



45 2024 HYDROPOOL WORLD CONFERENCE AGENDA DECEMBER 8-12TH, 2024

CALLING ALL HYDROPOOL RETAILERS!

HERE IS A SNEAK PEAK AT THE AGENDA & EVENTS PLANNED FOR YOUR 2024 HYDROPOOL NATION WORLD CONFERENCE TAKING PLACE IN THE RIVIERA MAYA, MEXICO

DAY ONE: SUNDAY, DECEMBER 8TH

6:30 – 10:30 PM:

WELCOME PARTY *Located at the Seaside Garden Terrace.*

Come join in the fun with live music & delicious food stations. Come and meet new friends and reconnect with old friends. This year we will also be awarding the Silver and Gold Retailer Awards.

Sponsored By Arm Services

Full Agenda continued on the next few pages...



HYDROPOOL
hot tubs • swim spas
THE WATER IS CALLING

CONFERENCE AGENDA:

Continued...

DAY TWO: MONDAY, DECEMBER 9TH

7:00 – 9:00 AM DINE AROUND BREAKFAST

at the following restaurants:

- Coco Café: Premium Coffee Bar with pastries and sandwiches Open 24 Hours
- Market Café: Buffet Restaurant Open
- Room Service is also available for Breakfast
7am – 11:30am

Sponsored by Composite 1

9:00 – 4:00 PM Akumal Ballroom,

Location at the Convention Centre at the back of the resort behind building 9 next to the Theater

9:00 – 9:15 AM CONFERENCE OVERVIEW

Speaker: Tracy Hall *VP Sales North America*

9:15 – 9:30 AM OPENING ADDRESS

Speaker: Dan Love *General Manager*

9:30 – 10:30 AM KEYNOTE SPEAKER

Speaker: Dave Jackson, *CEO of Jacuzzi and Hydropool. Rosstech Electronics. Dave has deep Hydropool roots, he is excited to return and } reconnect with our retailers.*

10:30 – 10:45 AM BREAK

Sponsored by Confer Plastics

10:45 – 12:00 PM

INBOUND MARKETING:

LEAD GENERATION AND FOLLOW UP

Speaker Mario Kumar *Digital Marketing*

- The Three Pillar Approach
- Retailer Digital Advantage Program
- Event Advertising
- Social Media
- Web Sites
- CRM

Speaker: Jon Filson *Creative Director*

- New Phase of Content Creation “TAYA”
(*They Ask You answer*).
- TAYA (They ask you answer)
- The 5 Step TAYA System for retailers
- What not to do

12:00 – 1:00 PM LUNCH

Dine around at the following restaurants

- Market Café: Buffet restaurant Open
12 :30 – 3pm for Lunch
- Seaside Grill: Next to the Seaside Terrace
(Main Pool) Open 11:30 – 5pm for lunch.
- Barefoot Grill: Next to Infinity Pool
Open 12- 4pm for lunch, Bar is open 10 am – 6pm
- Room Service is available.

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1:00 – 2:00 PM PRODUCT SELECTION

Speaker: Doug Gillespie *VP Marketing*

Hot Tub/Swim Spa Changes

- Hydropool Hot Tubs
- Hydropool SwimSpas
- Product Display

Speaker: Andrew MacKay *Director of Marketing*

- How POP integrates into a sales pitch

2:00 – 3:00 pm NEW TECHNOLOGY “SMARTTUB”

Speaker: Larry Ovale *VP Innovation & Technology*

- What Is Smart Tub
- Smart Tub Technology
- Key Benefits – Energy Savings
Convenience – Water Care

3:30 – 4:00 PM

45TH ANNIVERSARY EARLY BUY FLOORING DRIVE

Speaker: Tracy Hall *VP North American Sales*

MONDAY NIGHT DINNER

Dine at one of the fabulous restaurants onsite with the Hydropool Crew, for those wanting to sit with larger groups please arrive at restaurants as early as possible. Reservations are not possible, it's first come first served.

Dress Codes: *There are different dress codes for the restaurants – see description on last page.*

- Bordeaux: A la carte French restaurant
Casual Elegance Open 6 – 10:30pm
- El Patio: A la carte Mexican Restaurant
Casual Elegance. Closed Saturdays Open 6 – 10:30pm
- Oceana: A la carte fresh Seafood Restaurant.
Resort Casual Open 6 – 10:30pm
- Portofino: A la carte Italian Restaurant.
Casual Elegance Open 6 -10:30pm
- Seaside Grill: A la carte Steak Restaurant.
Resort Casual Open 6:30 – 10:30pm
- Himitsu: A la carte Pan Asian Restaurant.
Casual Elegance Closed Mondays, Open 6 - 10:30pm
- Himitsu: Teppanyaki Tables (*Takes Reservations*)
Closed Mondays open 6 – 10:30 pm

Sponsored By Trinseo

Agenda continued on the next page...



