

# POOL SPA & Outdoor Living Expo

**10 - 12 July 2020  
ASB Showgrounds,  
Auckland**

The Pool Spa & Outdoor Living Expo held in Auckland at the ASB Showgrounds sees the best and biggest brands exhibited all under one roof. Supported by a marketing message promotional blitz to the Auckland supercity area and beyond our exhibitors report solid leads and sales.

The expo allows industry professionals to join together to showcase the latest in technology and design. The consumer is provided a wonderful, wide variety of choices in relaxing, swimming, design, outdoor living and backyard enhancements.

Attendees are willing and ready to take advantage of the many specials on offer at the Expo. Along with free seminars which deliver tips and expert advice, adding to consumer research to make the expo truly comprehensive and valuable to attendees and exhibitors alike.

The event will expand and grow in 2020 with even more exhibitors displaying the wide range of pool, spa and outdoor products and services available to home owners.

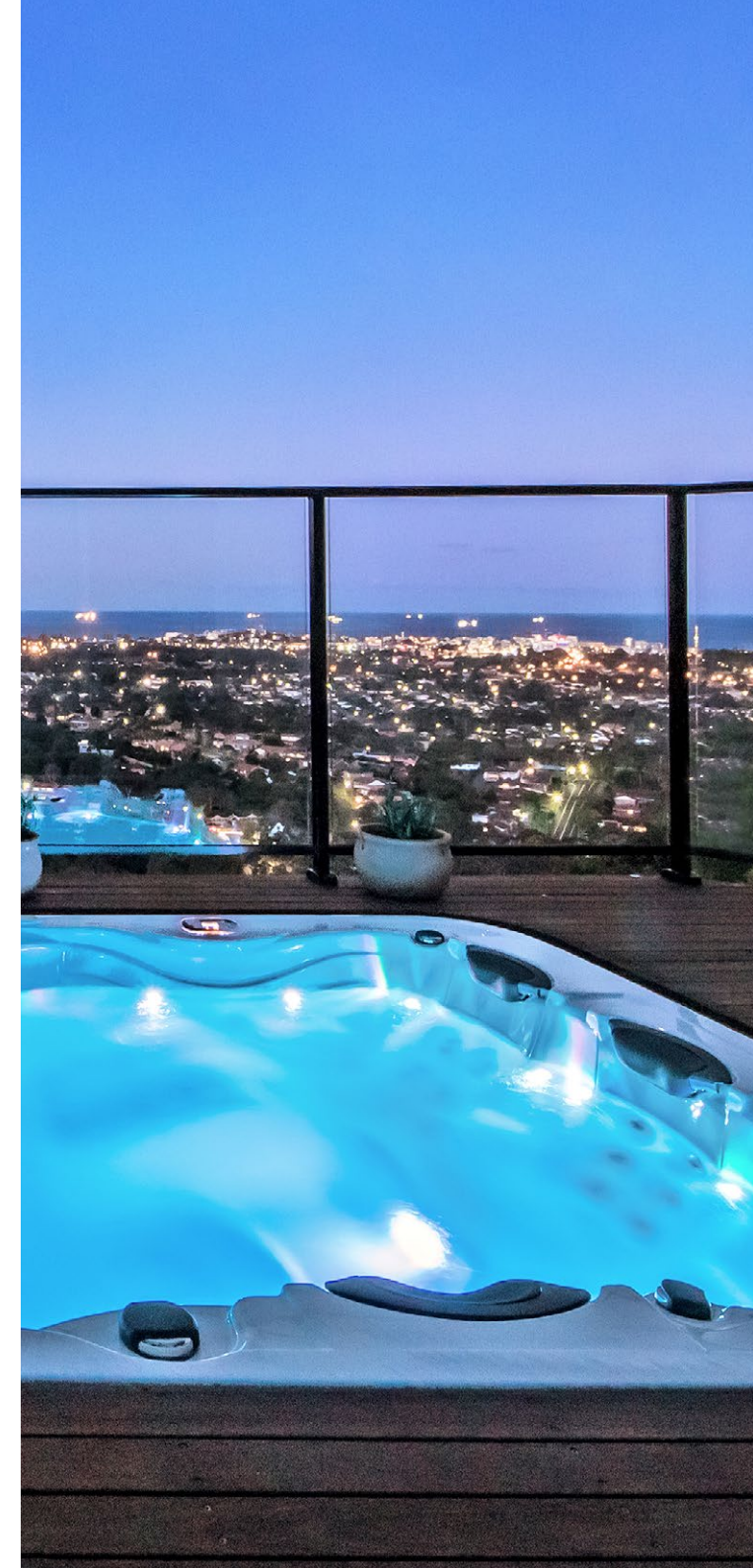
## Industry Feedback

“ We have had so many positive leads come through. I'm thinking of doing away with the Home Show because this has been such a great event.

– Brian Hoffman, Aqua Technics

“ The Expo was far more valuable than we had anticipated. We were very impressed by the quantity of quality enquiries we received. This expo is highly recommended for any company with an interest in reaching the consumer who wants to improve their outdoor area.

– Robert Luijten, Luijten Landscapes / Master Landscapers New Zealand



Event Sponsorship aligns your brand with New Zealand's largest pool and spa expo. This provides a unique opportunity to be seen and heard tens of thousands of times across numerous platforms and directly engage with thousands of qualified buyers. The extensive show promotion in TV, radio, social media and print will position your brand as a market leader.

### Event Sponsor Inclusions

- ✔ Shared brand inclusion in Social Media Campaign
- ✔ Shared brand inclusion on all visitor print promotion
- ✔ Video content on the event website (to be supplied by sponsor)
- ✔ Hyperlinked logo placed on event webpages
- ✔ Shared logo branding on Expo show bags to be given to all attendees
- ✔ Logo alongside listing in Expo Directory
- ✔ Shared logo identification and acknowledgement at registration area
- ✔ Featured Product Area at Expo (1m x 1m)
- ✔ One promotional item in the consumer show-bag
- ✔ One piece of literature in the consumer show-bag
- ✔ Shared logo branding on confirmation and all subsequent emails to registered attendee
- ✔ Share logo branding on event web registration pages

To receive the recognition and benefits of being a 2020 Event Sponsor we are seeking:

Investment: **\$4,000\***

\*All costs exclusive of GST

### Comments

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**Confirmation** To confirm please complete and return the following:

#### Sponsor Information

Company Name

Contact Name

Position

Address

City

ZIP Code

Telephone

Cell

Email Address

#### Authorisation

Signature

Name

Date

**Contact** For enquiries, bookings and sponsorship options please contact: David Stennett ✉ [david@spasa.com.au](mailto:david@spasa.com.au) ☎ +61 404 725 554

**Payment Terms** 50% due on signing and remaining 50% due by 30 April 2020. Payment will be due to PASA New Zealand by EFT. Sponsorship cannot be confirmed until application form has been fully completed and returned and payment received by PASA New Zealand.

**Cancellation Terms** Cancellation of sponsorship must be received in writing. Companies/Sponsors cancelling their application for a sponsorship package after the official application has been accepted by PASA New Zealand, will be liable to pay the following fees.  
50% of the total rate, if the cancellation is received in writing before **April 30, 2020**.  
100% of the total rate, if the cancellation is received in writing after **April 30, 2020**.

Any refunds will be made after the Expo but not later than **September 30, 2020**. All bank charges, including sender's and receiver's charges, resulting from a refund related to cancellation of sponsorship will be at the charge of the sponsor.