

**96%**  
OF VISITORS  
INTEND TO  
PURCHASE



**MASSIVE MARKETING CAMPAIGN**

An extensive advertising campaign across Television, Radio, Press, Online and Social Media will ensure we deliver the buyers that count.

- Prime time TV advertising on Channels 7, 9 and 10 and targeted secondary channels. Includes advertising on evening News, Today and Sunrise together with peak rating programmes and family favourites.
- Breakfast, day and drive time spots on top rating Radio Stations including Hit107, MMM, Nova, 5AA and Mix 102.3.
- Advertisements in the Adelaide Advertiser.
- Social media campaign with ticket giveaways and show highlights.
- Online advertising with Google Adwords and Re-Marketing Ads.
- Press Releases and Whats on Campaign.

**DIVE IN AND GENERATE NEW BUSINESS!**

The 2018 Pool Spa and Outdoor Living Expo received excellent feedback from exhibitors as they booked site inspections and wrote significant orders from the high quality buyers that attended. "Best show in the past 8 – 10 years, massive improvement on previous shows, the show has been fantastic and we will definitely be back" were just some of the comments that captured the jubilant mood of exhibitors over the weekend.

Lindsay McGrath, CEO of SPASA Australia said "We are delighted with the success of this year's event and under the guidance of professional show organiser AEE we increased exhibitor numbers, enhanced the visitor experience and increased the attendance."

Only consumers that are interested in purchasing a new pool or spa attend the Expo so your sales team will be speaking with qualified buyers. The pool and spa shows around Australia have a proven track record of generating new business and there is no better way to create instant sales and leads to fill your order book in the lead up to the next summer.



**MEET HUNDREDS OF GENUINE BUYERS**

You will talk to pre-qualified buyers that are interested in purchasing a new pool or spa or renovating their existing pool. The 2018 visitor statistics confirms the purchasing power of the audience.

**When visitors are purchasing!**

Now	24%
Within 6 months	40%
Within 12 months	25%
After 12 months	7%
Not purchasing	4%

**What visitors intend to purchase!**

Swimming Pools - Concrete	36%
Swimming Pools - Fibreglass	56%
Swimming Pools - Above Ground	11%
Pool Renovation	9%
Spas/Swim Spas	29%
Heating Systems	22%
Pool and Spa Accessories	23%
Pool Fencing	31%
Tiles, Stone and Pavers	22%
Landscaping, Outdoor Design	25%
Outdoor Lighting	22%
Pool Enclosures & Outdoor Structures	12%
Shade Systems, Awnings & Structures	13%
Outdoor Furniture, BBQs and Alfresco Products	21%

**Household income**

0-\$100K	24%
\$100K - \$150K	40%
\$150K - \$200K	23%
Over \$200K	14%

**WHAT EXHIBITORS SAID!**

*"The show has been very good and we have had lot of interest over the two days with many enquiries from genuine pool buyers. The numbers seemed to be up and it is a huge improvement on recent years."*

SA QUALITY HOMES - Vincent Barry, Director

*"This show is a massive improvement on some of the previous shows and has attracted more visitors. Everyone coming to the show is quite serious and well qualified."*

OUTSIDE DEVELOPMENTS/AQUATECHNICS - Neville Fenton, National Sales Manager

*"I have done the show in previous years and this one has been fantastic. People coming through are here specifically for the outdoor lifestyle and are not distracted by other products."*

CUSTOMSTONE SA - Linda Hockley, Production Manager

*"This show has been awesome and the best I have seen in Adelaide for the last 8 to 10 years ... just fantastic. The visitors have been great and very keen. Thoroughly impressed."*

AUSTRALIAN OUTDOOR LIVING (Barrier Reef) - Shane Griffiths, National Marketing Manager

*"I haven't done the show for a few years and I have been happy with the results so far. It would also be good to see more companies here supporting the industry."*

ELITE POOLS - Anthony Scaffidi, Director

**Reserve a Stand Now!**

Contact Vee Johnson for a floorplan and stand costs.

vee@avexhibitions.com.au  
or call 03 9676 2133

[www.poolexpo.com.au](http://www.poolexpo.com.au)

*"This is our first show and we found it to be well organised and very well advertised. We will definitely be back next year. The show provides a great source of targeted leads/sales. The organisers have done a great job."*

COMPLETE POOLS SA - Anthony Huxtable, Owner