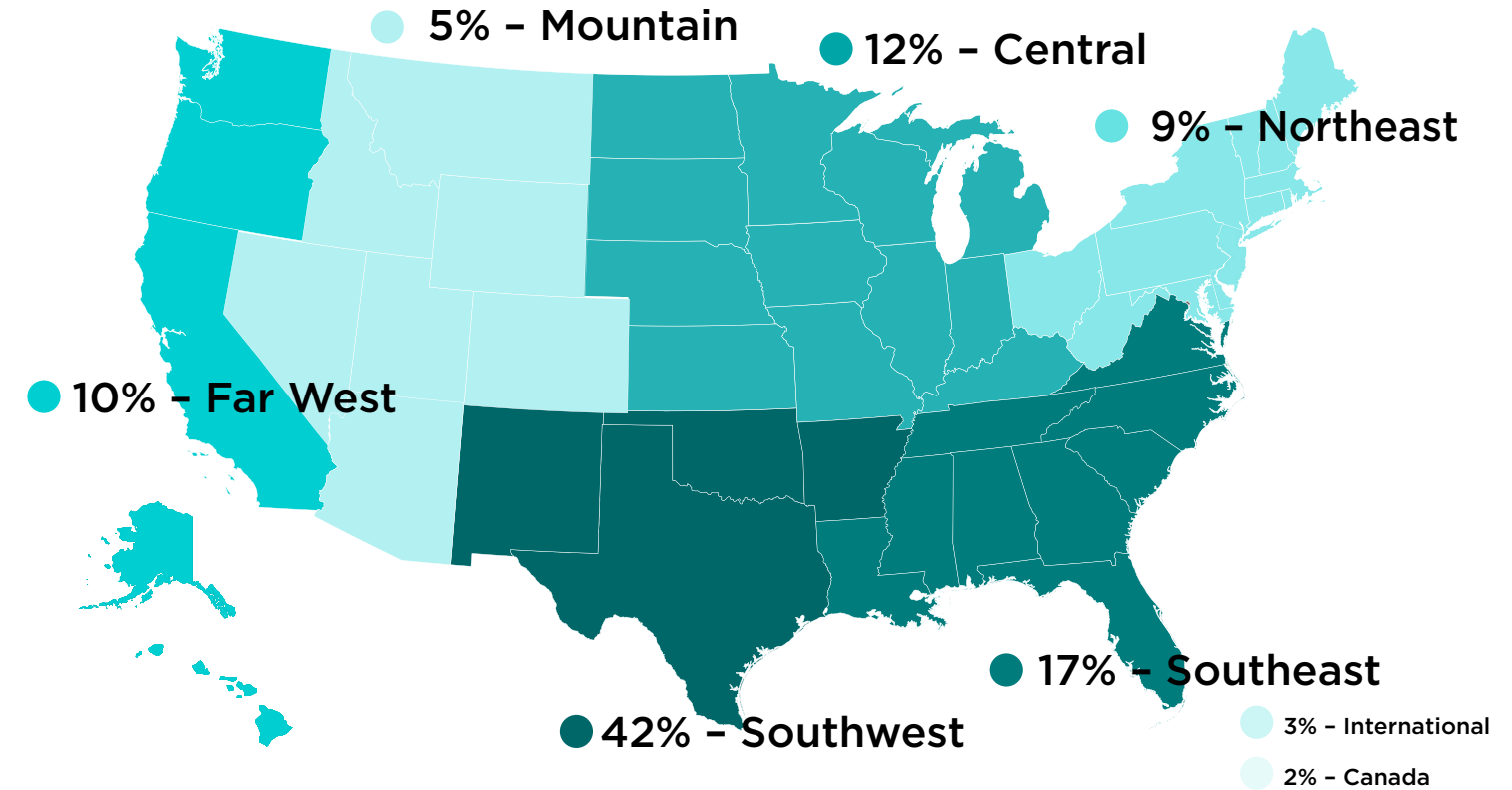
## Markets Served



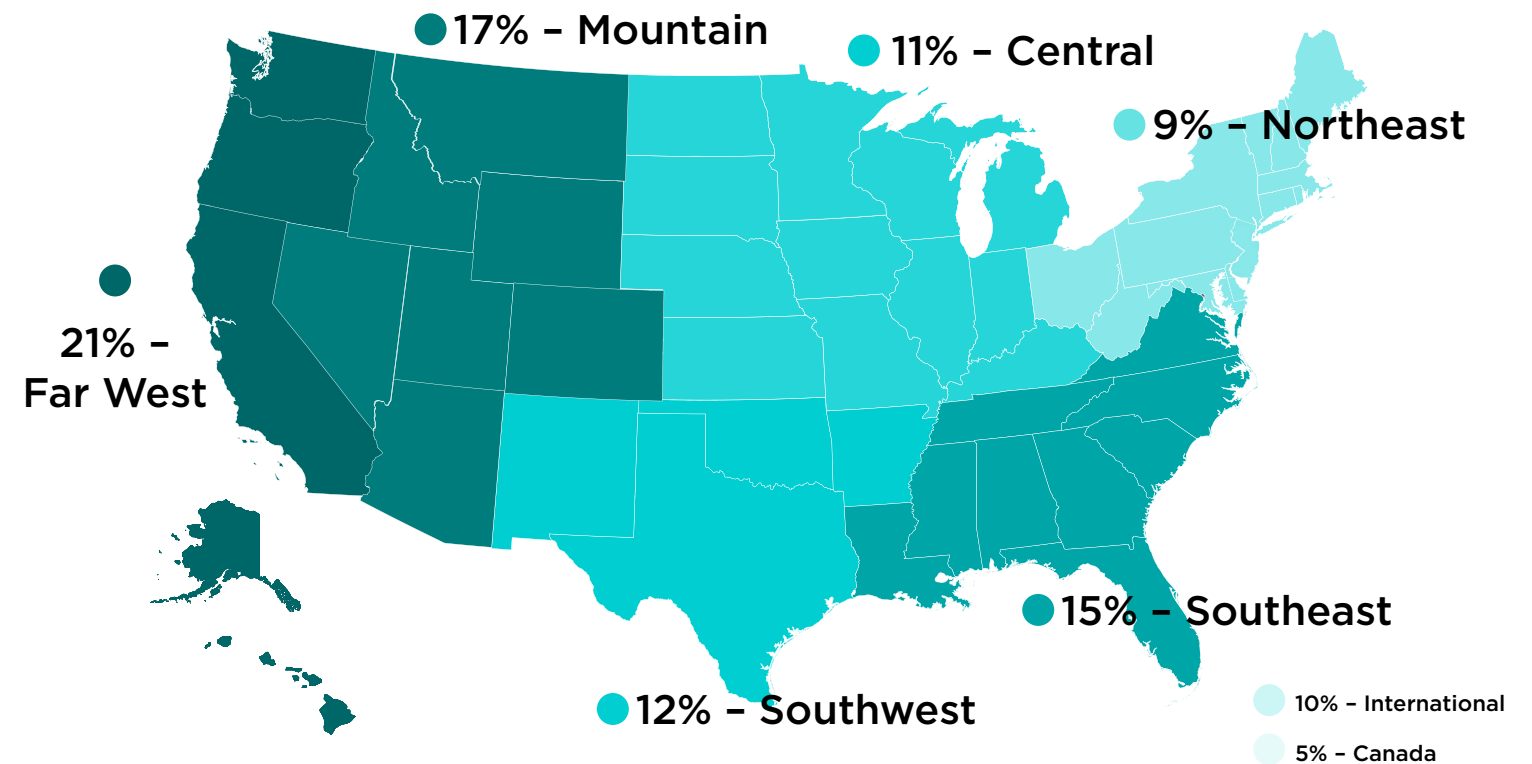
# It's More than a Regional Event

Attendees descend on the PSP/Deck Expo from all 50 states, and more than 60 countries!

2021 – Dallas

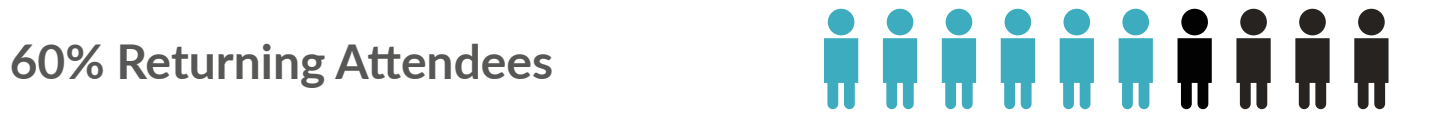


2018 – Las Vegas



# Who You Will Meet

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



**A great way to:**  
Strengthen relationships with existing and new customers



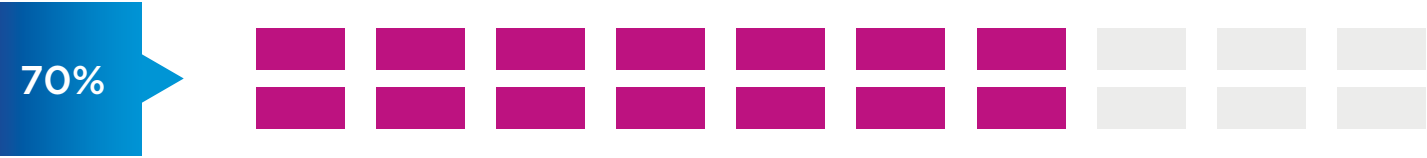
**A great way to:**  
Present your solutions and technology to a captive audience



