



Canadian Pool & Spa Conference & Expo  
Conférence canadienne et expo des piscines et spas  
**2025**

# 2025 Exhibitor & Sponsorship Brochure

Connecting the Industry  
for over 40 Years!



Pool & Hot Tub  
Council of Canada

# Hi there!

We're thrilled to welcome you back to the PHTCC's annual Canadian Pool & Spa Conference & Expo, happening live at the Niagara Falls Convention Centre in Niagara Falls, Ontario, from December 1st to December 4th. The Exhibit Floor will be open on December 3rd from 10 a.m. to 5 p.m. and on December 4th from 10 a.m. to 2 p.m.

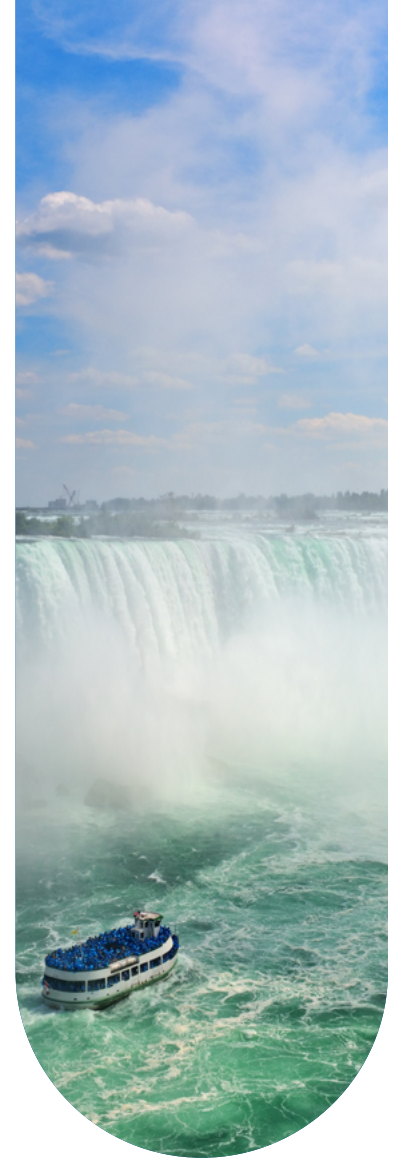
Each year, the Canadian Pool & Spa Conference & Expo brings together leading manufacturers and distributors to showcase the latest products, services, and technological innovations. Attendees will also have the chance to participate in certified hands-on training courses, seminars, and product demonstrations.

As an exhibitor at the 2025 Canadian Pool & Spa Expo, you'll have a prime opportunity to strengthen relationships with your key customers, engage in product and technology discussions, and network with senior representatives from the pool and spa industry.

The Pool & Hot Tub Council of Canada is excited to bring the industry together at this year's Conference & Expo in the beautiful city of Niagara Falls.

Our mission is to ensure that your investment as exhibitors, sponsors, and advertisers provides great value while helping you focus on renewing relationships and preparing for the upcoming season.

We look forward to confirming your participation as an exhibitor, sponsor, or advertiser!



**Join us to connect,  
share and learn**

**at Canada's longest  
continuously running show!**





## Registration Sponsor

\$12,000  
1 available

- Logo on all registration email confirmations prior to the show
- Logo on the digital show floor map
- Up to 5 new products in the show guide
- Lanyards and bags for attendees - pre-ship to PHTCC by November 3rd, 2025
- Highlighter with logo in Show Guide
- E-mail blast to PHTCC's industry e-mail list
- Logo on registration directional signs
- Full-page ad in Show Guide
- Aisle sticker with logo for added visibility.

## Education Sponsor

\$10,000  
2 available

- Logo on instructor PHTCC's short course presentation slides
- Banner in Education Areas
- Logo on the digital show floor map
- Up to 5 new products in the show guide
- Company name highlighted in Show Guide
- E-mail blast to PHTCC's industry e-mail list
- Logo on education directional signs
- Full-page ad in Show Guide

## Hotel Key Card Sponsor

\$5,000 – ~~2 available~~  
1 available

- Logo on one side of key cards at our show hotel: Hilton Fallsview Hotel & Suites

## Network Mixer – Show Floor

\$5,000 – 1 available

- Logo branded beverage ticket with attendee badges.
- Logo on all network mixer promotional material.
- Logo on bar on event area.
- Push notification reminders through the show app.





