



2024 Southwest Pool & Spa Show

February 14-17, 2024

Exhibits Open: February 15-17, 2024

Henry B. Gonzalez Convention Center | San Antonio, Texas

sponsorship
OPPORTUNITIES

Sponsorship Opportunities

Each of the following sponsorship opportunities have been designed to maximize your exposure to the pool builders, service professionals, remodelers and retailers at the Southwest Pool & Spa Show.

Each sponsorship includes the following recognition package:

- Logo Included on the Southwest Pool & Spa Show Website
- Logo Included on any Pre-Show Conference Promotional Material
- Logo Included in the Pre-Show Electronic Conference Updates/Emails
- Logo Included in the Conference Mobile App
- Logo Included on the special "Sponsor Thank You" Signage Onsite
- Logo Included on Signage Relative to Each Sponsored Event

Sponsorship Levels:

Platinum - \$4,000+ | **Gold** - \$2,001 - \$3,999 | **Silver** - \$1,500 - \$2,000

Conference Attendee Bags (Platinum Sponsorship)..... \$5,500

One of the "hottest" and most sought after sponsorships available at the Southwest Pool & Spa Show! Each attendee will showcase your company logo as they carry the official conference bag throughout the event for four days! This sponsorship will go fast and is a great opportunity for brand and market exposure. The conference bags are distributed to attendees at registration.

Badge Lanyards (Platinum Sponsorship)..... \$5,000

Each attendee at the Southwest Pool & Spa Show will be showcasing your logo to your clients and partners! Badge Lanyards will be distributed from the registration counter and we'll feature your logo at registration as well. This sponsorship always goes fast!

New! Escalator Signage / Branding (Platinum Sponsorship).....\$4,750

All of the educational sessions for the 2024 Conference will take place on level two of the Henry B. Gonzalez Convention Center. Attendees will make their way to the sessions from registration and convention center lobby using one primary set of escalators. Build your brand while promoting your website and booth number with an escalator wrap. A great opportunity for four days of recognition!

Friday or Saturday Networking Lunch (Platinum Sponsorship) \$4,000

Host a special net "working" lunch in the exhibit expo hall that will showcase your company as the industry leader and partner of the Southwest Pool & Spa Show. Network and interact face to face with conference attendees on the first day of the show as they check out the latest products and services the industry has to offer. Special signage featuring your company logo will showcase your company and booth number at each food station and the café tables. We'll also make several announcements in the exhibit hall recognizing the lunch sponsor and promoting your booth number.

Caffeine Booster Stations (Gold Sponsorship) \$3,500

The caffeine booster stations will be located in the meeting room area beginning on Thursday, the heaviest education day, stations will also be located in the exhibit hall for Friday and Saturday. Attendees can grab a coffee to recharge their energy levels throughout the day in several locations. Your brand and message will be showcased from Thursday to Saturday, for the entire event, as your company fuels the caffeine needs of the pool and spa industry!

Conference Mobile App (Gold Sponsorship)..... \$3,500

The Southwest Pool & Spa Show will utilize a Conference Mobile App that both attendees and exhibitors will be able to download onto their mobile phones. The Conference Mobile App will be marketed heavily for download pre-show and during the event. As the sponsor, you'll be front and center on the splash page as the app is opened. Attendees will utilize the mobile app as a conference planner and select their education sessions, map out their time in the exhibit hall and make appointments, all on the mobile app. Attendee will also be able to communicate with other attendees and exhibitors through the app. Sponsorship includes two daily push notifications announcing your sponsorship and inviting attendees to your booth. The conference mobile app will be the new "thing" at the show and your company will be front and center!

NEW! Industry Welcome Reception (Gold Sponsorship) (4 Available) \$2,500

By popular demand, and at the end of the heaviest education day during the entire event, the exhibit hall will open from 5:00 - 7:30 for all attendees and exhibitors and welcome everyone to the 2024 Southwest Pool & Spa Show! Attendees will stop in for a cold beverage at the end of a full day with light appetizers and a relaxed atmosphere to get a first-hand look at the exhibits and start the conversations that will last through the show. We'll post your logo at the bars and food stations and announce your booth location to all attendees. This is a great new way to build your brand and get your 2024 Southwest Pool & Spa sales and marketing experience off to a great start!