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Continued...

DAY THREE: TUESDAY, DECEMBER 10TH BEACH RESORT DAY

Enjoy everything that the resort has to offer:

- Early morning activities include beach CrossFit, stand up paddleboard, pool yoga classes & aqua spinning.
- Relax in one of the three pools (Infinity, Social or relaxing)
- Play pool or beach volleyball
- Snorkel with the Giant Sea Turtles right off the beach
- Bike Tours, Archery, Tennis, CrossFit, Kayak Tours, Cocktail, Dance or Spanish Classes
- Take a stroll down the beach to the small town of Akumal to do some shopping.

Sponsored by Adams Packaging

TUESDAY NIGHT DINNER

Refer to Restaurant selection from Monday Night
Dine around with old friends, new friends and the Hydropool crew.

Don't forget to check out the Lobby Bar for pre-dinner live musical entertainment and the Theater for live spectacular shows!!

Sponsored by CG Air

**Check out the App for all the daily activities and shows.

SCAN CODE to access resort activities, services, menus and property information.



DAY FOUR: WEDNESDAY DECEMBER 11TH

7 AM – 9 AM DINE AROUND BREAKFAST

Dine around at the following restaurants: Refer to Monday's Breakfast Locations to choose.

9:00 – 10:30 AM SALES PRESENTATION

Speaker: Ashley Fields *Director of Training*

- Skilbuilder
- Training Dates
- New Course Outline
- 301

THE IMPORTANCE OF THE DEMONSTRATION

Speaker: Doug Gillespie *VP Global Training*

- Massage, Filtration, Construction

Sponsored by HST Synthetics

10:30 – 10:45 AM BREAK

Sponsored by Hydrex Revolution Fitness

10:45 – 11:30 AM MARKETING

2025 EVENT PROGRAM

Speakers: Chris Dawe *Director of Sales Canada*
Jeff Fox *Director of Swim Spas NA*

- 2025 - Swim Spa Events
- 2025 - Hot Tub Events

Retailer, Social Media, Facebook Groups

Speaker: Veronica Oubre

DreamMaker/Hydropool Showroom Manager

- Facebook Groups
- How to sell more and spend less

11:30 – 12:30 PM FUTURE OF THE SPA EXPERIENCE

Speaker: Pierre Alexander Gecko

- Everything Connected
- Sustainable and Energy
- Bigger and more Intuitive Displays

12:30 PM – 1:00 PM

WRAP UP AND NEXT STEPS - SURVEY

10:00 – 5:00 PM

Have Lunch at your leisure, meet with your TDM and time to enjoy paradise!

Sponsored By AVC Plastics

FAREWELL AND AWARDS EVENING / HIGHWOOD USA *Let's get Dressed Up!!*

- Dress Code – White Night
- Located at the Akumal Plaza (*back of the resort in front of convention centre*)

