

MAKE A SPLASH Virtual Booth Opportunities



Expo | Education | Networking

Introducing PSP/DeckExpo: Virtual Edition

We're pleased to announce the industry's premier education, networking, and business marketplace is **VIRTUAL!**

The PSP/DeckExpo has consistently been a central hub to network, learn best practices, and discover new technology.

And this year's event will be no different. While we will miss seeing everyone in person, we are excited about a new way to engage and interact.

A virtual event will allow you as our exhibitors to have a great experience and capitalize on the strong momentum in the industry.



Why Have a Virtual Presence?



Reach active pool, spa, patio, decking, and outdoor living professionals.



Build Brand Awareness as your company will be featured prominently throughout the PSP/DeckExpo marketing campaign.



Position Your Company as a thought leader alongside the highly visible PSP/DeckExpo brand.



Participate with an all-new event, which contains education, a virtual expo hall, networking, and more.



Gain valuable leads of industry professionals to support your company's unique objectives.

How It Works

The virtual event and networking platform allows you to search contacts and arrange online meetings throughout the event (November 11-13) and participate in video conference sessions and seminars run by industry experts!

Matchmaking & Networking

Once the platform opens, you will have access to log in and complete your detailed company, and personal profile

Select which times you're available for meetings

You may select who you'd like to meet based on several demographic data points

Product Showcase

Create showcases for your products and services to be viewed by other event attendees on your company profile page

Include an external link, like a video, PDF download, or landing page

Tag categories and enable interested event attendees to search and connect with you

Company Profile

Include general company information: website, description, social media links

Keywords that describe your company and the products/ services offered

Upload additional images and video



"Thank you for your support before and during the show.

The platform was a wonderful tool for exhibitors and we had a lot of great meetings thanks to this tool.

I hope we will have the same platform next year."

President - CCEI USA
(2019 Exhibitor)

Investment: \$1,750 – And You'll Receive A Virtual Booth With:



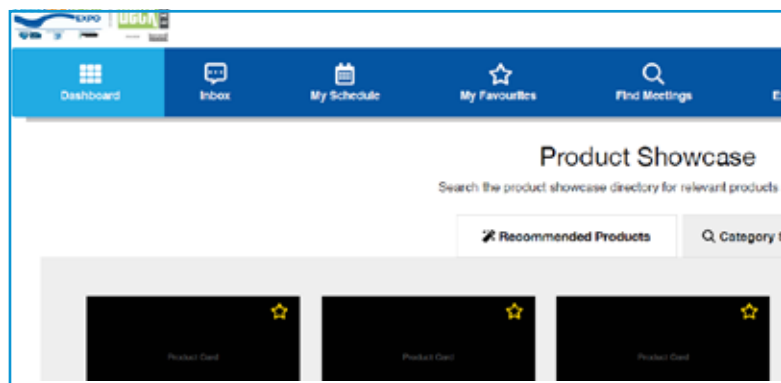
Company Profile

- Company logo, description, URL
- Welcome video
- Additional pre-recorded video presentations

