



# POOL INDUSTRY EXPO 2010

SEPTEMBER 30 - OCTOBER 2, 2010  
Monterey Conference Center • Monterey, CA

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# The Story of POOL INDUSTRY EXPO

In 1987, a group of Northern California pool and spa professionals staged the first Pool Industry Expo -- a three day educational event aimed at increasing the technical knowledge and professional competency of service technicians.

That first event featured 25 training seminars and attracted 30 exhibitors to Milpitas, California. Nearly 1,000 service technicians, retailers and builders attended, providing show organizers and exhibitors alike with a vision of how the show might grow in future years.

And true to its early promise, Pool Industry Expo has continued to grow in size and stature: attracting audiences as large as 6,000; expanding its educational program to more than 40 seminars; and featuring more than 150 exhibit booths. The event has been staged in San Jose and Monterey, California, Phoenix, Arizona and San Antonio, Texas.

Devoted to all segments of the pool & spa industry, the show has continued to delight exhibitors and attendees alike with its size and with the enthusiasm of its audience.

In 2010, Pool Industry Expo returns to Monterey, CA for its 24th annual show. Monterey has been the site of the most successful P.I.E. ever, combining a top-notch trade event and one of the country's most desirable vacation destinations.

Pool Industry Expo is operated by a private corporation that draws its support from members of the ASPS, Independent Pool and Spa Service Association (IPSSA) and others. The show itself is operated entirely by volunteer help.

Now, as it enjoys its 24th successful year, Pool Industry Expo remains committed to the benefit, education and enjoyment of the pool and spa building, retail, service and repair industry.

***PIE was the most attended show on the West Coast*** by the AQUA 100 Companies in 2001, according to the AQUA April 2002 Business Magazine for Spa & Pool Professionals



## ABOUT THE MONTEREY CONFERENCE CENTER

Located in the heart of the Monterey Peninsula, the Conference Center complex offers exceptional meeting and exhibit space. The complex features easy access to freeways and airports and its central location puts visitors a short walk from many of the city's highlights.

Pool Industry Expo 2010 will be housed in the Center's Serra Exhibit Hall and the adjoining Portola Plaza Hotel's DeAnza Ballroom with 28,000 square feet of carpeted unobstructed exhibit space. Together the halls will hold 150 booths and seminar rooms can hold over 1,000 people. The facility also includes a refreshment area and bar service.



## CONVENTION HEADQUARTERS: Portola Plaza Hotel at Fisherman's Wharf

The 374 renovated rooms at the Portola Plaza Hotel will serve as Convention Headquarters for PIE.

Located adjacent to the Monterey Conference Center, the Portola Plaza is a complete resort hotel in the heart of Monterey overlooking the Fisherman's Wharf and only minutes from legendary Cannery Row, the Monterey Bay Aquarium and Carmel-by-the-sea.

The hotel is offering a special rate of for all rooms booked in connection with Pool Industry Expo 2010 . For hotel reservations, contact:

**Portola Hotel & Spa**  
2 Portola Plaza  
Monterey, California 93940  
Tel. (831) 649-4511

Numerous other hotel and motel accommodations are available at varying prices. Some are within walking distance of the Monterey Conference Center.



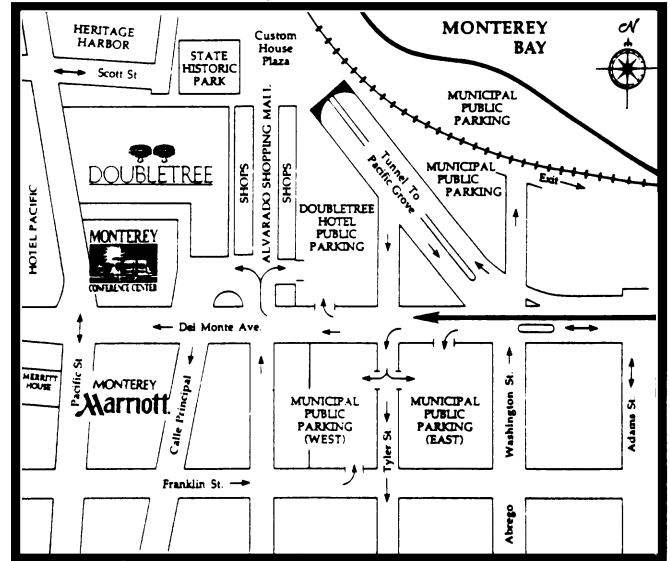
# THE Monterey PENINSULA

- Monterey
- Carmel-by-the-Sea
- Monterey Bay Aquarium
- Cypress Point
- 18 World Class Golf Courses
- 17 Mile Drive
- Pebble Beach
- Fisherman's Wharf
- Cannery Row
- PIE 2010

FROM THE NORTH ON HIGHWAY ONE: Take the Del Monte, Pacific Grove exit. Continue straight for seven stoplights. At the seventh stoplight, get in the left turn lane to continue straight on Del Monte to the Conference Center.

