



2027 Southwest Pool & Spa Show

January 12-16, 2027

Exhibits Open: January 14-16, 2027

Henry B. Gonzalez Convention Center | San Antonio, Texas

exhibitor

PROSPECTUS

Invitation to Exhibit

The Southwest Pool & Spa Show (SWPSS) invites you to participate in the 2027 Southwest Pool & Spa Show in San Antonio, Texas, January 12-16, 2027.

The Southwest Pool & Spa Show continues as one of the fastest growing regional events specific to the pool, spa, patio and outdoor living industry. Open to the trade only, the Southwest Pool & Spa Show provides a tremendous opportunity to showcase your organization, products and services to the hottest regional market in the pool and spa industry. Make the Southwest Pool & Spa Show part of your marketing and sales plan and reserve your booth today!

Included in your exhibit booth rental package:

- Booth space with back and sidewall drape (inline booths only)
- Booth identification sign (inline booths only)
- Complimentary VIP Passes to give Customers
- 5 Complimentary Exhibitor Badges per 10x10 booth
- Name and booth # listed on www.swpsshow.com
- Full Company Description in the Conference Mobile App
- Thursday Welcome Networking Reception in the Exhibit Hall
- Networking Lunch inside the Exhibit Hall Friday & Saturday

Booth Rental Fees

Inline booths.....\$19 per sq/ft or \$1,900 per 10'x10'
Corner fee.....\$100 per corner
Island booth fee...\$400 for 4 corners

** Booths are sold in increments of 10'x10' space or 100 sq.ft.*

Location Information

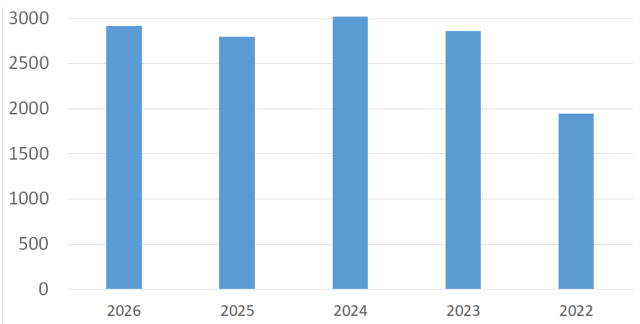
Henry B. Gonzalez Convention Center | Hall 4
900 E. Market St., San Antonio, TX 78205

Booth Sales Contact

Blaine Siske
(972) 929-3169 x203 | bsiske@mpire-group.com

Historical Data

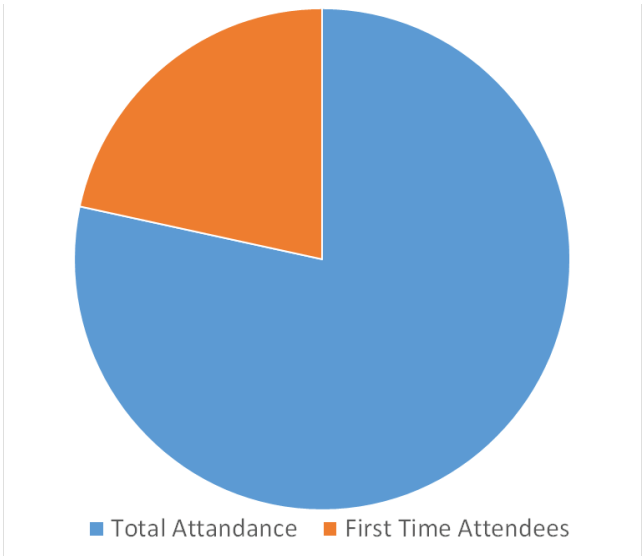
Registered Attendee Growth



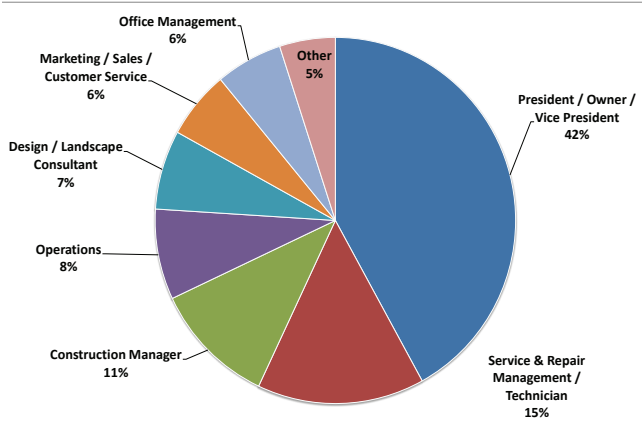
Attendees are looking for...

