





**2010 International Sales Conference
& Vendor Showcase**

Vendor Information Packet

October 4 - 6, 2010 - Sheraton Dallas



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As an important vendor partner, we invite you to be a part of our 2010 Vendor Showcase. Key decision makers will gather to meet the industry's leading manufacturers and experts, like you!

Reach More Than 250 Sales Centers in 3 Days!

Your booth at the 2010 POOLCORP Vendor Showcase is your ticket to networking with SCP, Superior and Horizon team members from across the United States, Canada and Europe.

MEET key decision makers including Business Development Representatives, Sales Center Managers, Regional Managers, General Managers and the entire POOLCORP Executive team.

INTRODUCE new products.

COMMUNICATE to POOLCORP'S entire global organization at one time.

SHARE product information in the most cost effective venue in the industry.

FIND out what you can do to maximize your business with POOLCORP and its subsidiaries by getting valuable feedback.

OPPORTUNITIES will emerge from this exclusive event.

UNINTERRUPTED time to network with decision makers make this event the opportunity of the year!

MANDATORY traffic at your booth.

We look forward to seeing you there.



Location:

Sheraton Dallas 400 North Olive Street Dallas, TX 75201
Phone: 214.922.8000 – Fax: 214.922.0308

Attendees may make room reservations via the following website:
<http://www.starwoodmeeting.com/Book/Poolcorp2010>
or by phone via the following reservation number 1.800.325.3535 Toll Free.



What industry insiders say about POOLCORP's International Sales Conference and Vendor Showcase:

Dave Murray **Pentair**

"From a Pentair perspective, this show really gives us great access to all the key POOLCORP employees on a more one-on-one, intimate basis. It allows us to have the time to really explain the features and the benefits of our products and the sales opportunities."

Terry Doyle **Raypak**

"2009 was absolutely the best show so far. The amount of booth traffic we got was unreal. You can't miss it. If you're not at the POOLCORP Show, you're not in the pool industry."

Kevin Campbell **SeaKlear**

"My favorite part of the POOLCORP Vendor Showcase is getting the opportunity to interact with all of the various levels of management in the organization on a one-on-one basis."

Ron Shults **Tara Manufacturing**

"If I had to sum up the POOLCORP show in one word, I would say 'Wow.' It's huge. We get to see everybody in the entire group, all the managers, all the sales people and it's just a great place to be because we get to make so much contact. We couldn't do it anywhere else. It's one of the best things that we have in the industry."

Lenny Maffei **POOLCORP Regional Manager**

"I can honestly say that this event is the best in

our industry. Vendors and employees love the format. I think it's a great way to get everyone on the same page."

Steve Cohen **Wilbar**

"It's very cost effective. We've got a captive audience at this meeting. In addition to being able to meet with the sales centers that already sell our products; the advantage is to be able to teach the sales centers that don't sell our products how to grow the business."

Carlo Buffa **Hayward**

"Having everyone at the same venue allows us to present a consistent message. It gives us a chance to bring out our new products and get some reaction from the group. It gives us a good feel for how we're doing."

Bob Harper **Pristiva**

"First and foremost, the show gives you a chance to hear some of the industry leadership speak and tell us what's going on in POOLCORP's world and what's going on in the industry, that's very important. But most important is the opportunity to see all the POOLCORP people and get them excited about the products that we have to offer."

Chris Deutsch **POOLCORP Regional Manager**

"I always feel re-energized and excited after the POOLCORP Sales Conference. I've often wondered why... Is it the people, the products or the programs? It's all of those things, but mostly I come away excited about the HUGE opportunities we have before us and the challenge of turning those into a huge success!"

