



Canadian Pool & Spa Conference & Expo
Conférence canadienne et expo des piscines et spas
2024

2024 Exhibitor & Sponsorship Brochure

Connecting the Industry
for over 40 Years!



Pool & Hot Tub Council of Canada
Conseil canadien des piscines et spas

Hi there!

We are excited to welcome you back to PHTCC's annual Canadian Pool & Spa Conference & Expo LIVE from Enercare Centre in Toronto, Ontario, from December 2nd to December 5th, with the Exhibit Floor open December 4th from 10am to 5pm, and December 5th from 10am to 2pm.

The Canadian Pool & Spa Conference & Expo brings together leading manufactures and distributors each year to showcase their latest products, services and technological advances, and offer certified, hands-on training courses, seminars and product demonstrations.

As an Exhibitor at the 2024 Canadian Pool & Spa Expo, you will be ideally positioned to build and reinforce relationships with your most important customers, join discussions on products and technologies and network with senior representatives from the Pool & Spa Industry

The Pool & Hot tub Council of Canada is looking forward to bringing the Pool & Spa Industry together at our Conference & Expo this year at our new location, Enercare Centre.

Our goal is to make your investment as exhibitors, sponsors and advertisers of great value, while enabling you to focus on renewing and building relationships, securing your product lineup for the coming season.

We look forward to confirming your position as our exhibitor, sponsor and 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 – pre-ship to PHTCC by November 1st, 2024
- 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
- Logo in Passport Game

Education Sponsor

\$10,000
2 available

- Logo on instructor's presentation slides
- Banner in pre-function area at Enercare Centre
- Logo on the digital show floor map
- Up to 5 new products in the show guide
- Highlighter with logo in Show Guide
- E-mail blast to PHTCC's industry e-mail list
- Logo on education directional signs
- Full-page ad in Show Guide
- Logo in Passport Game

Key Card Sponsor

\$5,000 – 2 available

- Logo on one side of key cards at our show hotels: Hotel X and the Hyatt Regency.

Shuttle Bus Sponsor

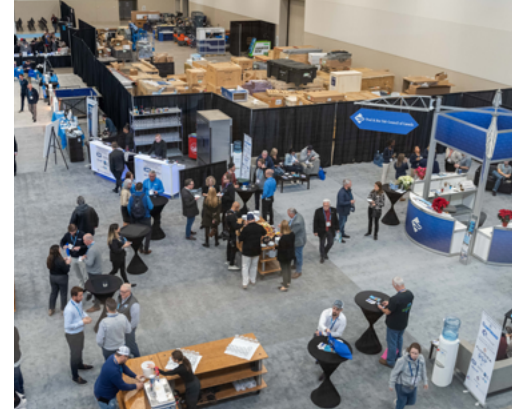
\$5,000 – 2 available

- Logo in the front window inside the shuttle bus.
- Option: have promotional flyers available in shuttle bus.
- Logo on the shuttle schedules – at Enercare Centre, Hotel X and the Hyatt Regency.

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 and on surrounding area.



2024 Sponsorship Program	Diamond \$15,000	Gold \$7,000	Silver \$3,750	Bronze \$2,500
Recognition of the sponsor's support on the Conference & Expo website, social media platforms, and all printed materials related to the event	✓	✓	✓	✓
Logo will be displayed on all email notices sent to the PHTCC extensive database marketing the Conference & Expo	✓	✓	✓	✓
Logo will be displayed on all onsite sponsor signage and banners, and on "scrolling logo" display screens around the venue	✓	✓	✓	✓
Logo will be displayed in the 2024 Canadian Official Expo Guide	✓	✓	✓	✓
Logo will be displayed in "Thank You" ad on all PHTCC's digital platforms after the show	✓	✓	✓	✓
Passport game: company page in Passport – product image / text or profile	✓			
Passport game: logo in Passport	✓	✓	✓	✓
Logo positioned in the PHTCC backyard or equivalent	✓	✓	✓	✓
Company logo positioned on the digital show floor map	✓	✓		
Banner in pre-function area at Enercare Centre	✓	✓		
E-mail blast to PHTCC's industry e-mail list	✓	✓		
Show guide: inside front cover or inside back cover – <i>First come, first served</i>	✓			
Red Carpet Sponsor and recognition during the Awards	✓			
8 tickets to the 2024 Design & Construction Awards	✓			
Logo on banner at feature areas	✓	✓	✓	
Logo advertising on Expo Floor at the entrance directing attendees to your company's booth	✓			
Social event – one of the logos on wristband and 10 tickets to event	✓			
Booth credit: \$2,000	✓			
Logo at Enercare Centre digital board	✓			
Logo at water cooler stations on the show floor – option to bring branded cups or water bottles		✓		
Full page in Show Guide	✓	✓		
Half page in Show Guide			✓	
Quarter page in Show Guide				✓
Highlighter with logo in Show Guide	✓	✓	✓	✓

Booth Space

Booth price increases on June 15th, 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 September 13th, 2024)



Passport Game (LOGO)

\$500



- The Passport Game offers several benefits:
- Increased engagement: attendees are encouraged to visit various booths and participate in activities to collect stamps or signatures on their passport.
 - Enhanced networking: The Passport Game can facilitate networking opportunities by encouraging attendees to interact with exhibitors and create conversations.
 - Exhibitor visibility: The game increases foot traffic to each booth as attendees actively seek out participating exhibitors to complete their passport requirements.
 - Memorable experience: The passport game adds an element of fun and excitement to the expo, creating a memorable experience for attendees. It encourages interaction, discovery, and exploration, making the event more enjoyable and increases the likelihood of attendees returning for future editions.

Exhibitor Spotlight Email

\$300

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

\$250



Show Guide Highlighter

\$250



Official Show Guide

PHTCC's Canadian Pool & Spa Conference & Expo 2024

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

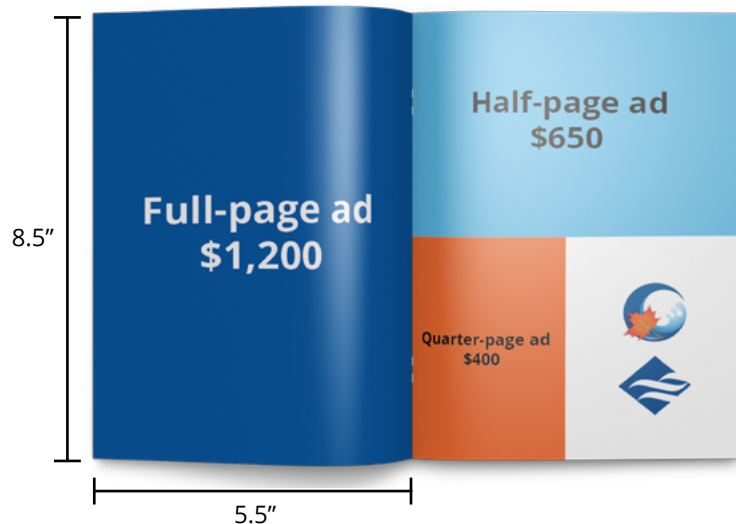
Full-page ad: \$1,200

Half-page ad: \$650

Quarter-page ad: \$400

Highlighter: \$250

New product: \$250



[CLICK HERE TO BOOK NOW](#)

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

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