6:30 – 7:00 PM COCKTAILS

7:00 – 10:30 PM – DINNER AND AWARDS

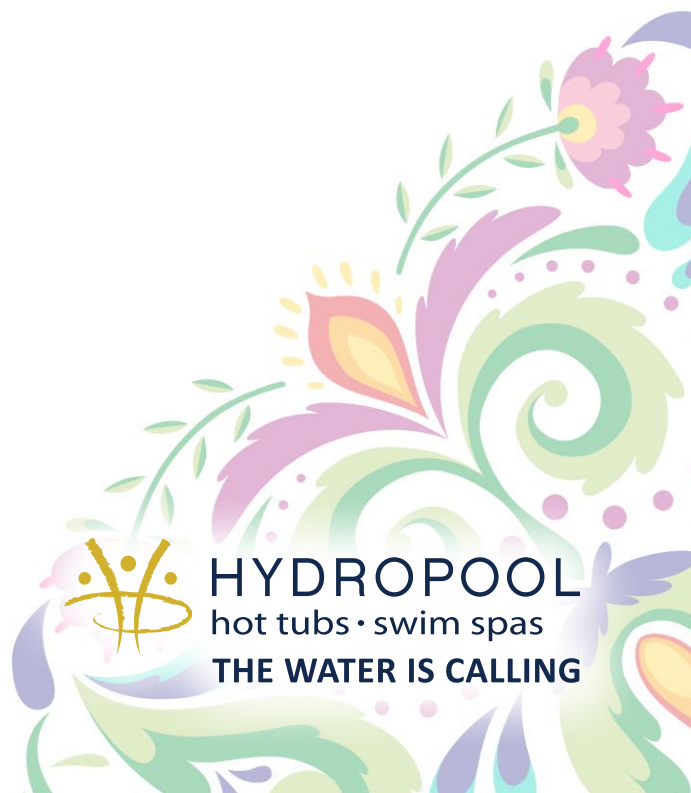
Wine Sponsored By Bazhou/Tianjin JXD

10:30 PM – 1:00 AM DANCE THE NIGHT AWAY

at Desires Music Bar Lounge, DJ with outdoor fire pits.

THURSDAY DECEMBER 12TH

DEPARTURE DAY



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RESTAURANT DESCRIPTIONS:

COCO CAFE Premium Coffee Bar with pastries, sandwiches and light snacks. Open 24 hours.

MARKET CAFE Large International Buffet with foods from around the world. **Hours:** Breakfast: 7 am – 11:30 am, Lunch: 12:30 pm – 3 pm, **Dress Code:** *Resort Casual*

BAREFOOT GRILL Light lunch restaurant situated outdoors next to the infinity pool. Serving lunch items such as hamburgers and made to order pizzas.

(Look for the separate pizza hut next to the Barefoot Grill).

Hours: Lunch: 12 – 4:00 pm, Bar is open 10 – 6:00 pm

Dress Code: *Beach attire is welcome*

SEASIDE GRILL An open-air restaurant by the main pool. It is open for a la carte breakfast for the preferred club rooms. It is an a la carte restaurant serving grilled meats and vegetables for lunch. It transitions into a steak house for dinner.

Hours: Breakfast Preferred Club: 7 am - 10:30 pm, Lunch: 11:30 am - 5 pm, Dinner: 6:30 pm – 10:30 pm

Location: Next to Seaside Terrace (Main Pool)

Dress Code: *Resort Casual*

OCEANA A beautiful outdoor fresh a la carte seafood restaurant. The outdoor setting and soothing Mexican Caribbean breezes create an effortlessly romantic ambiance.

Hours: Dinner: 6:00 – 10:30 pm

Location: Next to the Infinity Pool

Dress Code: *Resort Casual*

BORDEAUX A romantic a la carte French restaurant. The moulin rouge inspired décor adds to the elegance of this first-class restaurant.

Hours: Dinner: 6:00 – 10:30 pm

Dress Code: *Casual Elegance*

PORTOFINO

Portofino serves a la carte traditional Italian cuisine, including homemade pasta made from the finest and freshest ingredients.

Hours: Dinner: 6:00 – 10:30 pm

Dress Code: *Casual Elegance*

EL PATIO An al la carte Mexican restaurant, serving authentic Mexican cuisine.

Hours: Dinner: 6:00–10:30 pm (Closed Saturday)

Dress Code: *Casual Elegance*

HIMITSU Modern Asian fusion restaurant serving a la carte cuisine that is prepared with surprising ingredients in innovative styles that include sushi, Vietnamese, Thai and Chinese dishes. The teppanyaki grill stations are by reservation only.

Hours: Dinner: 6:00–10:30 pm (Closed Monday)

Dress Code: *Casual Elegance*

WHAT ARE THE DRESS CODES FOR DIFFERENT RESTAURANTS:

Beach Attire: Swimsuit attire is welcome at the Barefoot Grill

Bordeaux French Restaurant, Portofino Italian Restaurant, Himitsu Asian Restaurant and El Patio Mexican Restaurant

Are all Casual Elegance: *Sneaker/tennis shoes or dress sandals, dress shirt with short sleeves or collared shirts. No sleeveless shirts or flip flops. Long pants required for men.*

Seaside Steak House/Oceana Seafood Restaurant and Market Grill (Breakfast and Lunch) are all Casual Elegance.

Resort Casual: Bermuda shorts (long shorts or capri pants), sneakers/tennis shoes or sandals. Ladies must wear a bathing suit cover up. No sleeveless shirts for men or flip flops.

FREQUENTLY ASKED QUESTIONS:

General Information

Q: Do I need to bring an electrical adapter?

All the suites are equipped with standard North American sockets (Type A, sometimes Type B). If traveling with European, Asian or non-North American appliances/devices, we recommend bringing an adaptor.

Q: Is a credit card required at check-in?

Yes. A pre-authorized HOLD will be applied as a deposit. Please consult with the Front Desk staff for specific details.

Q: Can we use our country's standard currency?

