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## ***Pool & Spa Shows Set to Make a Big Splash!***

For more than 15 years the twice yearly, Summer & Winter Pool & Spa events staged by SPASA (Vic) in Melbourne have enjoyed steady growth and support from both participating exhibitors and visitors. These events are universally recognised by consumers throughout Victoria as the ideal shows to source products, services, and learn about new technology. Well established as the definitive events for the pool and spa industries, they continue to enjoy growth and strong industry support.

Demonstrative of their strength in the market, it is not surprising that the last summer event, Spa & Pool Show 2006, was the most successful to-date, with a record breaking attendance of 18,000 plus visitors.

SPASA Victoria - General Manager, Brendan Watkins comments; "The Association (SPASA Vic) is planning big things for our shows in the future to take them to the next level and satisfy visitor feedback. Additional points of interest and new features are being introduced to attract even larger attendances.

To capitalise on the enormously successful history of our shows, and grow them into the future, SPASA has taken a major step forward in appointing Australasian Exhibitions & Events Pty Ltd (AEE) professional exhibition organisers, to develop and enhance both events.

What this means in benefits for the consumer is the delivery of the biggest and most comprehensive pool & spa event ever staged in Victoria for our next summer expo in 2007;" Watkins said.

The next summer show is scheduled from 2-4 February 2007. Improvements which have been quickly introduced for the next event already include a broader range of related products and services which potential pool buyers and pool owners are likely to need to source in conjunction with their pool or spa purchase. These include landscaping, outdoor furniture and structures, shade systems, fencing and retaining systems, dining and outdoor entertainment products. This will provide a one-stop shop convenience approach for buyers attending. Expert advice will also become a key element with informative, education based seminars being introduced as well.

An extensive range of pools and spas will remain the core focus of the event, but more products and new show features including FREE Seminar & Workshops on new trends, design, and technology will be presented in a "How to" practical format to greatly enhance the value and attraction to the visitor.

Free show bags for visitors, and an extensive show feature and guide will provide further additional benefits for consumers, and exhibitors will also benefit with improved show services.

The Pool & Spa Expo 2007 to be held next year at the Melbourne Exhibition Centre from 2-4 February, is already selling out fast and with a fresh new approach it is shaping up to be the not to be missed event for industry suppliers, pool owners and buyers alike.

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