# Industry Night

## Sponsorship Opportunities

### Each sponsorship listed below will include:

- Branded Signage - your company logo displayed at the food station.
- Recognition in the Event Materials - Inclusion in event programs, website, and marketing materials.
- Social Media Shoutouts - Featured mentions on our social media platforms before, during, and after the event.
- Networking Opportunities - Direct engagement with attendees as they enjoy refreshments.
- Acknowledgment During the Event - Public recognition from event hosts.

### Food Station Sponsor

5 stations available at \$2,500 each

- As a food station sponsor, your brand will prominently featured at one of our key gathering points, ensuring maximum visibility and engagement with attendees.

### Bar Sponsor

3 sponsor spots available at \$2,000 each

- As a bar sponsor, your brand will be prominently featured at one of the most popular gathering spots of the event, ensuring high visibility and engagement.

### ~~Photobooth Sponsor~~

1 sponsor at \$1,500

- As a photobooth sponsor, your brand will be prominently featured at one of the most interactive and memorable spots of the event, ensuring lasting visibility.

### Band Sponsor

1 sponsor at \$5,000

- As a Band Sponsor, your brand will be prominently showcased alongside the event's live entertainment, ensuring maximum visibility and engagement. You will receive all of the items below:
  - Stage Mentions – Acknowledgment by the band or event hosts during the performance.

# Diamond Sponsor

\$15,000 - 2 available

- Recognition on the Conference & Expo website, social media platforms, and all event-related printed materials.
- Logo displayed on all email notices sent to PHTCC's extensive database marketing the Conference & Expo.
- Logo on outside digital welcome sign.
- Logo featured on all onsite sponsor signage, banners, and scrolling logo display screens throughout the venue.
- Logo included in the 2025 Canadian Official Expo Guide.
- Prominent display of logo in a "Thank You" ad across all PHTCC digital platforms post-event.
- Full-page ad on the charging station.
- Rotating logo on digital display screens.
- Logo in the PHTCC backyard or equivalent area.
- Logo prominently featured on the digital floor map.
- Logo displayed on the Niagara Falls Convention Centre digital board.
- Two email blasts to PHTCC's industry email list.
- Show Guide placement: Inside front cover or inside back cover (first come, first served).
- Full-page ad in the Show Guide.
- Inclusion of 5 new products in the Show Guide.
- Company name highlighted in the Show Guide.
- Two social media posts.
- Logo featured in key areas of the event.
- Logo advertising at the entrance of the Expo Floor, directing attendees to your company's booth.
- Industry Night: Logo on wristbands and 20 event tickets (wristbands).
- Aisle sticker with logo on Trade Show Floor.
- \$2,000 booth credit.





## Gold Sponsor

**\$7,000**

- Recognition on the Conference & Expo website, social media platforms, and all event-related printed materials.
- Logo displayed on all email notices sent to PHTCC's extensive database marketing the Conference & Expo.
- Logo featured on all onsite sponsor signage, banners, and scrolling logo display screens around the venue.
- Logo included in the 2025 Canadian Official Expo Guide.
- Logo displayed in a "Thank You" ad across all PHTCC digital platforms post-event.
- Rotating logo on digital display screens.
- Logo in the PHTCC backyard or equivalent area.
- Logo displayed on the digital show floor map.
- One email blast to PHTCC's industry email list.
- Logo featured in key areas of the event.
- Logo displayed at water cooler stations on the show floor (option to bring branded cups or water bottles).
- Full-page ad in the Show Guide.
- Inclusion of 4 new products in the Show Guide.
- Company name highlighted in the Show Guide.
- Aisle sticker with logo on Trade Show Floor.

## Silver Sponsor

**\$3,750**

- Recognition on the Conference & Expo website, social media platforms, and all event-related printed materials.
- Logo displayed on all email notices sent to PHTCC's extensive database marketing the Conference & Expo.
- Logo featured on all onsite sponsor signage, banners, and scrolling logo display screens around the venue.
- Logo included in the 2025 Canadian Official Expo Guide.
- Logo displayed in a "Thank You" ad across all PHTCC digital platforms post-event.
- Rotating logo on digital display screens.
- Logo in the PHTCC backyard or equivalent area.
- Logo featured in key areas of the event.
- Half-page ad in the Show Guide.
- Inclusion of 2 new products in the Show Guide.
- Company name highlighted in the Show Guide.
- Aisle sticker with logo on Trade Show Floor.