Personalize with assets: logos, videos, images, more

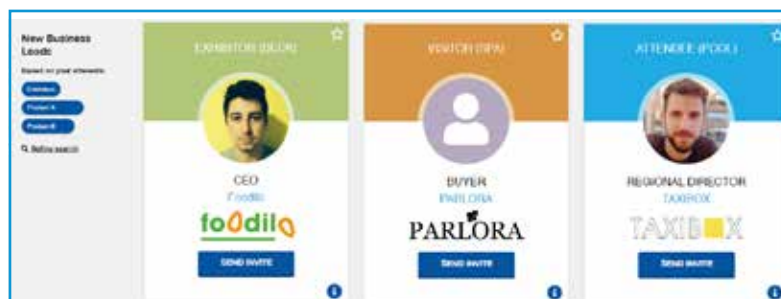
Product Showcase

- 10 product displays with video and PDF

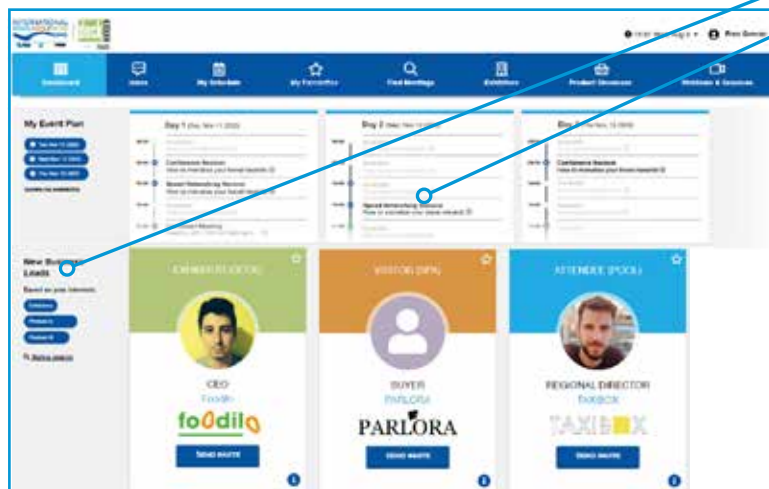


Matchmaking & Networking

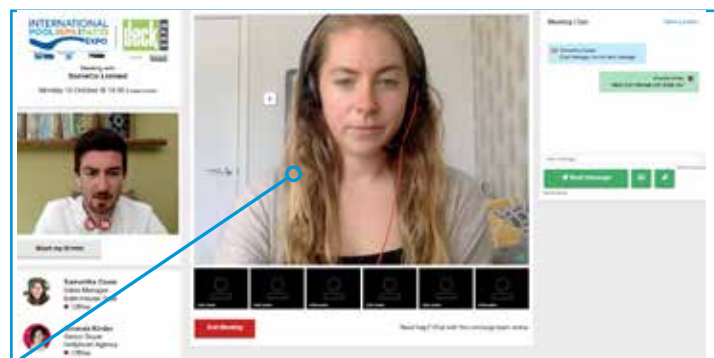
- Drop-in meetings
- Confirmed pre-scheduled meetings
- Concierge service matchmaking
- Private & secure personal conference line



More To See



DASHBOARD: Confirmed meetings & new leads



VIDEO CHATS & PRE-SCHEDULED MEETINGS
(P.S. - We can schedule on your behalf!)

Finding Buyers

Manage your own schedule with full calendar integration, and put yourself in the best position for three productive days of networking. Take control of your prospects and find buyers relevant to you by using our three search tools:

Smart Search

Broaden the reach of your leads with the smart search functionality. This allows users to search and filter contacts to a wider range of companies, personal profiles and products.

Match-making

The advanced meetings algorithm matches users directly with the most relevant profiles in the database through the power of targeted networking.

Free-text Search

Search for new contacts using a free-text search, alongside the search and suggested results. Plan your new leads around keyword research and see what unexpected contacts you can find.

Bonus! More Ways To Stand Out

Networking Sponsor

Exclusive opportunity – \$12,000

Position your brand in front of your existing and potential customers as they access the platform and select their meetings.

- Branding as Networking Sponsor on all pre-event communications
- Branding as Networking Sponsor on the PSP/DeckExpo website
- Branding across the Networking space within the Virtual Edition throughout your sponsored day(s)
- Branding across any email communications for Networking for your sponsored day(s)

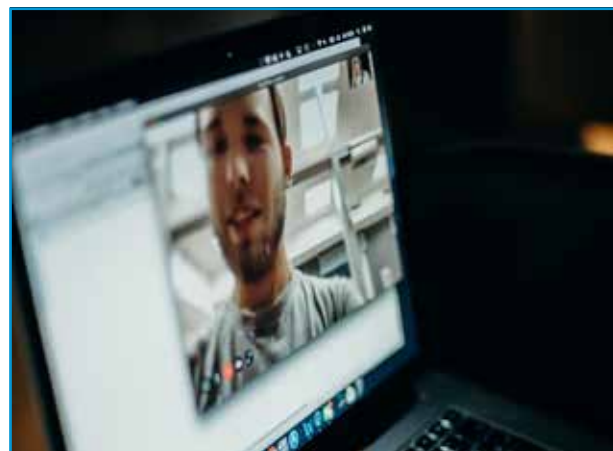


Speed Networking Sponsor

Exclusive opportunity – \$7,500

One hour. 12 pre-qualified leads.

- Branding as Sponsor on Speed Networking Session
- One-hour session with 12 attendees of your choosing (based on demographics)



Marquee Booth

12 opportunities – \$3,000 each

Upgrade your booth appearance!

Have a ton of content and videos?

Snag one of 12 available Marquee Booths to position your assets front and center.



New Product Showcase

Share your newest innovations and technologies with qualified buyers with this enhanced format of the traditional New Product Showcase.

After demonstrating your products in this year's virtual edition, attendees and buyers can continue to discover what your company has to offer. The 'new' New Product Showcase will be live year-round.

