

# 2024

## thePOOL&SPAshow



powered by Northeast Spa and Pool Association

January 23-25, 2024  
Atlantic City Convention Center

**For Pool & Spa People. By Pool & Spa People.**

Exhibitor Prospectus 

# Your PRODUCTS. Your CUSTOMERS. Your SHOW!

The Pool & Spa Show is YOUR chance to showcase your company to buyers in the Northeast and beyond.

Bring your latest innovations. Share your newest achievements. Make more sales! All while connecting friends and customers in a friendly and fun environment designed for the pool & spa industry by the pool & spa industry.

Your business success hinges on relationships. Whether building on an existing relationship with a long-standing customer or finally shaking hands with a prospect you've been chatting with for months, in-person meetings bring results.

This is your Show, and we are ready to help you make the most of it! This Show offers unique ways to connect with customers old and new. Take advantage of marketing opportunities before the Show opens, onsite, and after you return to the office.



## A Thriving Industry Benefits Everyone

The funds generated by the Pool & Spa Show help the **Northeast Spa & Pool Association** support and grow our industry through year-round training, networking, and government advocacy. Without the support of industry partners like you, NESPA would not be able to provide these valuable resources that pool and spa professionals depend on to build their businesses.

**Your commitment to our Show makes this possible.**





# More DEMAND. More OPPORTUNITY.

**50,000+** New Residential Above & Inground Pool Sales

**2,300,000+** Installed Residential Above & Inground Pools

**60,000+**  
New Hot Tub Sales

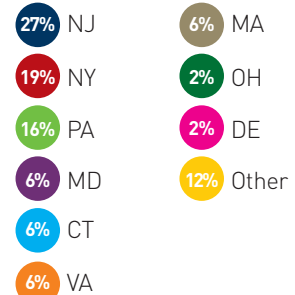
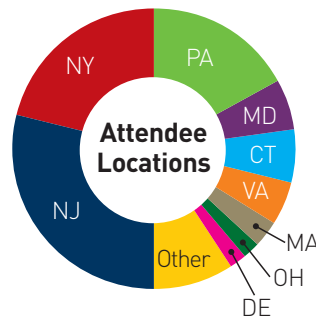
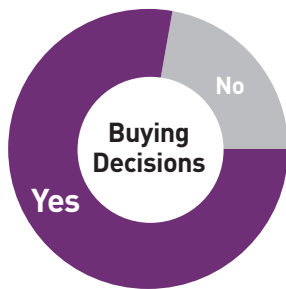
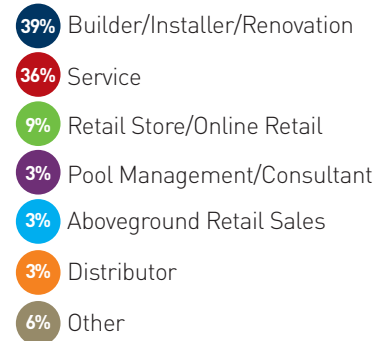
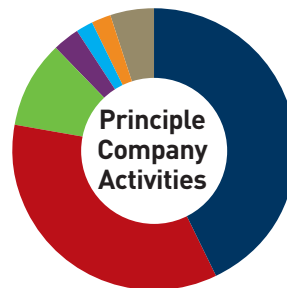
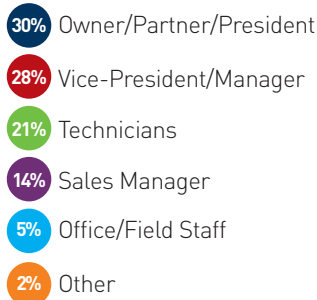
**60,000+**  
Installed Hot Tubs

\*2021 Economic Impact Study PK Data/PHTA in the Northeast Market

## Expand Your Presence in this growing market.

When you experience all that The Pool & Spa Show has to offer to your company, you'll tap into new ways to increase brand awareness, accelerate your sales cycle and strengthen existing customer loyalty. From customer connections to hands-on product demos, the engagement offered on our Show Floor is second-to-none.

## Where the buyers come to shop



# All Eyes on You

Achieve your company's unique marketing goals by mixing and matching a variety of marketing and promotional tools. More than square footage, your booth offers a world of possibilities.

Find all the details and pricing online at [ThePoolSpaShow.com](https://ThePoolSpaShow.com).

