



An Important Update Regarding Our 2027 Hotel Block

The Sheraton Atlantic City has been one of our blocked hotels for decades, primarily because of its unique convenience to the Atlantic City Convention Center. We know many of our exhibitors have relied on that convenience.

As many of you may have heard, the Sheraton has recently announced that it may close as of December 15 if proposed changes to the property are not approved. With that level of uncertainty surrounding the hotel's future, we cannot responsibly offer the Sheraton as part of our 2027 hotel block. Our priority is making sure that when you make a hotel reservation for the Show, you can count on having that room when you arrive in January.

With that said, we do have some good news. We are very excited to announce **Borgata Hotel Casino & Spa** as the Official Host Hotel of the 2027 Pool & Spa Show! Borgata offers exceptional accommodations, outstanding restaurants, entertainment, nightlife, a beautiful spa, and resort amenities that will give our exhibitors used to the Sheraton an entirely new hotel experience during the Show. We think you're going to love it.

We recognize that losing the walkability of the Sheraton is an inconvenience. To make the transition as easy as possible, we will significantly increase our jitney service, including exhibitor-designated jitneys running between Borgata and the Convention Center throughout the Show.

IMPORTANT HOTEL RESERVATION INFORMATION: All 2027 hotel reservations must be made exclusively through AC Central Housing, our designated hotel housing agency. Hotel reservations for our block are available only through The Pool & Spa Show website via your Exhibitor Portal. AC Central Housing does not solicit our exhibitors.

Please ignore any unsolicited phone calls, emails or other communications offering hotel deals or requesting that you make your Show hotel reservation through them. Do not make reservations directly with the Sheraton or through any third-party housing company. Reservations made outside of our official housing process are not protected by The Pool & Spa Show.

I know change isn't always easy, but I am personally committed to doing everything I can to make this transition as smooth and painless as possible. We are excited about this new chapter and look forward to welcoming you to Borgata in January!

Sincerely,

Trish McCormick
Show Manager,
The Pool & Spa Show powered by Northeast Spa & Pool Association