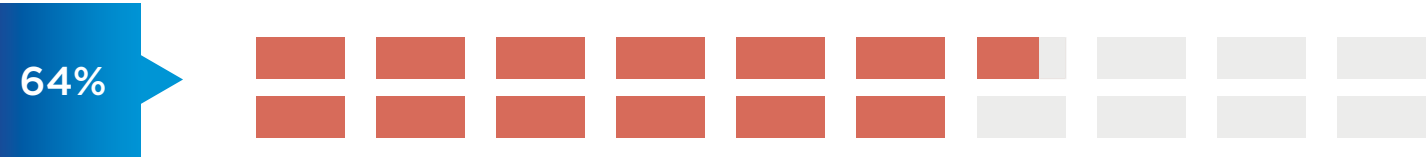
**\$72,615**  
Average value of orders vendors expect to generate as a result of exhibiting at the show



# What They Are Looking For



Say a top three objective is  
*to see new products and services*



Say a top three objective is  
*to meet with existing vendors and suppliers*



Say a top three objective is  
*to network with industry peers*

“ I was extremely satisfied with the attendee sophistication at this show!

- President / CEO / Owner / Partner at a spa/hot tub product manufacturer



# 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.



### Grill + Chill

An outdoor space with vendors specific to deck building, outdoor kitchens and grills, and patio furniture



### 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.



### PSP/Deck+ Lounge

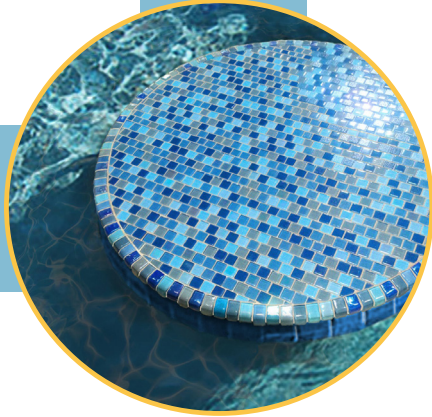
Explore a new way to engage with the contacts you value most.



### Pavilions

Specific areas for Deck, Outdoor Living, industry associations, and more.

