

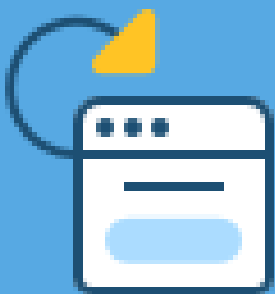
thePOOL&SPAshow



powered by Northeast Spa and Pool Association

2023 Pool & Spa Show Advertising Opportunities

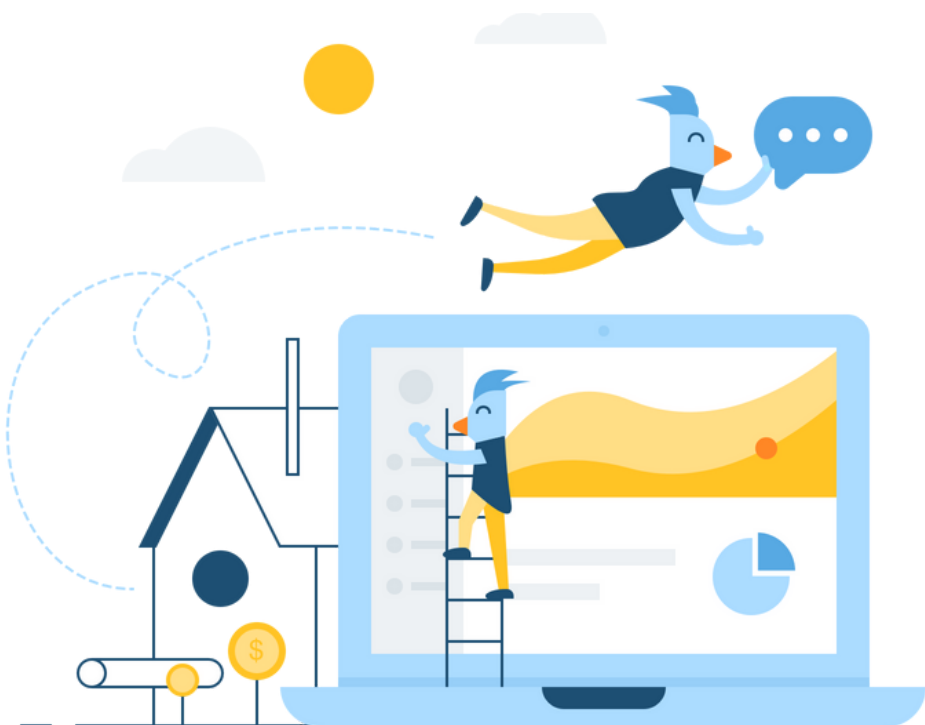
Overview



We know connecting with our audience of decision-makers is important to you and your business. As we bring the Pool & Spa Industry back together, we want to share an opportunity to reach our online audience through digital sponsorship.