## Bronze Sponsor

**\$2,500**

- Recognition on the Conference & Expo website, social media platforms, and all event-related printed materials.
- Logo displayed on all email notices sent to PHTCC's extensive database marketing the Conference & Expo.
- Logo featured on all onsite sponsor signage, banners, and scrolling logo display screens around the venue.
- Logo included in the 2025 Canadian Official Expo Guide.
- Logo displayed in a "Thank You" ad across all PHTCC digital platforms post-event.
- Rotating logo on digital display screens.
- Logo in the PHTCC backyard or equivalent area.
- Quarter-page ad in the Show Guide.
- Inclusion of 1 new product in the Show Guide.
- Company name highlighted in the Show Guide.
- Aisle sticker with logo on Trade Show Floor.

# Booth Space

Booth price increases on June 30th, 2024

## Member / First Time Exhibitor

**1 - 4 booth:** CAD \$21.50 per sq. ft.  
**5 or more booths:** CAD \$21.00 per sq. ft.

Corner surcharge: \$100 per open corner

## Non-Member

**1 - 4 booth:** CAD \$29.50 per sq. ft.  
**5 or more booths:** CAD \$29.00 per sq. ft.

Corner surcharge: \$100 per open corner

Not a member or first-time exhibitor? Learn how to become a member [here!](#)

## A 10 x 10 booth includes

- Back and side draping
- Crate storage and return
- A listing with logo and company bio on the online Pool & Spa Expo floor plan
- Social media promotion on Facebook, Twitter and Instagram
- Space in our New Products Showcase on the show floor
- Sponsorship and advertising opportunities
- Dealers, installers, designers and service companies from all over Canada and Northeastern USA.
- A listing in the Official Show Guide, distributed digitally prior to the show and available at the Conference & Expo (ONLY if booked before October 6th, 2025)



## Exhibitor Spotlight Email \$500

The Exhibitor Spotlight Email puts your brand front and center, allowing you to stand out from the crowd and capture a targeted audience's attention before the Expo. With a dedicated time slot, you have the opportunity to showcase your brand, products, and services to a captivated audience, who are eager to learn more.

## Show Guide New Product \$100



## Show Guide Highlighter \$100

K. Pumps North America.....726	Pool & Spa Marketing c/o Kenilworth Media.....320
adimack Electric Inc.....510	Pool & Hot Tub Council of Canada (PHTCC).....746
aytronics US, Inc.....218	Poolside by CG.....610
Bigma Pools / Northern Stainless.....204	Praher Plastics Canada Ltd.....212
Itchell Marketing.....258	ProMinent Fluid Controls Ltd.....615
Modern Moulding.....114	Raypak Canada (a Rheem Company).....204
Pool Pool Products.....222	Ramuc Pool Paint div of MRT.....605
ursatt Chemicals Ltd.....223	Renewal by Andersen.....128
antong Bestview Spa Co., Ltd.....628	
orthwinds.....228	



# Official Show Guide

## PHTCC's Canadian Pool & Spa Conference & Expo 2025

We are excited to bring back once again with the Canadian Pool & Spa Conference & Expo "Official Show Guide". The Official Show Guide will be the central guide for the show, both online and onsite at the Expo!

There will be plenty of opportunities to profile your company, new products and services directly to the Pool & Spa Industry, all in one convenient and organized Official Show Guide. Attendees will be referencing the Guide for the Expo Show Floor Map, Exhibitor List and Profiles, Seminars, PHTCC Short Courses, Expo Floor Presentations, New Product Presentations, Social Events, Annual General Meeting (AGM), Awards Competition, and a host of other essential elements of the show.

**Back cover: \$1,500**

**Full-page ad: \$1,200**

**Half-page ad: \$650**

**Quarter-page ad: \$400**

**Highlighter: \$100**

**New product: \$100**



[CLICK HERE  
TO BOOK NOW](#)

[CLICK HERE TO  
VIEW THE  
SHOW MAP](#)



905 670 3714  
1 800 879 7066



office@poolcouncil.ca



www.poolandspaexpo.ca



5775 Atlantic Drive  
Unit 17  
Mississauga, ON  
L4W 4P3

### Nicole Gamble

Executive Director

✉ nicole@poolcouncil.ca

### Mette Yellowlees

Manager – Expo & Sponsorship

✉ mette@poolcouncil.ca

### Tania Uehara

Marketing & Communications Coordinator

✉ tania@poolcouncil.ca