

The logo for the Southwest Pool & Spa Show is contained within a blue rounded rectangle with an orange border. The text "Southwest Pool & Spa Show" is written in a bold, blue, sans-serif font with a white outline. The background of the rectangle features vertical blue stripes.

**Southwest  
Pool & Spa Show**

**2026 Southwest Pool & Spa Show**

**February 15-19, 2026**

**Exhibits Open: February 17-19, 2026**

**Henry B. Gonzalez Convention Center | San Antonio, Texas**

**sponsorship  
OPPORTUNITIES**

A decorative graphic at the bottom of the page consists of several horizontal, wavy orange lines that create a sense of movement and depth, resembling water or sand.

# 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 - \$6,000+ | Gold - \$4,000 - \$5,999 | Silver - \$2,000 - \$3,999**

## Platinum Sponsorship

**Industry Welcome Reception .....\$10,000**

By popular demand, and at the end of the heaviest education day during the entire event, the exhibit hall will open from 5:00 – 7:00 for all attendees and exhibitors and welcome everyone to the 2026 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 2026 Southwest Pool & Spa sales and marketing experience off to a great start!

**Conference Attendee Bags .....\$7,000**

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 industry and market exposure. The conference bags are distributed to attendees at registration.

**Badge Lanyards .....\$6,900**

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!

**Wednesday Networking Lunch .....\$6,500**

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.

**Thursday Networking Lunch .....\$6,000**

Consider sponsoring the last day networking lunch in the exhibit hall—an ideal opportunity to connect with attendees in a relaxed, engaging setting. This special event highlights your brand as a key supporter and valued partner of the Southwest Pool & Spa Show. It's a great way to spark conversations and build relationships during the show, when energy and curiosity are at

their peak. Your company logo and booth number will be prominently featured on signage at food stations and café tables, offering great visibility throughout the lunch hour. Plus, we'll share a few friendly announcements during the event to thank you for your support and help guide attendees your way.

## Gold Sponsorship

**Escalator Signage / Branding .....\$5,500**

All of the educational sessions for the 2025 Conference will take place on level three of the 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!

**Caffeine Booster Stations .....\$5,000**

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

**Conference Mobile App .....\$5,000**

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.

**Directional Signage Sponsorship .....\$4,500**

Put your brand front and center—literally. With education sessions, certifications, networking, and a bustling exhibit floor spread across multiple levels of the convention center, directional signage is essential at the Southwest Pool & Spa Show. As the exclusive sponsor, your company logo and booth number will be prominently displayed on every directional sign throughout the venue. It's a smart way to increase brand visibility, drive booth traffic, and stay top-of-mind as attendees navigate the show.

**Registration Area & Registration Confirmation .....\$4,000**

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 also on-site in 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.

**Silver Sponsorship**

**Education Sessions Sponsor .....\$3,500**

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.

**Aisle Sign .....\$3,500**

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! This sponsorship is a great way to showcase your logo throughout the exhibit hall and reinforce your company or product branding.

**Technique Theatre .....\$3,000**

We are packing more education and training into the Southwest Pool & Spa Show and this year will feature the new “Technique Theatre” that will 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.(2 Available)

**Awards Gala Sponsorships**

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 .....\$3,500**

- Signage and Recognition at the Event
  - Recognition as sponsor in all marketing mentioning the event
  - Reserved table for 10 at the event
  - 30 Additional Drink tickets to be used at the Event
- (3 Available)**

**Premier Sponsor .....\$2,000**

- Signage and Recognition at the Event
- Recognition as sponsor in all marketing mentioning the event
- Half a Reserved tables, for 5 people, at the event
- 16 Additional Drink tickets to be used at the Event

**Best of Show Sponsor .....\$2,500**

- Signage and Recognition at the Event
- Recognition as sponsor in all marketing mentioning the event
- Half a Reserved tables, for 5 people, at the event
- 16 Additional Drink tickets to be used at the Event
- Logo on large check and picture with each of the two \$1,000 Best of Show Award Winners.

# Advertising Opportunities

**NEW! New Products Showcase Entry .....\$500**

Include your New Product (Released in 2023 through February 2026) in the New Products Showcase area. It will be displayed and a showcase either in the lobby or inside the show floor. You will receive a listing for each product that you enter in the Mobile App and your company and booth number will be included on a card next to your product.

**Mobile App Upgraded Listing.....\$750**

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 floorplan.

**Mobile App Advertising .....\$1,000**

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!

**Conference Bag Insert.....\$1,000**

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! **(3 Available)**

**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@empire-group.com](mailto:christi@empire-group.com)). Please see the artwork requirements for your specific advertising opportunity. Contact Christi Jones with any questions regarding graphics.

**Combine any of the sponsorship options with your exhibit booth and maximize your exposure at the 2026 Southwest Pool & Spa Show. Build your brand and boost your ROI!**