FROM THE AIRPORT/HIGHWAY 8 FROM SALINAS - Take the Monterey Fisherman's Wharf exit. At the first stoplight make a right hand turn onto Aguajito. Continue on Aguajito until it ends at Del Monte. From Aguajito make a left onto Del Monte and continue straight for three stoplights. At the third stoplight get in the left turn lane to continue straight on Del Monte to the Conference Center.

FROM THE SOUTH/CARMEL ON HIGHWAY ONE - Take the Aguajito exit. Turn left at the first stoplight (going under the freeway). Continue on Aguajito until it ends at Del Monte. From Aguajito make a left onto Del Monte and continue straight for three stoplights. At the third stoplight get into the left turn lane to continue straight on Del Monte to the Conference Center.



Perched upon the California coast, between Los Angeles and San Francisco, is the Monterey Peninsula. Without a doubt, it's one of the world's most beautiful, fun and fascinating destinations. It's a natural showcase of breathtaking seascapes, amusing sea otters, sculptured cypress trees, sandy white beaches and kaleidoscope sunsets, graciously posing for your viewing and photographic pleasure.

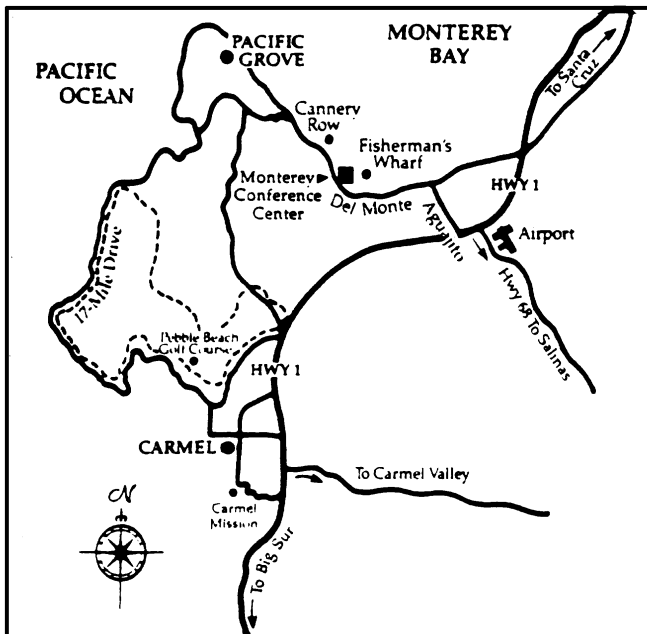
It's a sports enthusiast's dream. With 18 championship golf courses, including Pebble Beach. Tennis, Sailing, scuba diving, deep-sea fishing, sun and surf.

And it's more to do and see than you can imagine. There's Cannery Row, made famous by John Steinbeck. Now it's shops, restaurants, an old-fashioned carousel and the Monterey Bay Aquarium, the west coast's largest marine exhibit. There's also Fisherman's Wharf, with its show-boating sea lions, Carmel-by-the-Sea, fresh seafood, gourmet dining, vintage peninsula wines and more.

Mild coastal weather in Monterey is perfect for PIE's special outdoor activities. Imagine playing a golf tournament while overlooking the surf of the Pacific Ocean. And, the PIE Fiesta BBQ is in the plaza next to famous fisherman's wharf and Maritime Museum. What a great place for a getaway! Whatever your interest or taste, you'll make the most of it in Monterey.

Few destinations offer the quality and variety of environment, scenery, recreation, entertainment, lodging and dining that you'll find here.

If you would like to experience the unique pleasure of Monterey, make your plans now for **POOL INDUSTRY EXPO 2010**



# Welcome to POOL INDUSTRY EXPO 2010

## PIE 2010 OFFERS YOU ...

- Access to the pool and spa service market.
- A focused audience of hundreds of pool and spa professionals.
- One on one contact with builders, service and repair technicians.
- Educational and product seminars.

## PLUS...

- Over 28,000 square feet of exhibit space.
- Selection of 150 exhibit booths.
- Publicity in all major trade publications.
- Events, major prizes and drawings to attract attendance.
- Welcoming Reception and Golf Tournament.
- Friday night barbecue.
- PIE co-op T-shirt participation.

## AN IDEAL SHOW FOR ...

- Pool and spa chemical manufacturers.
- Swimming pool and spa equipment and accessory manufacturers.
- Spa manufacturers.
- Distributors of pool and spa products.
- Manufacturer's representatives.
- Companies with related service & construction products.
- Companies that want to deal with motivated pool & spa professionals with an interest in new innovative products.