## Raise awareness

- Upgrade Your Show Guide Listing
- Purchase an Exclusive Pre-Show Eblast
- Take Advantage of the Social Media Package

## Launch a new product

- Add a Product Boardwalk Booth  
(BONUS! Upgrade to include a pre-show eblast)
- Include a Show Website Placement
- Place an Ad in the Show Guide

## Dominate the market

- Become Title Sponsor for the Show App
- Secure an Exclusive Meeting Room on the Show Floor
- Hang a Billboard Display at the Show Entrance

## Be Front and Center in 2024

### High visibility digital sponsorships

Put your company front and center when your customers are online. Our Show reaches over 26,000 pool & spa pros through our website, email campaigns, digital ads, show app and social media posts. Limited availability. Buy early for best placements.

### Stand out with a product boardwalk display

Located at the Show's only entrance and exit, a position on the product boardwalk is your way to be seen by every Show attendee. This is your most cost-effective way to

- Improve your company's visibility
- Reinforce existing relationships
- Drive more traffic to the booth
- Ultimately, create more leads.

*Plus take advantage of new ways to enhance your boardwalk display including pre-show email promotions!*

# 2024 EXHIBITOR SPACE CONTRACT

2024 POOL & SPA SHOW JANUARY 23-25

This contract can be filled out and submitted online at [www.ThePoolSpaShow.com](http://www.ThePoolSpaShow.com)

thePOOL&SPASHOW  
powered by Northeast Spa and Pool Association

## STEP ONE: COMPANY INFORMATION

Exhibitors are responsible for updating their profiles and product categories

Company Name: \_\_\_\_\_

Exhibiting As: (if different from above) \_\_\_\_\_

NESPA/PHTA Member #: \_\_\_\_\_ Co. Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Show Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Ext.: \_\_\_\_\_ Website: \_\_\_\_\_

**NOTE:** Exhibit space assignments and announcements are based on priority points established by previous Pool & Spa Show participation and date of receipt of this contract.

**DON'T DELAY!** Your contract MUST be submitted by September 6, 2023 to use your established Show Priority Points.

**NO EXCEPTIONS:** All contracts submitted after September 6, 2023 will be assigned on a first-come, first-served basis.

**The Pool & Spa Show utilizes a Priority Points System** where points are earned from previous Pool & Spa Show participation including years of exhibiting and booth size (one point for each year and one point for each 10x10 space). Points accumulate and carry over from year to year. Points expire if a company does not exhibit for five years.

## STEP TWO: EXHIBIT CONTRACT INFORMATION

Exhibitor acknowledges receipt of the Terms and Conditions to exhibit at The Pool & Spa Show and agrees to be bound by such in relation to The Pool & Spa Show powered by Northeast Spa and Pool Association. Complete Terms and Conditions, including booth cancellation policy, are located at [www.terms.ThePoolSpaShow.com](http://www.terms.ThePoolSpaShow.com).

**REQUIRED** Exhibitor Signature \_\_\_\_\_  
Printed Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Products to be displayed: \_\_\_\_\_

## STEP THREE: LIST PREFERRED BOOTH SPACES IN ORDER OF PREFERENCE

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ 5. \_\_\_\_\_ 6. \_\_\_\_\_

These selections are used as a guide for Show Management. If your choices have been allocated to exhibitors before you on the priority point list, Show Management will assign what it considers to be the best space available.

Access the floorplan at: [www.ThePoolSpaShow.com](http://www.ThePoolSpaShow.com)

## STEP FOUR: PAYMENT INFORMATION

Take advantage of the Early Buy rate through October 6, 2023!

**NESPA/PHTA Member Rates**  
(per 10' x 10' booth) and first time non-member exhibitors

**Non-Member Rates** (per 10' x 10' booth)

	EARLY BUY - THROUGH OCT. 6		AFTER OCT. 6	
	Paid-In-Full Rate	Standard Rate	Paid-In-Full Rate	Standard Rate
NESPA/PHTA Member Rates	\$1,965.00	\$2,030.00	\$2,040.00	\$2,105.00
Non-Member Rates	\$2,270.00	\$2,335.00	\$2,355.00	\$2,420.00

### EXHIBIT SPACE

Configuration Required  
(i.e. 10' x 20', 20' x 40',  
50' x 40'):

Number of 10'x10' Spaces x Booth Rate = Total x 50% = Deposit Due

50% deposit required with contract. Balance due in full by December 1, 2023. Exhibitors who pay in full with contract submission receive the discounted prices shown above.