The currency used within the resort is the Mexican Peso and USD, outside of the resort Pesos are the currency. There is an ATM located by the Lounge Bar.

Q: Is there a secure place to keep valuables?

In-room safes are included in all suite categories. The resort is not liable for unattended items left in public areas or valuables left outside the in-room safe.

Q: Does the resort have a smoking policy?

Smoking is prohibited within the constraints of the building; however it is allowed in designated smoking areas. As of January 15, 2023, Mexico has implemented a smoking ban in public places, including restaurants, bars, hotels, shopping malls, beaches and parks, as part of the General Law for Tobacco Control. Smoking is only allowed in designated areas.

Q: What is the tipping policy at the resort?

All tips and gratuities are included in your all-inclusive package. Additional gratuities are most welcome by the staff should services exceed your expectations.

Q: Can I drink local water?

We recommend not to drink faucet/tap water, the resort will provide filtered and bottled water at all times. Water and ice cubes served at all resort venues are always filtered and safe to drink. Certified by third-party auditors, the resort is compliant to the highest level in industry sanitation standards & best practices.

Q: Does the resort provide medical services or support?

A doctor is onsite daily 9:00 – 2:00 pm and 4:00 – 8:00 pm. In case of emergency the doctor can be contracted 24 hours a day with assistance from the guest service/security teams. In either case, the medical assistance incurs an additional charge.

Q: What's included in my all-inclusive package?

All drinks and meals are included. On-site entertainment, fitness facilities, non-motorized aquatic sports, daily outdoor and indoor activities, in-suite minibar, and free Wi-Fi. Tastings, and multiple social activities are also part of the all-inclusive package. The following services are not included as part of the all-inclusive plan, except as otherwise provided:

- Spa & beauty services
- Third-party on-site boutique stores
- Off-site tours and excursions
- Airport transfers, taxis, local shuttle services, car rentals
- National and international telephone calls
- Certain specialty wines and spirits
- Laundry and dry-cleaning services
- Specialty private dinners.

Q: If I am a vegetarian or have special dietary needs, will I have adequate options?

Yes, the resort offers gluten-free, vegetarian options, and additional assistance in accommodating special dietary needs (please notify the resort ahead of time or at check-in, should this be the case).

Q: Do you offer premium branded spirits?

Yes. Cocktails made with international and national premium branded spirits are yours to enjoy as part of your all-inclusive plan. A variety of specialty spirits and bottles, such as champagne and first-rate wines are available for purchase.

Q: Is there room service? *Yes. 24-hour, all-inclusive suite service is available.*

Q: Are there any restaurants open late at night?

Most specialty cuisines restaurants are open between the hours of 6:00PM – 10:30 pm. Coco Café is open 24 hours and serves light snacks. Desires is a music bar lounge with DJ music, dance floor and outdoor fire pits it is open between 10:30 pm – 1:00 am.

Q: Are Bali Beds available for rent?

Yes. Bali Bed rentals can be arranged at the Concierge or thru the Secrets Akumal App.

Q: Are spa treatments included? If not, can they be booked in advance?

No, neither spa nor salon treatments are included. Hydropool guests will receive 20% off Spa Treatments of 50 and 80 minutes. Please indicate that you are with Hydropool. Hydropool guests also receive one complimentary Day Spa Access for all participants – this includes the Hydrotherapy Circuit and spa amenities. Reservations are required.

Q: Can I sunbathe topless on the beach? *No, due to local regulations.*

Q: What types of watersports are offered?

Secrets Akumal offers non-motorized water sports, such as kayaking, snorkeling, stand-up paddle board. Swimming right off the beach with Giant Turtles is amazing, snorkels are available to rent at the resort for \$10 or you could bring your own with you. Akumal means turtle in Myan, and this is the reason people travel to this area, to see the turtles.

Q: Are there malls nearby?

Yes. Local shopping areas located nearby in Playa del Carmen, accessible via taxi or similar. The small town of Akumal is located a short 5-minute walk down the beach from the resort.

TRANSPORTATION:

Upon your arrival at the Cancun International Airport, Amstar Destination Management Company will have their representatives greet you outside of the customs area. When you arrive at the airport you will go thru customs and pick up your luggage. Once outside the sliding door of the luggage area, you will go thru a hallway filled with people trying to sell you tours. IGNORE all these people. Once you are outside the Amstar representatives will greet you. They will be carrying customized signage with the Hydropool Logo and will be easily recognizable by their Amstar name badge and uniforms. Staff will facilitate the transfers and baggage to ensure a quick departure from the airport.



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