

# SOUTHWEST POOL & SPA SHOW

January 17-20, 2018 • Houston, TX

The logo is a blue rounded rectangle with an orange border. It features a stylized white and blue striped arch at the top. The text "Southwest Pool & Spa Show" is written in a blue, outlined font, with "2018" in a smaller blue font below it.

Southwest  
Pool & Spa Show  
2018

A photograph of a pool deck with blue mosaic tiles and stainless steel handrails. The pool water is clear blue, and the sky is bright with some clouds. The sun is shining brightly, creating a lens flare effect.

exhibitor  
**PROSPECTUS**

## Invitation to Exhibit

The Southwest Pool & Spa Show (SWPSS) invites you to participate in the 2018 Southwest Pool & Spa Show in Houston, Texas, January 17-20, 2018.

The Southwest Pool & Spa Show is one of the fastest growing regional industry events, provides the tremendous opportunity to showcase your organization, products and services to the hottest regional markets in the pool and spa industry. Reserve your booth space today!

### Included in your exhibit booth rental package:

- Booth space with back and sidewall drape
- Booth identification sign
- Complimentary VIP Passes to give Customers
- 5 Complimentary Exhibitor Badges per 10x10
- Name listed on www.swpsshow.com
- 50 Word Description in the Exhibitor Directory

## Booth Rental Fees

Inline booths..... \$16 per sq/ft  
 Corner fee..... \$100 per corner  
 Island booth fee..... \$400 for 4 corners

## Location Information

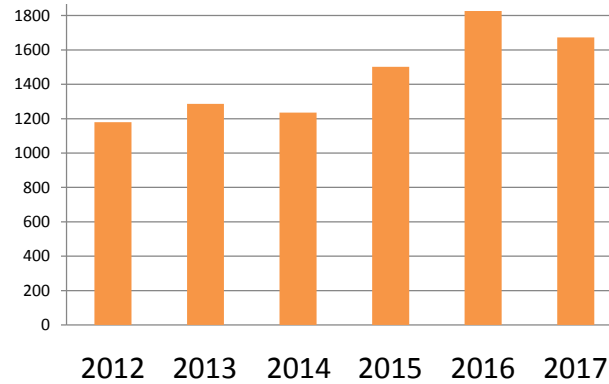
**George R. Brown Convention Center - Hall B3**  
 1001 Avenida De Las Americas  
 Houston, TX 77010  
 Phone: (713) 853-8000