### PAYMENT METHOD

☐ Invoice (deposit must be received before booth space is assigned)

☐ Credit Card: ☐ Visa ☐ MasterCard ☐ American Express ☐

Discover Name on Card: \_\_\_\_\_

Card#: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ SIC: \_\_\_\_\_

Please charge the above credit card:

☐ In full, applying the "paid-in-full" discount, amount: \_\_\_\_\_

☐ On the payment due dates stated above, for the amount due: \_\_\_\_\_

☐ For the deposit required only, amount: \_\_\_\_\_

If mailing address for credit card is different from STEP ONE, please provide the following information: Street

Address/City/State/Zip \_\_\_\_\_

## EXHIBIT HOURS

### TUESDAY

10:00 am - 5:00 pm

### WEDNESDAY

10:00 am - 5:00 pm

### THURSDAY

10:00 am - 2:00 pm

## MAKE ALL CHECKS

### PAYABLE TO:

NORTHEAST SPA & POOL  
ASSOCIATION

- Deposit required with contract: 50% of total exhibit space cost.
- Balance due in full by Dec. 1, 2023.
- Exhibitors with unpaid balance will not be permitted to set up at the show.

## RETURN APPLICATION &

### PAYMENT TO:

THE POOL & SPA SHOW/  
NESPA  
6B South Gold Drive  
Hamilton, NJ 08691  
Phone: 609.689.9111  
Fax: 609.689.9110  
[ThePoolSpaShow.com](http://ThePoolSpaShow.com)

## FOR OFFICE USE ONLY

Deposit Amount: \_\_\_\_\_

Date Received: \_\_\_\_\_

Inv # \_\_\_\_\_

Priority #: \_\_\_\_\_

LYB# \_\_\_\_\_

Space: \_\_\_\_\_

# a seamless show experience

For over 40 years, this Show has been powered by the Northeast Spa & Pool Association. Because we are part of the pool and spa industry, we understand the unique needs of our exhibitors and know the best ways to connect you with industry professionals. Based on our decades of experience, we've developed the **Exhibitor Hub** where you can easily manage all your Show needs.

### NEW for 2024! The Exhibitor Hub

The Hub makes it simple to create your company profile, add products and digital assets, and connect with Show attendees! This is your chance to promote your company and products to Pool & Spa Show attendees before the Show opens.

Once you've reserved your space, the **Exhibitor Hub** gives you access to

- Online ordering for all Show needs including electric and furniture orders  
*(opens in the fall)*
- Exclusive Show hotel rates and online reservations
- Quick access to badge registration for your entire staff
- Purchasing Show marketing opportunities and sponsorships
- A secure portal to pay your invoices

### bonus!

exhibitors receive  
a pre-show list of all  
pre-registered attendees  
& complete post-show roster!

## important dates

Wednesday, September 6 .....	Priority Point Contract Deadline
Friday, October 6 .....	Early Buy Space Discount Deadline
Wednesday, December 6 .....	Artwork Deadline (Onsite Sponsorships)
Wednesday, January 10 .....	Product Boardwalk Application Deadline
Friday, January 19 – Monday, January 22 .....	Move In/Set Up
Monday, January 22 – Thursday, January 25 .....	Education Conference
Tuesday, January 23 – Thursday, January 25 .....	Exhibit Floor Open
Thursday, January 25 – Friday, January 26 .....	Move Out

Visit [www.ThePoolSpaShow.com](http://www.ThePoolSpaShow.com)  
609-689-9111  
[info@ThePoolSpaShow.com](mailto:info@ThePoolSpaShow.com)

**thePOOL&SPAshow**  
 powered by Northeast Spa and Pool Association

6B South Gold Drive | Hamilton, NJ 08691

**EXHIBITS: January 23-25**  
**EDUCATION: January 22-25**



## **Now Accepting Space Contracts!**

Visit [www.ThePoolSpaShow.com](http://www.ThePoolSpaShow.com)  
to sign up today.

# the search for new customers is over. we have them.

- Unmatched quality and quantity of buyers
- The most bang for your marketing buck.
- Make real connections with industry buyers.

“For us, this is the premier trade show. We do more business at The Pool & Spa Show in a three day period than we do at all other shows combined.”

— **DERRICK HENDRICKS**  
National Sales Manager,  
Cardinal Industries, Inc.