

## For immediate release

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## **ALL KEY PIECES IN PLACE FOR THE INDUSTRY'S LEADING EVENT — THE 2009 INTERNATIONAL POOL | SPA | PATIO EXPO**

DALLAS – September 16, 2009 – Pool, spa and backyard professionals have a wide variety of product, education and networking options to look forward to at the 2009 International Pool | Spa | Patio Expo, taking place November 16-18, at the Mandalay Bay Convention Center in Las Vegas, Nevada USA. The educational conference will be held November 13-18.

“There is no better opportunity for builders, retailers, service companies and landscape architects to find the newest and best industry products than the International Pool | Spa | Patio Expo,” said Donna Bellantone, Director of the Expo. “Complementing the products is a variety of customized educational offerings that make this a can't-miss event.”

Some of the industry's key builders and retailers have already registered for the show, including Blue Haven Pools & Spas, Gohlke Custom Pools, The Deck and Patio Co, Tubs of Fun, Riverbend Sandler Pools, Artistic Pool and Spas, NorthWest Hot Spring Spas, Valley Pools & Spas, Mermaid Pool Spa & Patio, B&B Pool and Spa Center, Presidential Pools and Spas, Burnett Pools, Perry Pools, Munie Leisure Center, Cameo Pools, Johnson Pools & Spas, Premier Pools & Spas, All Seasons Pools & Spas, Pools by Bradley, Backyards of America, Pool Doctor of Rhode Island, Central Iowa Pool and Spa, Patio Pools & Spas, Eastgate Pools and Olympia Pools & Spas.

Exhibitors continue to sign up daily, with many leading industry companies already committed, including Cal Spas, Zodiac Pool Systems, SGM, BioLab, BioGuard, Coast Spas, A. O. Smith, Gecko Alliance, Aquastar Pool Products, SeaKlear, Doughboy, SmartPool, Vac-Alert Industries, King Technology, Advantis Technologies, Lucite International, Arch Chemicals, ProGuard, Water Tech, Viking Spas, Destiny River Spas, San Juan Pools, Wilbar International, Leisure Concepts, Summerset Outdoor Furnishings, Macalite Equipment, Structure Studios, Newport Controls, and Cargill Salt, just to name a few.

### **Show Highlights**

A variety of show highlights are available to help attendees expand their product selection, as well as expand their minds.

- **VGB Education & Product Pavilion**

The new VGB Education & Product Pavilion has been created for attendees looking for VGB Safety Act-related products such as anti-entrapment drain covers, safety devices, fences and more. Located on the show floor, attendees will also be able to hear 30-minute vendor presentations on compliance requirements, water safety, drowning prevention and more.

- **Product Showcase**

Attendees looking for the hottest industry trends and the latest environmentally-friendly products should stop by this pavilion devoted to new, cool and green products.

- **Backyard Living Pavilion**

This dedicated area is where dynamic products, resources and information from every segment of the backyard living industry will be on display.

- **Genesis 3 Pavilion**  
This pavilion is where attendees will find products and services especially for builders, designers and the watershape industry.
- **Conference Program**  
The acclaimed conference program is as robust as ever with 61 idea-generating seminars where attendees will learn best practices and the latest technology to help increase their bottom line, network with industry leaders and get answers to their business challenges.
- **Power Panels**  
Targeting three specific niches, a series of one-hour discussions tackling today's toughest issues will be available through the Builder Power Panel [sponsored by Zodiac Pool Systems], Retail Power Panel [sponsored by BioGuard], and Empowerment Hour.
- **Welcome Party**  
After the show closes on opening day, attendees and exhibitors will want to network and enjoy the live music and original folk art at the House of Blues, the eclectic nightclub located inside the Mandalay Bay Hotel & Casino. Sponsored by Cal Spas.
- **Hands-on Education**  
APSP Live Workshops and an Exhibitor Product Clinic by the Propane Education & Research Council provide unique opportunities to add to the educational experience, in a casual atmosphere on the show floor.
- **Advanced-level education**  
Additional high-level, targeted educational opportunities are available through the new Executive Academy, the APSP Builders Institute, APSP Technical Service Institute and Genesis 3 Design Schools.

"There are so many product and education options at this year's show," said Bill Weber, President and CEO of APSP, the show's official sponsor. "I encourage our members to register today and take advantage of these options to improve the profitability of their businesses."

To register for the International Pool | Spa | Patio Expo, attendees should visit [www.PoolSpaPatio.com](http://www.PoolSpaPatio.com). Discounted registration rates are available through October 6, 2009. For more information, please call 972.536.6350 or 888.869.8522.

### **About International Pool | Spa | Patio Expo**

The International Pool | Spa | Patio Expo is ranked #125 in the 2009 *Tradeshaw Week 200* and was named by *Tradeshaw Week* as one of the 50 fastest growing tradeshaws in North America from 2004-2006. The event is owned and produced by Hanley Wood Exhibitions, a division of Hanley Wood LLC. Sponsors include the Association of Pool & Spa Professionals (APSP), *Pool & Spa News* and *Custom Home Outdoors*. The show is endorsed by the Genesis 3 Design Group.

### **About Hanley Wood**

Hanley Wood, LLC is the premier media company serving housing and construction. Through four operating divisions, the company produces award-winning magazines and Web sites, marquee trade shows and events, rich data and custom marketing solutions. The company also is North America's leading publisher of home plans. Hanley Wood Exhibitions [Dallas] conducts events serving the industry's strongest market segments, including World of Concrete, one of the top 20 trade show events in the country.

Founded in 1976, Hanley Wood is one of the ten largest B-to-B media companies in the United States. Hanley Wood is owned by affiliates of JPMorgan Partners, which uses CCMP Capital Advisors to manage this investment.