



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

2026

# 2026 EXHIBITOR & SPONSORSHIP BROCHURE

*Connecting the Industry  
for over 40 years!*



Pool & Hot Tub  
Council of Canada

# 2026 SPONSORSHIP PACKAGES

November 30 to December 3, 2026

The Show Floor will be open on December 2 from 10am to 5pm, and on December 3 from 10am to 2pm.

## All Sponsors Receive

- Recognition on all show related email campaigns, website, Whova app and social media
- Logo and company highlighted in the Exhibitor Directory in Show Guide
- Logo on entry display, signs throughout the venue and digital rotating signs in pre-function area

## 2026 Theme

This year's show will feature a festive holiday theme. Exhibitors are encouraged to decorate their booths with seasonal touches to help create a welcoming and celebratory atmosphere across the Expo floor.

## Build a Package That Fits Your Budget

If you have a specific budget in mind, we'd be happy to work with you to create a sponsorship opportunity that aligns with your goals. Please reach out to our team to discuss flexible options and customized packages.

***Bringing the industry together again at  
Canada's longest-running show!***



# PREMIER SPONSORSHIPS

## Presenting Sponsor

Live Entertainment / Band

\$15,000

~~1 available~~

Your brand becomes the face of Industry Night, the largest social event of the year!

### Premium Brand Visibility

- "Industry Night Entertainment Presented by Your Company"
- Logo on all Industry Night signage (entrance, digital boards, TVs)
- Exclusive logo on Industry Night wristbands
- Full-page Show Guide ad (inside back cover) & Exhibitor Highlight
- Logo in Show Guide sponsor section and event program
- Recognition on email campaigns, website, registration pages, social media
- Logo in post-event thank-you communications

### Exclusive On-Site Engagement

- Opportunity to introduce the band on stage (30-60 seconds)
- Sponsor-branded bar signage
- Permission to provide swag/giveaways

### Premium Hospitality

- 15 complimentary Industry Night wristbands
- Complimentary meeting room (Mon-Thurs, seats ~10)
- Optional: 2 complimentary conference education passes

### Digital & Media Exposure

- Dedicated sponsor spotlight post on social media
- Tags in live event coverage
- Logo + link on event website
- Recognition & Credibility
- MC shout-outs and script inclusion
- Mention in post-event press release
- Includes Exhibitor Spotlight Email

## Diamond Sponsor

\$15,000

2 available

- \$2,000 booth credit toward your exhibit space
- Prominent logo placement on the official Show Floor map
- Featured banner advertisement on the Expo main webpage
- Two Exhibitor Spotlights shared with the PHTCC Mailing List prior to the show
- Two additional dedicated social media promotions across PHTCC platforms
- Premium full-page ad placement in the middle of the Show Guide (right or left side – first come, first served)
- Up to five new products in the Show Guide
- Dedicated digital display ad at the Charging Station located in the Pool Council booth
- Front-row Show Floor aisle sticker for maximum visibility
- Directional aisle stickers guiding attendees directly to your booth
- 25 wristbands for access to the Industry networking event

## Registration Sponsor

\$12,000

~~1 available~~

- Prominent logo placement on the official Show Floor map
- One Exhibitor Spotlight shared with the PHTCC Mailing List prior to the show
- Opportunity to supply branded lanyards and attendee bags (must be received at the PHTCC office by November 9, 2026 OR PHTCC lanyards will be used)
- Prominent logo display at the registration counters for strong attendee exposure
- Logo inclusion on all pre-show registration confirmation emails sent to attendees
- Full page ad in the official Show Guide
- Up to four new products in the Show Guide
- Front-row Show Floor aisle sticker for maximum visibility

## Education Sponsor

\$10,000

2 available

- Prominent logo placement on the official Show Floor map
- One Exhibitor Spotlight shared with the PHTCC Mailing List prior to the show
- Full page ad in the official Show Guide
- Up to four new products in the Show Guide
- Front-row Show Floor aisle sticker for maximum visibility
- Sponsor signage displayed in the Education Area at the venue
- Logo included on PHTCC Instructor presentation slides during short courses

# CORE SPONSORSHIPS

## Gold Sponsor

\$7,000

- Prominent logo placement on the official Show Floor map
- One Exhibitor Spotlight shared with the PHTCC Mailing List prior to the show
- Full page ad in the official Show Guide
- Up to three new products in the Show Guide
- Front-row Show Floor aisle sticker for maximum visibility
- Logo placement at Water Cooler stations on the Show Floor, with the option to provide branded cups or water bottles for attendees

## Silver Sponsor

\$3,750

- Half page ad in the official Show Guide
- Up to two new products in the Show Guide
- Front-row Show Floor aisle sticker for maximum visibility

## Bronze Sponsor

\$2,500

- Quarter page ad in the official Show Guide
- One new products in the Show Guide
- Front-row Show Floor aisle sticker for maximum visibility

# SPECIAL EVENT SPONSORSHIPS

## Network Mixer (Show Floor)

\$5,000

~~1 available~~

Branded drink tickets, pass sign page, promotional materials & app notifications.

## Hotel Key Card

\$5,000

~~1 available~~ ~~2 available~~

Logo on Hilton Fallsview key cards – maximum attendee exposure.

# FOOD & HOSPITALITY SPONSORSHIPS

## Food Station Sponsor

\$2,500

5 available

Branding at a high-traffic food station with signage, marketing recognition, and social media mentions.

## Photobooth Sponsor

\$3,500

~~1 available~~

Brand featured on the event's most interactive experience, with logo on printed photos, plus marketing and social media recognition.

# MARKETING & ADVERTISING ADD-ONS

## Exhibitor Spotlight Email: \$500

Dedicated promotional email to the full industry list.

## Show Guide

- ~~Back Cover: \$1,500~~ <sup>sold out!</sup>
- Full Page Ad: \$1,200
- Half Page Ad: \$650
- Quarter Page Ad: \$400
- New Product: \$100
- Highlighter: \$100



Show Guide Ads



New Product

LX Pumps North America.....	726	Pool & Spa Marketing c/o Kenilworth Media.....	110
Madimack Electric Inc.....	510	Pool & Hot Tub Council of Canada (PHTCC).....	318
Maytronics US, Inc.....	318	Poolside by SCT.....	6
Mega Pools / Northern States.....	6	Plastic Pipe Canada Ltd.....	6
Mitchell Marketing.....	6	Plumbing Fluid Controls Ltd.....	6
Modern Moulding.....	6	Raypak Canada (a Rheem Company).....	323
Moov Pool Products.....	323	Ramuc Pool Paint div of MRT.....	628
Murtagh Chemicals Ltd.....	628	Renewal by Andersen.....	228
Nantong Bestview Spa Co., Ltd.....	228		
Northwinds.....	228		

Highlighter

# Booth Space

Booth price increases on April 30, 2026

## 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 October 6th, 2025)



[CLICK HERE TO BOOK NOW](#)

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

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