



2025 Southwest Pool & Spa Show

February 4-8, 2025

Exhibits Open: February 6-8, 2025

George R. Brown Convention Center | Houston, Texas

exhibitor

PROSPECTUS

Invitation to Exhibit

The Southwest Pool & Spa Show (SWPSS) invites you to participate in the 2025 Southwest Pool & Spa Show in Houston, Texas, February 4-8, 2025.

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 listed on www.swpsshow.com
- 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.....\$18 per sq/ft or \$1,800 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.

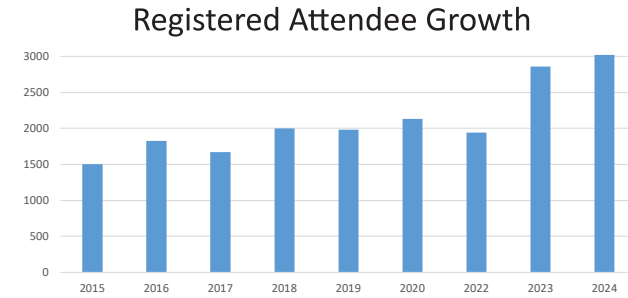
Location Information

George R. Brown Convention Center | Hall A
 1001 Avenida De Las Americas, Houston, TX 77010

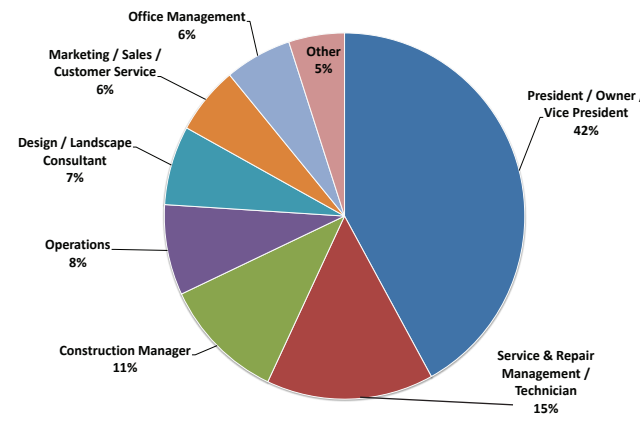
Booth Sales Contact

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

Historical Data



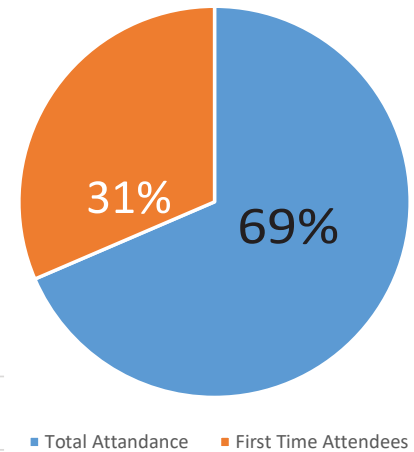
Distribution of Attendees by Job Title



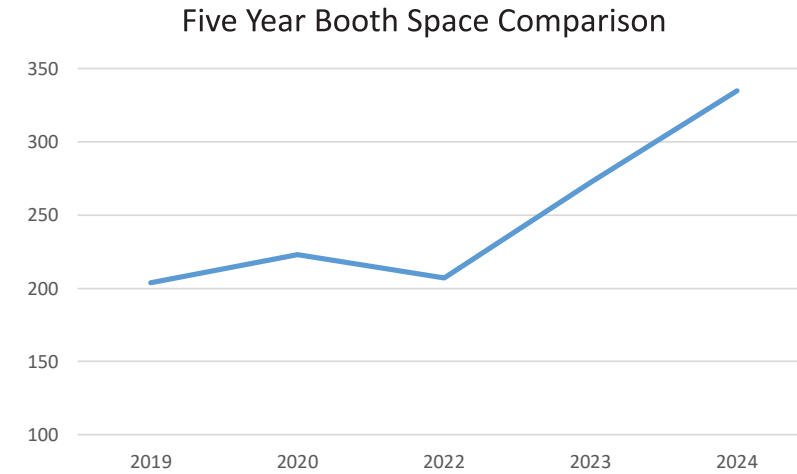
Attendees are looking for...

- 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

First Time Attendee Data for 2024



Historical Booth Data



GENERAL EXHIBIT INFORMATION

Exhibit Installation:

Wednesday, February 5 8:00 a.m. - 5:00 p.m.
Thursday, February 6 8:00 a.m. - 4:00 p.m.

Exhibit Dates and Hours:

Thursday, February 6 5:00 p.m. - 7:30 p.m.
Friday, February 7 12:00 p.m. - 5:00 p.m.
Saturday, February 8 11:00 a.m. - 2:00 p.m.

Exhibit Dismantle

Saturday, February 8 2:00 p.m. - 9:00 p.m.

Exhibit Hall A located on Level 1 of the George R. Brown Convention Center, Houston, TX.

Exhibit dismantle may begin immediately upon the close of the exhibit hall at 2:00 pm on Saturday, February 8. Exhibit dismantle must be complete by 9:00 pm on Saturday, February 8. 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 Marquis will serve as the headquarters hotel for the 2025 Southwest Pool & Spa Show. It is just across the street from the Convention Center. We also have rooms at the AC Hotel just a few blocks away.

Service Contractor

Freeman has been named the official service contractor for the 2025 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 move-in 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

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

Tuesday, February 4, 2025

7:30 a.m. – 5:00 p.m. Registration Open
8:00 a.m. – 5:00 p.m. Certification Programs

Wednesday, February 5, 2025

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, February 6, 2025

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. – 7:30 p.m. Exhibit Hall Open
.....**(Free Welcome Reception)**

Friday, February 7, 2025

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, February 8, 2025

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