

# WESTERN *Pool & Spa* SHOW



## Western Pool & Spa Show — Sponsorship Prospectus

### Event Overview

The Western Pool & Spa Show brings together the industry's leading manufacturers, service professionals, builders, retailers, and innovators for three days of high-impact education, networking, and product discovery.

### Platinum Sponsor — \$7,500

- Display company banners up to 10' x 4'
- Company logo exposure on Show promotional materials (online, pre-show and on-site)
- Active logo link on the event page of the Show website
- Enhanced company listing on the Show website
- Show Directory advertising
- 3 email blasts to Attendee List
- Logo on exhibit hall "You are here" locator maps

### Gold Sponsor — \$5,000

- Display company banners up to 10' x 4'
- Company logo exposure on Show promotional materials (online, pre-show and on-site)
- Active logo link on the event page of the Show website
- Enhanced company listing on the Show website
- Show Directory advertising
- 3 email blasts to Attendee List
- Logo on exhibit hall "You are here" locator maps

## **Silver Sponsor — \$2,500**

- Display banner up to 4' long
- Company logo exposure on Show promotional materials (online, pre-show and on-site)
- Active logo link on the event page of the Show website
- Enhanced company listing on the Show website
- Show directory recognition
- 1 email blast to the attendee list

## **Bronze Sponsor — \$1,500**

- Company logo exposure on Show promotional materials (online, pre-show, and on-site)
- Active link on the event page of the Show

## **Education Bags**

**\$7,500** Education Bags (Upgraded bag given to all seminar attendees)

- Logo on one side of the bag given to education attendees
- Literature can be placed in bags
- Advertising in the Directory
- Logo/link on the education page of the Expo website
- Logo on the at-a-glance master schedule
- Logo on mobile app education page

## **Show Floor Bags**

**\$7,500** Show Floor Bag given to all attendees

- Logo on one side of the bag given to all attendees
- Literature can be placed in bags
- Advertising in the Directory
- Logo on the at-a-glance master schedule

## **Phone charging stations**

**\$1,500 - \$2,500.** Capture the undivided attention of attendees as they power up their devices without leaving the exhibit hall.

- Full company artwork on charging station
- Advertising in Show Directory
- Upgraded online profile
- 2 email blasts

## Badge Lanyards

**\$7,500** (exclusive). Registration badge lanyards can be imprinted with your company name/logo and made available for attendees as they register.

- Advertising in the Show Directory
- Upgraded online profile
- 3 email blasts

## Show Badge

**\$7,500** (exclusive). Registration badges can be imprinted with your company name/logo on the Show Badge, Company QR Code, placed alongside the show and seminar hours. Given to each attendee.

## Onsite Registration Sponsor

**\$5,000** (exclusive) onsite registration sponsor. All attendees must pick up their badges at registration.

- Logo on main entrance digital signage
- Logo featured on five kick panels in the registration area
- Staff can greet attendees as well as distribute literature in the registration area
- Advertising in Expo program guide and logo with company listing
- Upgraded online profile

## Online Registration Sponsor

**\$7,500** (exclusive) online registration sponsor. 90% of attendees register online.

- Logo on main entrance digital signage
- Prominently displayed logo on all pages of attendee registration site
- Ad with active link on registration page of Expo website
- Ad with active link included registration confirmation e-mail
- Advertising in Show Directory
- Upgraded online profile

## Onsite & Online Registration Sponsor

**\$10,000** (exclusive) onsite & online registration sponsor.

## **Registration Confirmation Email**

**\$1,200**

- Company Logo listed on each registration confirmation email sent
- Link to the company website from each registration confirmation

## **Product Showcase**

**\$250** for a space in the Product Showcase.

Display your product and literature. Your company, logo, and 30-word description will be listed online and in a pre-show email.

## **Email Blasts**

**\$1000** for 3 pre-show emails to Attendee List

**\$800** for 2 pre-show emails to Attendee List

**\$400** for pre-show email to Attendee List

## **Digital Upgrades to Floor Plan**

Contact the Sales office for details. [sales@westernshow.com](mailto:sales@westernshow.com)

## **Social Media**

Contact the Sales office for details. [sales@westernshow.com](mailto:sales@westernshow.com)

Please get in touch with the sales office with any questions: 800.746.9772, [sales@westernshow.com](mailto:sales@westernshow.com)