The five categories are:

Outdoor
Living

Equipment
Pad

Pool
Construction

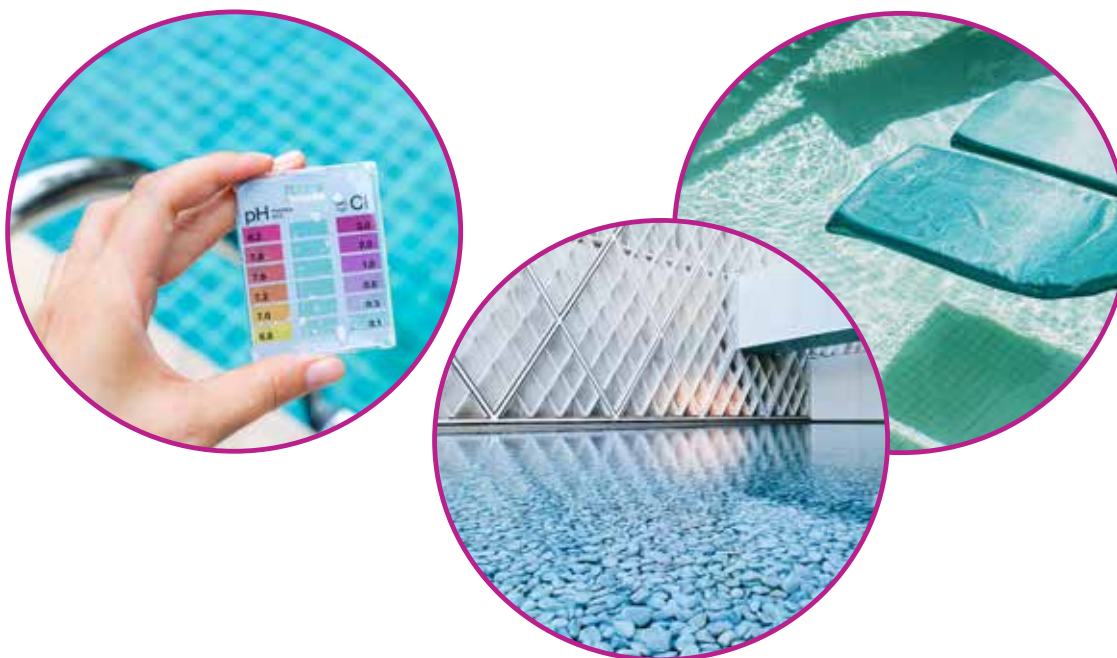
Service
Industry

Spa

New Product Showcase Listing

Limited to products released to the market since November 2019 – \$499 per product

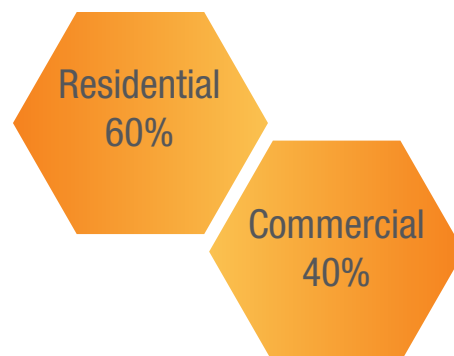
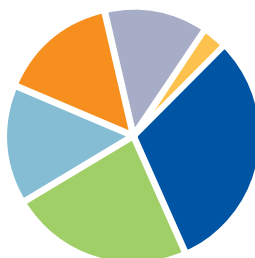
- Open to all manufacturers
- Dedicated emails to attendees with all participants' information
- Dedicated page on the web site with all participants' information
- On-going social media
- Gated entry to collect information on buyers
- Banner ad inside the virtual edition for additional visibility during this year's event



Projected Demographics

WHO ATTENDS: Pool, Spa, and Patio

- Builder / Installer / Sub Contractor: **31%**
- Retail: **23%**
- Service Maintenance: **15%**
- Other/Misc: **15%**
- Manufacturing & Distribution: **13%**
- Landscape Architects: **3%**



WHO ATTENDS: DeckExpo

- Owner/CEO/Executive/VIP: **54%**
- GM/Project Manager/Designer: **15%**
- Supervisor/Job Foreman/Field Crew: **13%**
- Sales/Marketing/Purchasing: **12%**
- Specifier/Staff Drafter/Other: **6%**



75% of attendees make or influence buying decisions for their organizations

57% of attendees report their company has annual sales volume of > \$1 million

CONTACT YOUR ACCOUNT EXECUTIVE TODAY



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