

Pool & Spa Expo

+ Outdoor Living

MELBOURNE EXHIBITION CENTRE 5 - 7 FEBRUARY 2016

\$250k Promotion Campaign Produces Results!

A comprehensive marketing campaign will reach all corners of the market to stimulate and motivate buyers to attend.

Our professional media buying ensures saturation coverage on prime time TV and Radio as well as daily media and online.

- Prime time Metro and Regional TV advertising on Channels Seven, Nine and Ten.
- Breakfast, Day and Drive time spots on top rating radio stations including FOX FM, 3MMM, KIIS 101.1 and NOVA 100.
- High profile advertisements in the Herald Sun
- Online advertising with Google Adwords and other prominent online media.
- Facebook campaign to spread the word via social media.



96% OF VISITORS INTEND TO PURCHASE

THE EXPO THAT GENERATES NEW SALES!

The SPASA Pool & Spa + Outdoor Living Expo, Australia's largest pool and spa expo returns to the Melbourne Exhibition Centre from 5 - 7 February 2016. Thousands of consumers attend this major industry event to compare the latest products, get expert advice and place orders for their new pool or spa and get inspiration for their outdoor living area. You will meet committed buyers from metro and regional Victoria who are ready to purchase or are renovating their old pool. The Expo provides

the perfect match between your sales staff and the consumer to generate new business for your company.

You will also have the opportunity to network with other exhibitors and meet pool builders who attend the Expo as visitors. Take a stand in the Expo that has a proven track record of generating millions of dollars of new business for exhibitors - real sales and genuine leads that will keep you busy for months after the event.

What exhibitors said!

COOKE INDUSTRIES
Cliffe Cooke (Owner)

"The show has been sensational - a lot of people attending the show, asking a lot of good questions and the visitors seem very excited about the show. The show is world class. The quality of the stands are fantastic - great to see the vibrancy across the whole hall."

ALBATROSS POOLS
Justin Otterbach (Sales Manager)

"Fantastic show very impressed - lots of customers coming through the door, plenty of interest in the products and opportunities for future sales. Very genuine buyers and absolutely rapt with the results."

OKE POOL FENCING
Karen Oke (Director)

"A busy show with lots of people asking questions about regulations and fencing. Visitors are really good quality with an idea of what they are trying to achieve and they are looking for lots of options."

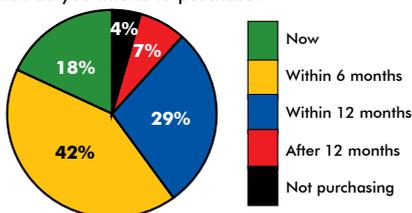
PERGOLAS PLUS OUTDOOR LIVING
Ben Brooksby (Owner)

"The Summer show is genuinely absolutely fantastic. We have had quality leads and are loving it."

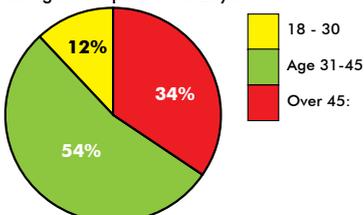
Meet Genuine Buyers

The following auditor survey statistics confirms the quality of the audience that attends. You will only meet customers that are ready to buy pools, spas or associated outdoor living products.

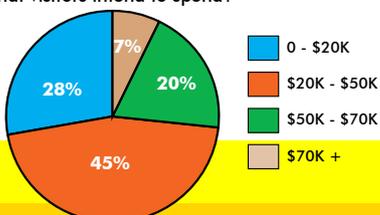
When do you intend to purchase?



What Age Group Are The Buyers?



What visitors intend to spend?



Free Seminars and expert advice

Visitors attend the Expo to seek expert advice and compare products and services. A series of free seminars will be held on the show floor and exhibitors will have the opportunity to submit topics for inclusion in the program.



Cost effective stands

With the cost of a stand less than any other comparable advertising opportunity there is no better way to generate new sales. You will meet hundreds of prospective customers face to face and no other form of marketing can deliver qualified leads in such a cost effective way.



Reserve a Stand Now!

To share in the business that will be generated at the show please contact:

Vee Johnson
vee@auexhibitions.com.au
or call 03 9676 2133

SHOW MANAGER

Australasian Exhibitions & Events Pty Ltd
Tel: 03 9676 2133 Fax: 03 9676 2533

The show is owned by the Swimming Pool & Spa Association of Victoria Ltd (SPASA Victoria). It is organised, by the appointment of SPASA Victoria, by Australasian Exhibitions & Events.