



## FOR IMMEDIATE RELEASE

Las Vegas, Nevada

July 11, 2023

### PSP/Deck Expo Heading to Las Vegas November 13-15, as the Premier Trade Event for the Pool, Spa, Patio, and Decking Industries

*Registration is now open; early bird pricing runs through September 13*

The 2023 International Pool | Spa | Patio Expo™, co-located with Deck Expo (PSP/Deck Expo) opened online registration. The event, put on by Informa Markets, and sponsored by the Pool & Hot Tub Alliance (PHTA) and the North American Deck and Railing Association (NADRA®), is November 13-15 at the Las Vegas Convention Center. Participants may register online at [www.poolspapatio.com](http://www.poolspapatio.com); early bird pricing runs through September 13.

The event brings together builders, service techs, retailers, and distributors. Thousands of members from the pool, spa, patio, decking, and outdoor living community attend PSP/Deck Expo to engage with the latest products and services and to network. In addition to exhibits and showcases lining the Expo Hall, attendees are encouraged to learn from industry experts' conference sessions and demonstrations.

"PSP/Deck Expo is the ultimate destination for pool, spa, and outdoor living professionals to get ahead of the game in 2023 and beyond," shared Kris Osterbusch, show director for PSP/Deck Expo. "It's an unprecedented platform for attendees and buyers to deepen their knowledge and build connections to help their businesses thrive like never before."

Attendees who purchase a Super Pass will have access to more than 55 conference sessions, show floor educational sessions, the Expo Hall, and the Keynote. Attendees who purchase an Expo Hall Pass will have access to the Expo Hall, more than 20 show floor educational sessions, and the Keynote. In addition, all attendees can participate in various special events and training classes for an additional fee.

"PSP/Deck Expo is a fantastic opportunity to connect, learn, and stay up-to-date with the latest developments shaping the pool, spa, and outdoor living industry in 2023 and beyond," said Sabeena Hickman, CAE, President & CEO of PHTA. "I encourage all of our members to secure their spots and join us for an unforgettable experience, full of education, networking, and new insights."

"We were proud to prepare for and attend our first PSP/Deck Expo in Las Vegas in November of 2022," said John Fowler, CEO and Founder of Millboard Distributed by Outlive, which is exhibiting again this year. "We were impressed by the significant number of attendees and were fortunate to have a high level of high-quality prospects and traffic visit us at our booth."

During the three-day event, attendees will connect with their peers while experiencing a full range of educational sessions and activities. PSP/Deck Expo 2023 will also feature:

- **Keynote** – Kick-off PSP/Deck Expo with an inspiring and thought-provoking keynote address on leadership and business. *Speaker to be announced soon.*
- **Welcome Party** – The Welcome Party is a networking event on the first evening of the show. Happening on Monday, November 13, attendees and vendors can mingle with colleagues, and enjoy food, drinks, and

- entertainment. The Welcome Party is at AYU Dayclub, which is within Resorts World, one of the hotels within the accommodations block, and a short walk from the Convention Center.
- **NEW! Retail Innovation Zone** – All five senses will be activated as attendees explore cutting-edge ideas for the retail environment and shop for the latest products and technology in an immersive, on-floor experience.
  - **NEW! Women’s Networking Event** – With a mission of the advancement of women in the pool & hot tub industry, this experience provides education, networking, and advocacy to empower its participants to achieve career success and promote gender diversity.
  - **RETURNING IN 2023 Power Panels** – Happening within the core conference, Power Panels will provide an in-depth conversation about current trends by bringing together the best forward-thinking minds in the Builder, Retail, and Service segments.
  - **Million Dollar Pool Design Challenge** – Based on a fictitious scenario, designers create an ultimate outdoor oasis with a million-dollar budget.
  - **Various Special Events from Event Partners** – The Pool & Hot Tub Alliance (PHTA), the official Show Sponsor; GENESIS®, the official Show Endorser; and the North American Deck & Railing Association (NADRA), the official Show Sponsor of Deck Expo, will be holding special events during the week. Everything from the WAVE Young Professionals’ reception to an annual member meeting will take place.
  - **NEW! World Aquatic Health Conference** – PHTA’s World Aquatic Health Conference (WAHC) is co-locating with PSP/Deck Expo from November 13-15. WAHC is presented as an educational track that covers topics in water and air quality, aquatic facility management, and water safety.
  - **Special Events from Exhibitors** – Returning in 2023 are The Pool Nation Awards™ which recognize companies, products, and individuals in various categories in the pool industry and are chosen by leading Pool Pros.

"PSP/Deck Expo is the unrivaled highlight of the outdoor living calendar," said Michael Beaudry, Executive Vice President of NADRA. "It's where industry leaders, manufacturers, builders, contractors, and remodelers come together for cutting-edge technology, education, and products. As the outdoor living sector continues to flourish, PSP/Deck Expo remains the most powerful platform for connections and business growth in the outdoor living industry."

Those wishing to attend are encouraged to register by September 13 to take advantage of early bird pricing that offers up to 20% savings. PHTA and NADRA members can receive additional discounts on passes. For a complete listing of packages and pricing, and to register, visit <https://www.poolspapatio.com/en/attend/pricing-packages.html>.

The Pool & Hot Tub Alliance (PHTA) is the official Show Sponsor, GENESIS® is the official Show Endorser, Pool and Spa News (PSN) is the official Show Publication, and the North American Decking and Railing Association (NADRA) is the Deck Expo Show Sponsor.

For more information, visit [PoolSpaPatio.com](https://www.PoolSpaPatio.com).

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### **About the International Pool | Spa | Patio Expo™, co-located with Deck Expo**

The International Pool | Spa | Patio Expo™, co-located with Deck Expo 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 event partners with The Pool & Hot Tub Alliance (PHTA) as the official Show Sponsor, GENESIS® as the official Show Endorser, Pool and Spa News (PSN) as the official Show Publication, and the North American Deck & Railing Association (NADRA) as the official Show Sponsor of Deck Expo. The event is owned and produced by Informa Markets. [www.poolsapatio.com](http://www.poolsapatio.com)

### **About Informa Markets**

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. We provide marketplace participants around the globe with opportunities to engage, experience, and do business through face-to-face exhibitions, targeted digital services, and actionable data solutions. We connect buyers and sellers across more than a dozen global verticals, including Pharmaceuticals, Food, Medical Technology, and Infrastructure. As the world's leading market-making company, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days a year. For more information, please visit [www.informamarkets.com](http://www.informamarkets.com)

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