



# 2027 Southwest Pool & Spa Show

January 12-16, 2027

Exhibits Open: January 14-16, 2027

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 - \$6,500+
- Gold - \$4,500 - \$6,499
- Silver - \$2,500 - \$4,499
- Bronze - \$1,000 - \$2,499

## 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 2027 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 2027 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 - \$7,000

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!

## Friday 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.

## Saturday Networking Lunch - \$6,000

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.

## Escalator Signage / Branding - \$5,500

All of the educational sessions for the 2027 Conference will take place on level one 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 - \$5,500

The caffeine booster stations will be located in the meeting room area beginning on Tuesday with paid certifications and then an additional station 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 Tuesday to Saturday, for the entire event, 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. The conference mobile app will be the new “thing” at the show and your company will be front and center!

### **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.

### **Education Sessions Sponsor - \$4,000**

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 from aisle 100 to aisle 900! This sponsorship is a great way to showcase your logo throughout the exhibit hall and reinforce your company or product branding.

### **Directional Signage Sponsor - \$3,500**

Increase your company's visibility at every turn as the Directional Signage Sponsor for the event. Your logo will be prominently displayed on directional signage throughout the convention center, helping attendees easily navigate the show floor, educational sessions and key gathering areas. This high-impact sponsorship ensures repeated brand exposure to thousands of industry professionals throughout the duration of the event while positioning your company as an essential supporter of the attendee experience.

### **Technique Theatre (2 Available) - \$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 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.

### **Show Floor Happy Hours (1 Available Each Day) - \$2,750**

Put your brand at the center of the action as the Show Floor Happy Hour Sponsor. Held directly on the trade show floor, in your booth, as we give attendees the opportunity to connect, relax, and engage with you in a fun and energetic atmosphere.

### **Awards Gala Opportunities**

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) - \$3,500**

- 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 - \$2,000**

- Signage and Recognition at the Event
- Recognition as a sponsor in all marketing materials mentioning the event
- 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 - \$2,500**

- Signage and Recognition at the Event
- Logo on large check and picture with the \$1,000 Best of Show Award Winner.
- Recognition as sponsor in all awards marketing materials

### **Women's Forum**

The Women's Leadership Forum is a dynamic one-day event created to connect, empower and elevate women in the pool, spa and outdoor living industry. Returning for its second year, the program features impactful sessions, valuable networking and conversations led by influential industry leaders. Support this growing initiative and position your brand alongside leadership, education and the future of the industry. There are three levels of sponsorships available:

#### **"Presented By" Title Sponsor (Two Available) - \$2,000**

The Presenting Sponsor of the Women's Leadership Forum receives premier brand visibility as the exclusive title partner of this inspiring industry event. This sponsorship aligns your company with leadership, empowerment and professional growth while showcasing your commitment to advancing women in the industry. Benefits include top-tier recognition across event marketing, onsite signage and program materials, along with prominent exposure throughout the forum experience.

- Signage and Recognition at the Event
- Recognition as a sponsor in all marketing materials mentioning the event
- Five minute welcome and company overview at the lunch
- Sponsor may provide 75 promotional products to be provided to the event attendees in their event bag.
- Four Free tickets to the event. (Must register first, then we will add the Women's Forum to the attendees registration.)

#### **Breakfast - \$1,500**

- Signage and Recognition at the Event
- Recognition as a sponsor in all marketing materials mentioning the event
- Sponsor may provide 75 promotional products to be provided to the event attendees in their event bag.
- Two Free tickets to the event. (Must register first, then we will add the Women's Forum to the attendees registration.)

#### **Lunch Sponsor - \$1,750**

- Signage and Recognition at the Event
- Recognition as a sponsor in all marketing materials mentioning the event
- Sponsor may provide 75 promotional products to be provided to the event attendees in their event bag.
- Three Free tickets to the event. (Must register first, then we will add the Women's Forum to the attendees registration.)

# Advertising Opportunities

**New/Featured Products Showcase Entry .....\$300**  
Don't miss your chance to stand out! Submit your latest innovation to the New/Featured Product Showcase, where your product will be shown in a high-visibility display area on the show floor and voted on by attendees and industry press. This is your opportunity to gain extra exposure, generate buzz, and position your brand as a leader in innovation. Space is limited—secure your spot and let your product take center stage!  
You will be given a link to upload your information for your entry. This will include the name of your product, a description of your product and a photo of your product. This is all due by Friday, December 18, 2026.  
You will bring your entry with you onsite and have it ready to be given to the Southwest Pool & Spa Show staff by Thursday, January 14, 2027 at 1:00 PM.

**Women's Forum - Promotional Product (5 Available) .....\$500**  
Provide a promotional product that keep your brand in attendees' hands long after the event ends. You can provide anything from a Pen, note pad, stress ball or other item you feel would represent your company well to the ladies who will be in attendance.  
At least 75 of approved product must be shipped to the Southwest Pool & Spa Show by Friday, December 18, 2026.

**Power Session (8 Available) .....\$500**  
Take advantage of a unique opportunity in the exhibit hall with a high-impact, 30-minute "Power Session"! Engage like never before with an immersive, noise-free presentation designed specifically for the bustling trade show floor. Equipped with wireless headphones, attendees are transported into an exclusive audio-visual experience that eliminates distractions and focuses entirely on the values and solutions your product delivers and what makes it stand apart from the competition. This headphone-driven format ensures every attendee walks away informed, engaged, and ready to take the next step with confidence!

**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.  
When submitting your directly listing, please provide your logo along with the other items

**Mobile App Advertising ( 2 Available) .....\$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!  
Graphic Ad must be sent to admin@swpsshow.com by Friday, December 18, 2026.  
Multiple versions will be needed for different size devices.

**Conference Bag Insert (3 Available) .....\$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 brochure will kick start your participation at the Southwest Pool & Spa Show and drive traffic to your booth space and your website! Flyer will be provided by the exhibitor.  
Completed flyers need to be mailed to the following address by Friday, December 18, 2026.

Southwest Pool & Spa Show  
3341 Regent Blvd.  
Suite 130-325  
Irving, TX 75063

**Promotional Product (3 Available) .....\$1,000**  
Support one of the most visible and appreciated opportunities at the show by providing promotional products that keep your brand in attendees' hands long after the event ends. Your company will gain valuable exposure through branded giveaway items distributed to industry professionals in the conference bags they receive onsite. You can provide anything from a Pen, note pad, stress ball or other item you feel would represent your company well.  
At least 2,000 of approved product must be shipped to the Southwest Pool & Spa Show by Friday, December 18, 2026.

**Lobby Graphic Panel 4' wide x 8' .....\$1,250**  
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.  
Graphic must be sent to admin@swpsshow.com by Friday, December 18, 2026.  
Must be created at half size and have a 1" bleed around the entire graphic.

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Combine any of the sponsorship or advertising opportunities with your exhibit booth and maximize your exposure at the 2027 Southwest Pool & Spa Show. Build your brand and boost your ROI!