- Architectural and Outdoor Lighting
- Business Supplies, Systems and Services
- Design Automation Technology
- Fountains, Water Features & Ponds
- Landscape & Hardscape (Equipment/Supplies/Services)
- Pools and Spas (Equipment/Supplies/Services)
- Pool and Spa Furniture & Exercise Equipment
- Outdoor Living
 - Patio Furniture
 - Grills
 - Outdoor Kitchens
 - Fire & Water Features
- Construction, Materials & Equipment
- Chemicals: Materials & Equipment
- Fiberglass Pools
- Hot Tubs: Portable / In-ground
- Leak Detection Technology
- Automation Technology, Smart Pools
- Commercial Aquatics
- Wellness, Hydrotherapy, Swim Spas, Saunas, Cold Plunge

First Time Attendee Data 2026



Distribution of Attendees by Job Title



General Information

Exhibit Installation:

Tuesday, January 12..... 8:00 a.m. - 5:00 p.m.
Wednesday, January 13..... 8:00 a.m. - 5:00 p.m.
Thursday, January 14..... 8:00 a.m. - 4:00 p.m.

Exhibit Dates and Hours:

Thursday, January 14..... 5:00 p.m. - 7:00 p.m.
Friday, January 15..... 12:00 p.m. - 5:00 p.m.
Saturday, January 16 11:00 a.m. - 2:00 p.m.

Exhibit Dismantle:

Saturday, January 16 2:00 p.m. - 9:00 p.m.

Exhibit Hall 4 located on Level 1 of the Henry B. Gonzalez Convention Center, San Antonio, TX.

Exhibit dismantle may begin immediately upon the close of the exhibit hall at 2:00 pm on Saturday, January 16, 2027. Exhibit dismantle must be complete by 9:00 pm on Saturday, January 16, 2027. No exceptions can be made. Any exhibitor who violates this policy may affect the future booth assignment system.

Registration

All exhibitor personnel must be registered for name badges. Registration cannot occur without full payment of exhibiting fees. Five (5) exhibitor badges are provided at no charge per 10x10 booth purchased. An exhibitor badge allows admission to the exhibit hall, all industry sessions and admittance into the Awards Gala and Industry Welcome Party.

Hotel Information

The Marriott Rivercenter & Riverwalk serve as the headquarters hotel for the 2027 Southwest Pool & Spa Show. It is accross from the Convention Center. We also have rooms at the La Qunita just a block away.

Service Contractor

Freeman has been named the official service contractor for the 2027 Southwest Pool & Spa Show and is appointed to ensure the orderly and efficient installation and removal of the overall exhibition. Freeman will staff and maintain an on-site service desk before, during and after the exhibition to serve as a focal point for exhibitor needs. Furniture, decorative signs, labor and other services will be available at the Freeman Service Desk. The official Exhibitor Service Kit will be available 90 days before the first day of movein on the SWPSS website. Along with additional information, the service kit will contain information on:

- Freight shipping and material handling
- Labor regulations and rates
- Furniture, display and other decorating rentals
- Ordering electrical and internet services
- Lead Retrieval Information

Schedule of Events

Tuesday, January 12, 2027

7:30 a.m. – 5:00 p.m. Registration Open
8:00 a.m. – 5:00 p.m. Certification Programs
8:00 a.m. - 5:00 p.m. Exhibitor Move-In

Wednesday, January 13, 2027

7:30 a.m. – 5:00 p.m. Registration Open
8:00 a.m. – 5:00 p.m. Exhibitor Move-In
8:00 a.m. – 5:00 p.m. Certification Programs

Thursday, January 14, 2027

7:30 a.m. – 5:00 p.m. Registration Open
8:00 a.m. – 4:00 p.m. Exhibitor Move-In
8:00 a.m. – 5:00 p.m. Certification Programs
8:00 a.m. – 5:00 p.m. FREE Industry Sessions
5:00 p.m. – 7:00 p.m. Exhibit Hall Open
.....(Industry Welcome Reception)

Friday, January 15, 2027

7:30 a.m. – 5:00 p.m. Registration Open
8:00 a.m. – 10:00 a.m. Exhibitor Move-In
8:00 a.m. – 5:00 p.m. Certification Programs
8:00 a.m. – 5:00 p.m. FREE Industry Sessions
12:00 p.m. – 5:00 p.m. Exhibit Hall Open
12:00 p.m. – 1:30 p.m. FREE Networking Lunch
5:30 p.m. – 8:00 p.m. Awards Gala

Saturday, January 16, 2027

7:30 a.m. – 2:00 p.m. Registration Open
8:00 a.m. – 12:00 a.m. FREE Industry Sessions
11:00 a.m. – 2:00 p.m. Exhibit Hall Open
12:00 p.m. – 1:30 p.m. FREE Networking Lunch
2:00 p.m. – 9:00 p.m. Exhibitor Move-Out

Each booth is required to have a FLOOR COVERING. This can be provided by the exhibitor or rented through the official Service Contractor for the Southwest Pool & Spa Show.