thePOOL&SPAshow
powered by Northeast Spa and Pool Association

Partnered with



THE POWER OF RETARGETING

Guaranteed digital reach with
every attendee & website visitor

INTELLIGENT MARKETING STARTS HERE

Access The Pool & Spa Show Audience

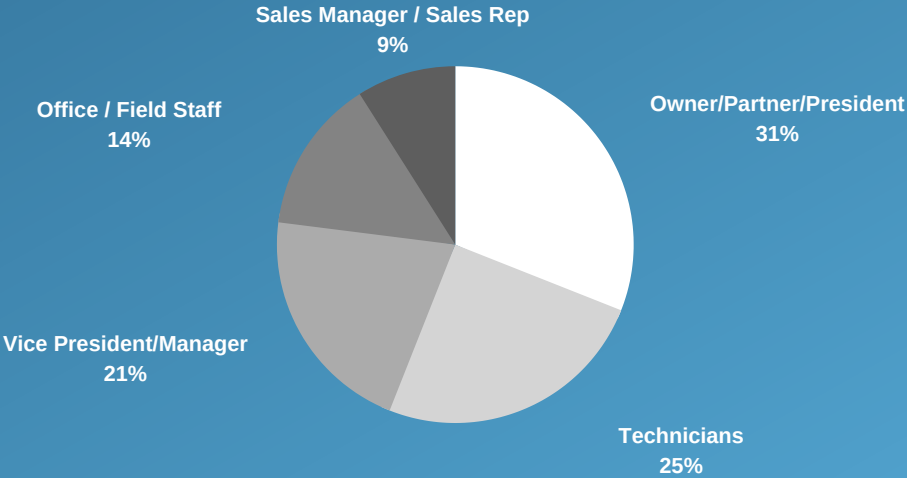
ATTENDANCE HISTORY

12,000
Industry Pros

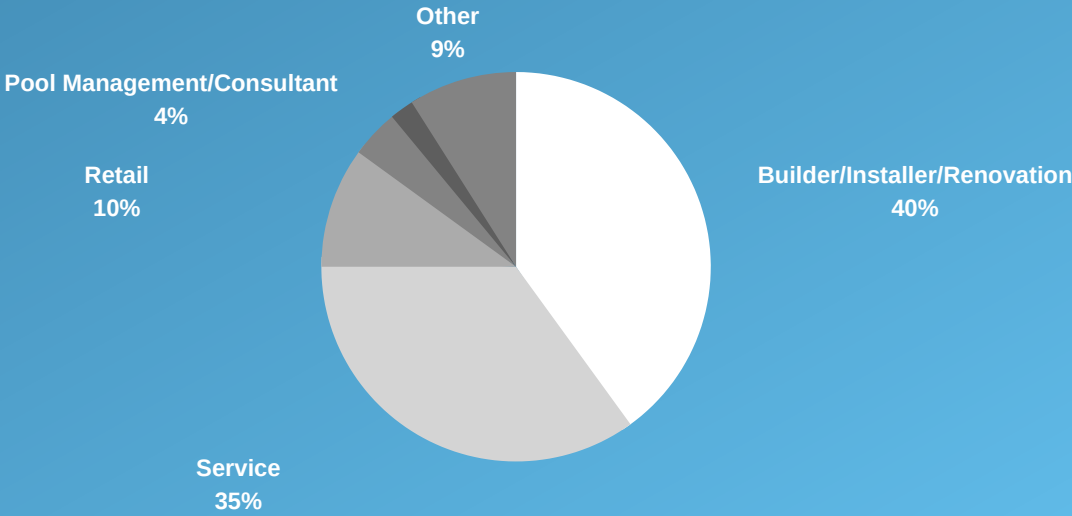
44%
Attend the Education
Conference

Not Just a
Show.
It's an
EXPERIENCE

PRIMARY JOB ROLE OF ATTENDEES



PRINCIPLE COMPANY ACTIVITIES



Why Retargeting?

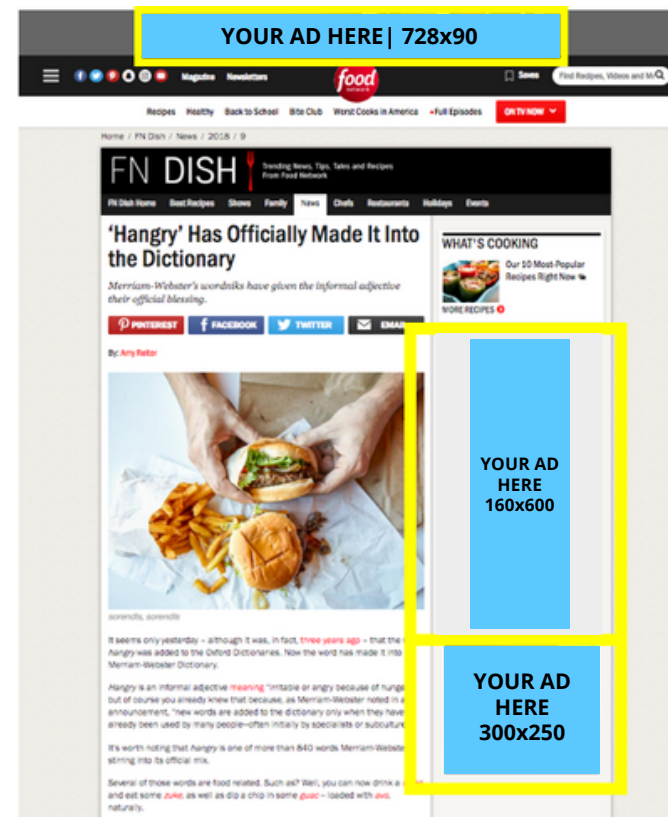
Our audience becomes your audience with retargeting. Get exclusive direct access to THE POOL & SPA SHOW's website visitors and retarget them with your company's ads that will showcase your brand, anywhere they visit online.

Quality Targeting

Don't rely on broad, generic targeting on common ad platforms to market your company. Stand out with THE POOL & SPA SHOW's uniquely qualified audience that will showcase your business to those who need you the most.

CHOOSE YOUR REACH & DURATION:

Duration	Price	# of Impressions
1 Month	\$1,900	35,000
3 Months	\$3,900	70,000
6 Months	\$5,000	100,000



Quantifiable Results with:

thePOOL&SPAshow
powered by Northeast Spa and Pool Association

&
 **Feathr**

Receive detailed reports that allow you to see your campaign results in real-time including impressions, clicks, and geographical locations of ads served.