Registration Area & Registration Confirmation (Gold Sponsorship) \$2,500

Get a huge bang for your buck and be one of the first sponsors that attendees see as they receive their registration confirmation e-mail which is used on-site at registration to have badges printed. Your branding will be included along with a tag line on the confirmation e-mail and displayed on the registration area TVs as attendees arrive to collect their show credentials. This is a cost effective, high impact way, to build your brand and promote your presence at the Southwest Pool & Spa Show.

Aisle Sign (Gold Sponsorship) \$2,500

Sponsor the aisle sign in the exhibit hall and have your company logo and booth number featured on each aisle and from both directions. We'll include your logo under each aisle sign from aisle 100 to aisle 100! This sponsorship is a great way to showcase your logo throughout the exhibit hall and reinforce your company or product branding.

Sponsorship Opportunities Cont.

Education Sessions Sponsor (Gold Sponsorship) \$2,500
Education drives the attendance at the Southwest Pool & Spa Show and this sponsorship is a great opportunity to put your company's logo front and center in each meeting room! Your company logo will be attached to each podium at the front of the session room and shown on the screen at the beginning of each concurrent session. This sponsorship provides continuous concentrated exposure to conference attendees.

NEW! Technique Theatre (Silver Sponsorship) (2 Available) \$2,000
We are packing more education and training into the Southwest Pool & Spa Show and this year will feature the new "Technique Theatre" that will be located in the exhibit hall and feature quick 30 – 45 minute technique presentations from landscape lighting applications to tile cleaning techniques. Your sponsorship includes one time slot on each day. The technique trainings will run during the show hours on Friday and Saturday.

Awards Gala
Host the most exciting and prestigious event at the Southwest Pool & Spa Show where the industry's best and brightest stars receive awards from their industry peers. There are three levels of sponsorship available:

Title Sponsor (3 Available) (Gold Sponsorship) \$3,000

- Signage and Recognition at the Event
- Recognition as a sponsor in all marketing materials mentioning the event
- Reserved table for 10 at the event
- 30 Additional Drink tickets to be used at the Event

Premier Sponsor (Silver Sponsorship) \$1,750

- Signage and Recognition at the Event
- Recognition as sponsor in all marketing materials mentioning the reception
- Access to two Reserved tables for the Premier Sponsors at the event
- 16 Additional Drink tickets to be used at the Event

Best of Show Sponsor (Silver Sponsorship) \$1,500

- Signage and Recognition at the Event
- Logo on large check and picture with the Best of Show Award Winner.
- Recognition as sponsor in all marketing materials

SOLD

Combine any of the sponsorship options
with your exhibit booth and maximize your exposure at the
2024 Southwest Pool & Spa Show. Build your brand and boost your ROI!

Advertising Opportunities

Mobile App Upgraded Listing.....\$250
Upgrade your mobile app listing today to include a logo and be listed first on the exhibitor list. In addition, have your booth highlighted on the mobile app floor-plan.

Conference Bag Insert (3 Available) (Bronze Sponsorship).....\$500
Take advantage of the opportunity to include your company information in each of the conference bags distributed to each attendee. Your 8.5" x 11" flyer or slick (provided by the sponsor) will kick start your participation at the Southwest Pool & Spa Show and drive traffic to your booth space and your website!

Mobile App Advertising\$750
With the show directory now incorporated into a mobile app, you have a captured audience as all attendees will use the mobile app to navigate the educational sessions and the exhibit hall. This is a great opportunity to showcase your logo and maximize your branding effort. Utilize a banner ad in the mobile app and drive attendees to your booth by featuring a show special, booth number or a featured product. Only four spots available so act now!

Lobby Graphic Panel 4' wide x 8'..... \$1,000
This graphic panel will be printed in full color from the graphics provided by the exhibitor. This panel will be placed in the registration lobby and may contain exhibitor booth number and contact information.

Ads and graphics can be sent to Christi Jones (christi@mpire-group.com). Please see the artwork requirements for your specific advertising opportunity. Contact Christi Jones with any questions regarding graphics.

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