

2022 EXHIBITOR INFO



CO-LOCATED WITH



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SPONSORED BY NADRA

CONFERENCE: NOVEMBER 12-17

EXPO: NOVEMBER 15-17

LAS VEGAS CONVENTION CENTER
LAS VEGAS, NEVADA

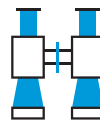


Deck Expo 2021 // Dallas, Texas



Buyers Who Are Ready

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



Looking Forward To a New Year

Deck Expo is where to jump start the next year's buying and building season.



More Than A Regional Event

Attendees descend on Deck Expo from across the country.



Great Benefits Included

Web and mobile app promotion, guest passes, and networking opportunities.



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HELLO!

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

“
The vendors we talked to were thrilled to be in [at the 2021 event], to see their customers, and to display new products.

It came down to engagement – conversations were happening, connections were being made, and attendees were learning. There is so much momentum going into next year – everyone is so well set up to have great success in 2022.

Michael Beaudry / Executive Vice President
 NADRA

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

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!**

About Deck Expo

This event partnership actively collaborates across the entire decking, backyard living, pool and spa, 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



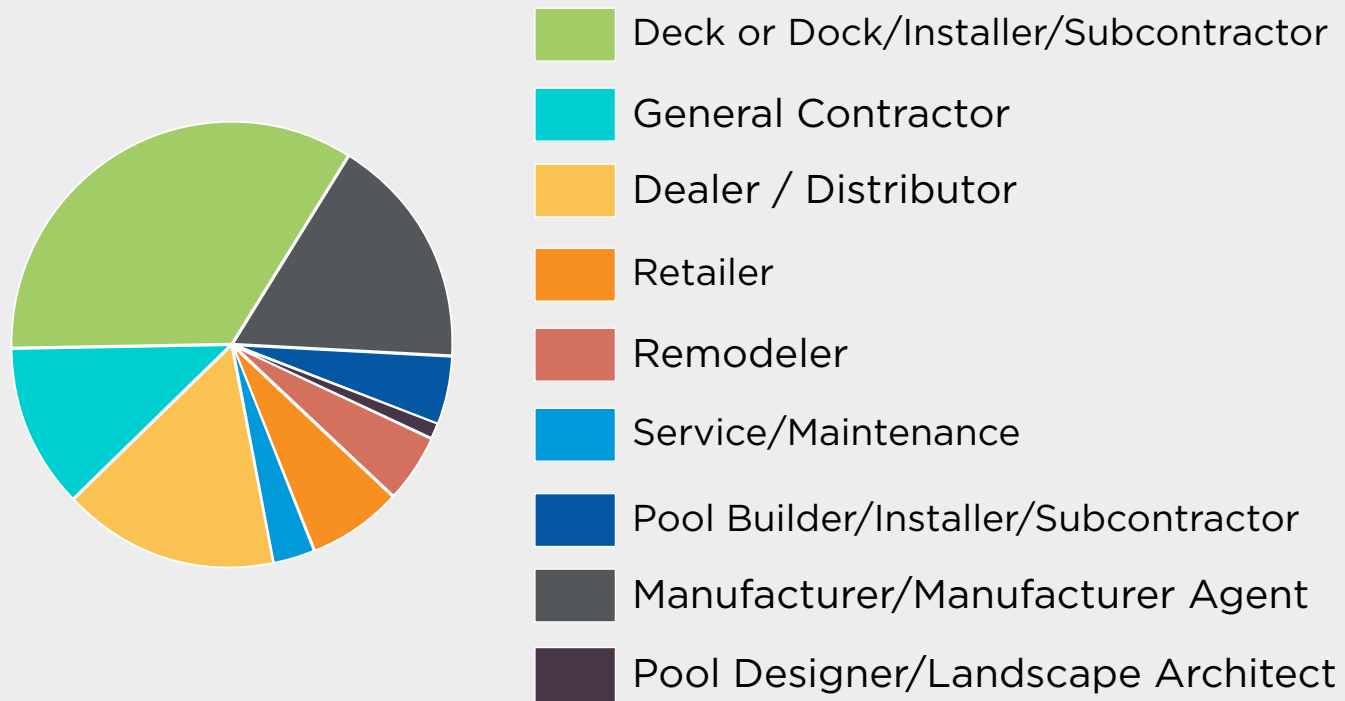
... **Deck Expo** is the premier marketplace for your business.