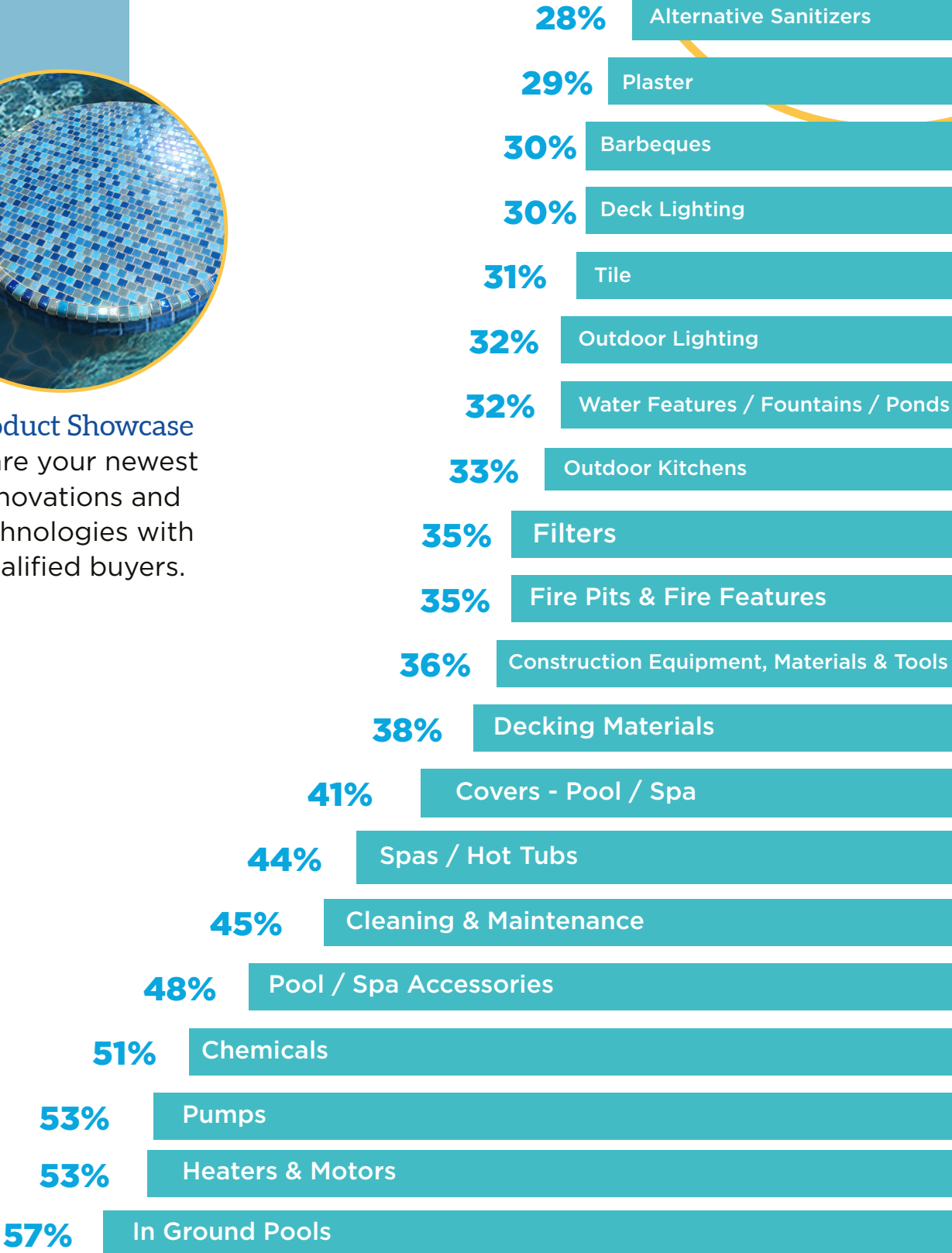
## Expo Hall Highlights



### Product Showcase

Share your newest innovations and technologies with qualified buyers.

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





## EXHIBITING FEATURES & BENEFITS

*Upgraded listing on the  
PSP/Deck Expo website*

*Listing on online and  
mobile app floor plan*

*Free expo hall passes for your  
customers and prospects*

*Mobile app promotion*

*Featured product opportunities*

*Discounts on educational seminars*

*Ten or more exhibitor badges*

*Access to education on the  
show floor*

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

*Tickets to Special Events*

## Why Vendors Exhibit at PSP/Deck Expo

### 01 THE BEST

PSP/Deck Expo is the  
industry's premier event

### 02 HISTORY

Success at previous PSP/Deck  
Expo events – and there's  
been a lot. 2022 will be the  
event's 65th year.

### 03 MEET BUYERS

Quality of networking  
opportunities

### 04 LOOKING TO BUY

Quality of attendees

### 05 INDUSTRY REPUTATION

Widely regarded as the  
International show and a  
leader in the marketplace

### 06 GREAT ROI

Generating new sales

### 07 LAUNCHPAD

Showcase new products  
and services

### 08 KEEP AN EYE OUT

Stay ahead of the competition

### 09 KICK START YOUR SALES

Exposure to decision  
makers and buyers at the  
beginning of the season

### 10 MORE IMPRESSIONS

Increase your company's  
visibility in the market

# Increase your ROI

Sponsorships allow you to engage with your target audience on a personal level and deliver great content.

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 deepen your sales funnel, generate new orders, and expand your brand position in the market.



## PRINT & SIGNAGE

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



## EVENTS & EDUCATION

- |                            |                       |
|----------------------------|-----------------------|
| Show Floor Education       | Pool Prize Party      |
| Welcome Party              | Booth Shoot Videos    |
| Keynote                    | Product Showcase      |
| Conference Program Sponsor | Private Meeting Rooms |



## DIGITAL

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

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 2022!

# 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.



*PSP/Deck Expo will showcase the latest technologies and new products. Exhibiting here will help you make the connections that you need to grow your business.*

*- Steve Schlange*

## Your PSP/Deck Expo Team



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Sales Manager  
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# Exhibit Space Rates

As a vendor, you'll reach the largest gathering of these outdoor living professionals. PSP/Deck Expo attendees are seeking products to help them deliver the backyard oasis that their customers dream of.

PHTA/NADRA MEMBER RATES	
Booth Size	Standard Rate (Now through the event)
100 - 599 sq. ft.	\$30.25
600 - 1,499 sq. ft.	\$30.25
1,500- 2,499 sq. ft.	\$30.25
2,500 sq. ft. & more	\$22.25

NON MEMBER RATES	
Booth Size	Standard Rate (Now through the event)
100 - 599 sq. ft.	\$34.50
600 - 1,499 sq. ft.	\$34.50
1,500- 2,499 sq. ft.	\$34.50
2,500 sq. ft. & more	\$24.75

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.

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



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# See You Soon!