## Booth Sales Contact

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

## Attendance Historical Data

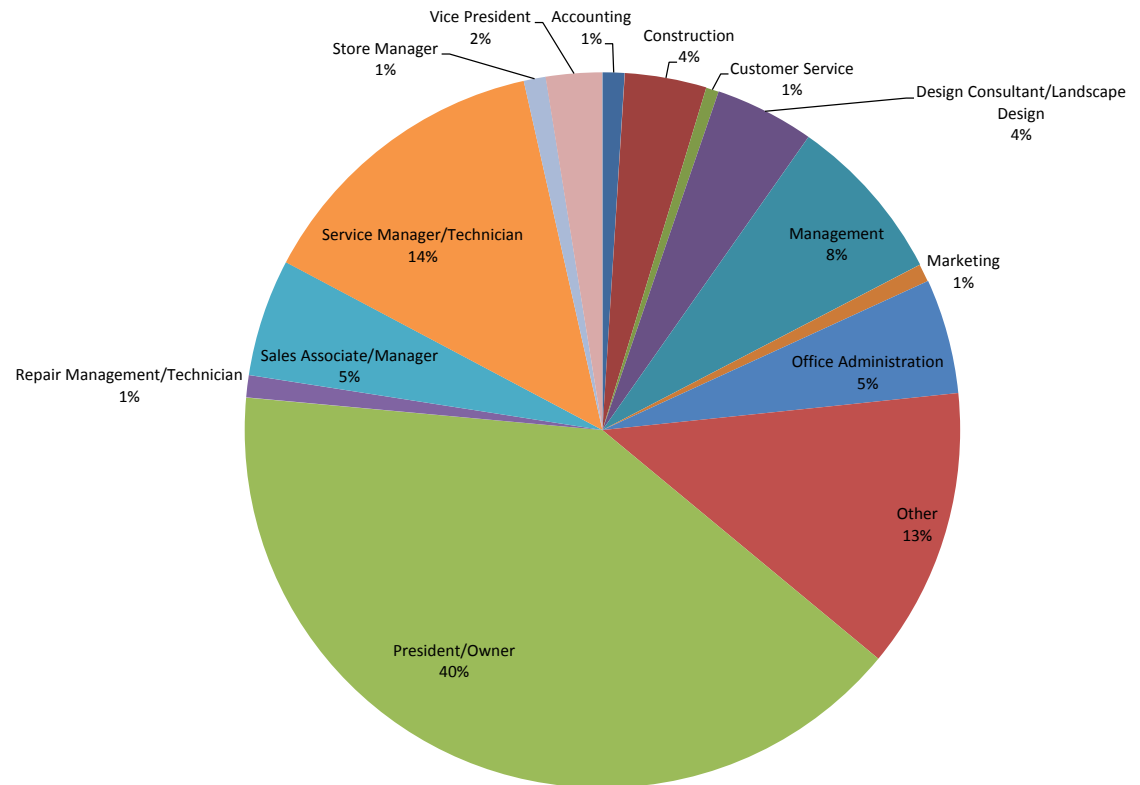
Six Year Attendee Comparison



## Attendees are looking for...

- Architectural and Outdoor Lighting
- Business Supplies, Systems and Services
- Design Automation Technology
- Fountains, Water Features, Ponds
- Landscape & Hardscape (Equipment & Supplies)
- Pools and Spas (Equipment/Supplies/Services)
- Pool and Spa Furniture & Exercise Equipment
- Outdoor Living, Patio Furniture and Grills

## Distribution of Attendees by Job Title



# GENERAL EXHIBIT INFORMATION

## Exhibit Dates and Hours:

Friday, January 19 ..... 12:00 p.m. - 5:00 p.m.  
Saturday, January 20 ..... 11:00 a.m. - 4:00 p.m.

## Exhibit Installation:

Thursday, January 18 ..... 8:00 a.m. - 5:00 p.m.

## Exhibit Dismantle

Saturday, January 20 ..... 4:00 p.m. - 9:00 p.m.

Exhibit Hall B3 is located on Level 3 of the George R. Brown Convention Center.

Exhibit dismantle may begin immediately upon the close of the exhibit hall at 4:00 pm on Saturday, January 20. Exhibit dismantle must be complete by 9:00 pm on Saturday, January 20. No exceptions can be made. Any exhibitor who violates this policy may affect the future 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/Welcome Party.

## Hotel Information

The newly built Marriott Marquis, in downtown Houston, will serve as the headquarters hotel for the 2018 Southwest Pool & Spa Show.

## Service Contractor

Freeman has been named the official service contractor for the 2018 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 Monday, October 2 on the SWPSS website. Along with additional information, the service kit will contain information on:

- Freight shipping and handling
- Labor regulations and rates
- Furniture, display and other decorating rentals
- Ordering electrical and telephone services



**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.**

# Tentative Schedule of Events

## Wednesday, January 17, 2018

8:00 a.m. – 5:00 p.m..... Certification Programs

## Thursday, January 18, 2018

8:00 a.m. – 5:00 p.m..... Exhibitor Move-In

8:00 a.m. – 5:00 p.m..... Certification Programs

8:00 a.m. – 5:30 p.m..... FREE Industry Sessions

## Friday, January 19, 2018

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. – 10:00 p.m. .... Welcome Party/Awards

## Saturday, January 20, 2018

8:00 a.m. – 12:00 a.m..... FREE Industry Sessions

**11:00 a.m. – 4:00 p.m..... Exhibit Hall Open**

12:00 p.m. – 1:30 p.m. .... FREE Networking Lunch

4:00 p.m. – 9:00 p.m. .... Exhibitor Move-Out