

POOL GROUP

POOL AND SPA NEWS 2021 CALENDAR

Month	Deadlines	Product Profiles & Theme Issues	Special Sections	Shows & Distribution
January 11	Close Date: 11/30/20 Materials Due: 12/2/20	Package Pools and Vinyl Liners Construction Equipment and Supplies	The Pool & Spa Show Planner Backyard Living Product Spotlight	
January 25	Close Date: 12/14/20 Materials Due: 12/16/20	The Pool & Spa Show Issue	The Pool & Spa Show Exhibitor Marketplace Everything Under the Sun Show Planner	The Pool & Spa Show; Atlantic City, NJ
February	Close Date: 1/4/21 Materials Due: 1/6/21	Everything Under the Sun Expo Issue Automatic Pool Cleaners Chemicals, including Water Testing Equipment and Supplies	Plasterers Issue Western Pool & Spa Show Planner	Everything Under the Sun Expo, Orlando, FL Western Pool & Spa Show, Long Beach, CA National Plasterers Council, San Diego, CA Canadian Pool & Spa Show, Ontario, Canada Piscine Global Europe, Lyon, France
March 8	Close Date: 1/21/21 Materials Due: 1/25/21	Western Pool & Spa Show Issue Backyard Products and Accessories Green Technology	Western Pool & Spa Show Exhibitor Marketplace Backyard Living Product Spotlight	Hearth, Patio & Barbecue Expo; Dallas, TX Western Pool & Spa Show; Long Beach, CA
March 22	Close Date: 2/16/21 Materials Due: 2/18/21	Pool Finishing Materials, including Decorative Concrete, Tile, Coping and Coatings Safety and Disability/Access, including Enclosures and VGB Products	Close Up: Business Tools and Software	IWA & CSE; Shanghai, China
April	Close Date: 3/1/21 Materials Due: 3/3/21	Automation Products and Systems Filters and Filter Media	Distributor Issue	
May 10	Close Date: 3/24/21 Materials Due: 3/26/21	Top 50 Products Sanitizing Equipment, including Salt Systems Commercial Equipment	Backyard Living Product Spotlight	Asia Pool & Spa Show; Guangzhou, China
May 24	Close Date: 4/5/21 Materials Due: 4/7/21	Pool and Spa Covers, including Winterizing Products Landscape and Design Products, including Lighting, Fountains and Waterfalls	Close Up: Maintenance and Cleaning	

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June	Close Date: 5/3/21 Materials Due: 5/5/21	Top 50 Builders Maintenance and Cleaning, including Equipment and Supplies Fittings, Jets and Blowers		Pool Spa Patio Expo; Dallas, TX
July	Close Date: 5/24/21 Materials Due: 5/26/21	Business Tools and Software, including Services and Training Renovation and Repair	Close Up: Covers Backyard Living Product Spotlight	
August	Close Date: 7/5/21 Materials Due: 7/7/21	Masters of Design		Pool Spa Patio Expo; Dallas, TX
September	Close Date: 7/26/21 Materials Due: 7/28/21	Aboveground Pools Spas and Accessories, including Saunas, Steamrooms and Enclosures	Close Up: Chemicals Backyard Living Product Spotlight	Pool Industry Expo; Monterey, CA Casual Market Chicago; Chicago, IL
October 4	Close Date: 8/16/21 Materials Due: 8/18/21	Heaters, Pumps, Motors and Filters, including Heat Pumps, Exchangers and Solar Fiberglass Pools and Coatings		
October 18	Close Date: 9/7/21 Materials Due: 9/9/21	Top 50 Service	Pool Spa Patio Expo Planner	Pool Spa Patio Expo; Dallas, TX
November	Close Date: 10/4/21 Materials Due: 10/6/21	Pool Spa Patio Expo Issue	Pool Spa Patio Expo Exhibitor Marketplace	Pool Spa Patio Expo; Dallas, TX
December	Close Date: 11/15/21 Materials Due: 11/17/21	New Products 2022 All manufacturers of new residential pool products will be considered for this special press coverage and eligible for Top 50 Products consideration.	Product Spotlight	

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