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

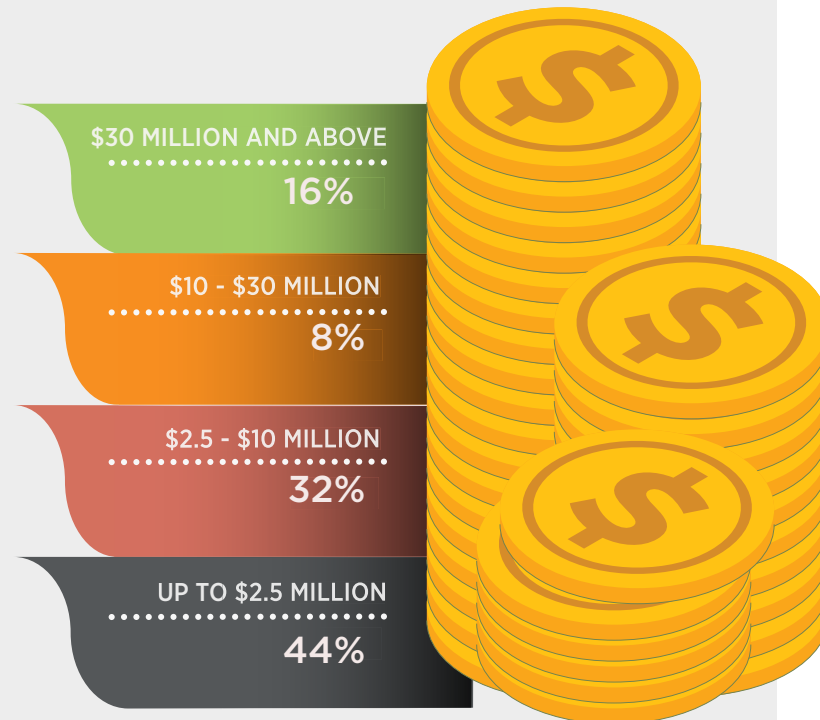
YOUR CUSTOMERS ARE AT DECK EXPO

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

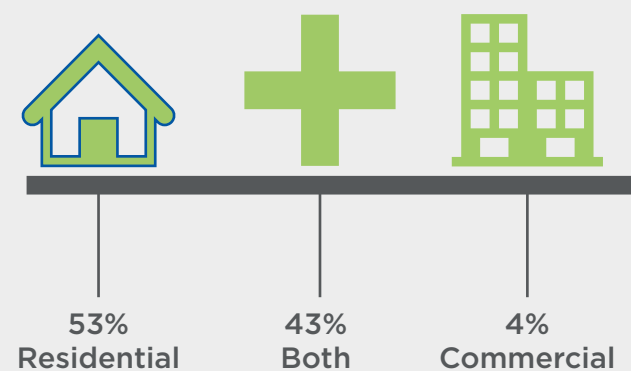
Attendees indicate their primary business type is...



Annual Sales Volume



Markets Served



PRODUCT INTERESTS

Attendees come to Deck Expo to gather product information, see the newest products and services available, and source new suppliers.

Specifically, they are looking for:



Who You Will Meet

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

60% Returning Attendees



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

87% Have a Purchasing Role



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

118 people
Average number of existing customers met



73 people
Average number of new customers met

What They Are Looking For

70%



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

64%



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

60%



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



Showcase Your Brand and Products

The expo hall is the central hub of 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.



Product Showcase

Share your newest innovations and technologies with qualified buyers.

Pavilions

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



Education & Demos

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



PSP/Deck+ Lounge

Explore a new way to engage with the contacts you value most, with our complimentary matchmaking program.

It allows exhibitors and attendees to set 30-minute meetings during show hours that take place either in the exhibitor's booth or in the PSP/Deck+ Lounge.

Did You Know?

Participating with Deck Expo is a great way to support your industry.

Deck Expo is sponsored by NADRA. As a participant, a portion of your fees are directed to this and other industry associations to support important educational programs, standards development, and advocacy efforts that benefit the decking, pool, and spa industries.



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 Deck Expo

01 THE BEST

Deck Expo is the industry's premier event

02 HISTORY

Success at previous Deck Expo events

03 MEET BUYERS

Quality of networking opportunities

04 LOOKING TO BUY

Quality of attendees

05 INDUSTRY REPUTATION

Widely regarded as the 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.

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 |

“

Deck Expo was the first industry event that truly catered and focused on bringing awareness to our industry. It's beyond a typical trade show as it generates real leads from real contractors that are interested in growing their business with you.

Deck Expo allowed us to not only showcase our products, but give us a chance to learn and network with our peers and other industry leaders.

*Andrew Pantelides
Executive Vice President
Regal Ideas Inc.*

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.



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 and beyond!

Your Deck Expo Team



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Exhibit Space Rates

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

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 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!

