



SOUTHWEST POOL & SPA SHOW
Award of Excellence

Rules & Regulations

WHO CAN ENTER THE COMPETITION?

All entrants in the competition are encouraged to be members of the Pool & Hot Tub Association (PHTA), Independent Pool and Spa Service Association (IPSSA) or Asociación de Profesionales de la Piscina and within all areas of the USA and Mexico. The competition is open to pool/spa or hot tub builders/ installers, designers, retailers or service companies that receive payment for the installation being submitted.

If you are interested in becoming an PHTA member, [click here](#). If you are interested in becoming an IPSSA member, [click here](#). If you are interested in becoming an APP member, [click here](#).

IMPORTANT DATES

Dates to Submit Entries: The competition opens on August 11, 2025. Entry form(s) and payment must be completed no later than 11:59 p.m. CT, on Sunday, October 26, 2025. - **No exceptions.** The **Southwest Pool & Spa Show** will acknowledge that the entry has been processed by an automatic e-mail response. This information will NOT be given out over the phone, so please use your current email on the entry form.

JUDGING CRITERIA

For entries to be considered by the judges, they must meet the following criteria:

- Installations must have been completed during the five (5)-year period prior to entry deadline.
- An installation may be resubmitted in subsequent competitions if it meets the above eligibility and has NOT won a medal (i.e., gold, silver, or bronze) in a previous year.
- An entry can be resubmitted if it won an Award of Merit in a previous year.
- An installation may **NOT** be entered in more than one category in any given year.
- Entry photos found to have been altered (except for resizing) with photo shop, or any other program may be disqualified.
- Awards will not be given to any entries obviously not in compliance with applicable PHTA/ANSI standards. Any entry that does not adhere to the rules and regulations of the competition may be disqualified.
- Entries depicting use of any alcoholic beverages or photos containing people are not eligible for any award. Entrants will not be notified if an entry is disqualified, nor will entry fees be refunded.

ENTRY FEES

A non-refundable entry fee in the amount of **\$99.00 U.S. dollars per entry** must accompany each entry form submitted on or before Saturday, September 6, 2025. An entry fee of \$125 US dollars per entry is required for entries submitted between Sunday, September 7, 2025 and Sunday, October 26, 2025. Payment can be made by credit card online (we accept VISA, MasterCard) or by check. **Payment by check must be received prior to the deadline, to qualify as an eligible submission.**

HOW DO I ENTER?

1. Log into the competition site. Link provided at <https://www.swpsshow.com/award-of-excellence/>.
2. Create a **user id** and the **password** and then click **Log In**.
3. The next page, which is the **Entrant Page**, has all your company information. Be sure to update it and make any corrections necessary. Once you have finished with that page, you are ready to submit entries at your leisure.
4. Step 2 will bring you to the **ADD Entry Page**, in which you will be allowed to add the details of the project. Please note that the description box on this page is limited to 50 words or less. Also, you will not be allowed to upload pictures until after you have clicked "Save."
5. After you have uploaded your pictures and clicked "Save," you will be ready to either return to Step 2 and enter more entries, go to Step 3 and edit an existing entry, or go on to Step 4 to make a payment.
6. Once you hit the "Submit" button, your entries are processed (i.e., all information is checked for accurate and complete information, numbered, and recorded).

ENTRY RULES AND REGULATIONS

Each entry must contain the following:

- Each photo is to be between 1-4 MB in size, landscape in orientation, and must be in high resolution (300 pixels per inch (ppi) or higher) and at least 6.5inches (16.5cm) by 10 inches (25cm), in high-quality JPG format.
- Digital cameras can be set up to automatically take pictures at this size and resolution. If you are scanning a photo print, or using a photo that has been saved in another format select Save As: JPG, and select the highest image quality (largest file) available.
- Each photo must show a different view of the installation. (Please be careful on what photos you upload. Every photo will count towards the judging.)
- Upload up to 6 JPG image photos that best highlight your project below. (2 required, 6 maximum)
The upload site will name the photos for you. The upload system will remove the name of the file.
 - The first uploaded file name will change to:
 - 'client last name' + 'date pool completed' + '1'
 - For example, Jones_2025-06-12_1
 - The second uploaded image will be:
 - 'client last name' + 'date pool completed' + '2'
 - For example, Jones_2025-06-12_2
 - Please indicate which photograph you would like displayed on your award plaque should your submission be chosen by clicking on one of the radio buttons to the left of the page.
- **For entry categories that are renovations or technical engineering achievement:** Please upload three *before renovation* photos and three *after renovation* photos to assist with the judging process.
 - The first uploaded file name will change to:
 - 'client last name' + 'date pool completed' + '1'
 - For example, Jones_2025-06-12_1
 - The second uploaded image will be:
 - 'client last name' + 'date pool completed' + '2'
 - For example, Jones_2025-06-12_2
 - Then you will designate one "before" and "after" photo that is to be used in the awards presentation. The designated "after" photo will be displayed on your award plaque.
 - Please indicate which photograph you would like displayed on your award plaque, should your submission be chosen by clicking on one of the radio buttons to the left of the page. One photo for "Before Image" and one photo for "After Image".

LIMITATIONS/HOLD HARMLESS

By virtue of making application, all entrants agree to observe completely the “Guidelines for the Use of the **SWPSS Award of Excellence.**” All entrants recognize that the **SWPSS Award of Excellence Competition** is essentially an aesthetic and technical competition, and agree that they will make no assertion or indicate that design soundness or safety considerations in the Competition are evaluated in any manner.

The **Southwest Pool & Spa Show** makes no affirmations or certifications nor does it render any opinion with respect to the design soundness or safety of any entries or award winners, nor as to whether any entry or award-winning installation conforms in any respect with any PHTA standard or any other applicable government code or regulation. All entrants recognize that the only affirmations of compliance with any standard, code or regulations are those made by entrants themselves, and entrants or winners will make no representations to the contrary.

By virtue of making application, all entrants agree to waive any right of action against the **Southwest Pool and Spa Show and their representatives** for any loss that might be related directly to participation in the **SWPSS Award of Excellence Competition**, or denial thereof. Further, entrants agree to hold Southwest Pool and Spa Show and their Officers, Directors and representatives harmless as to any loss that might be related directly to participation in the Competition, or denial thereof.

Entrants also grants the Southwest Pool & Spa Show the irrevocable right and unrestricted permission to use any photographs, images, descriptions or any other information submitted as part of your entry, for the advertising and or promotion of the SWPSS Awards of Excellence Competition or the swimming pool industry. You understand that any such use will be without compensation.

AWARD NOTIFICATION

All winning entrants WILL BE notified that they have won an award, but they will not be notified of what the specific awards will be. Entrants that did not win will not be notified. All results will be give out live at the Southwest Pool & Spa Show Awards Gala held Wednesday, February 18, 2026.

Winners not able to pick-up their award(s) at the SWPSS Industry Welcome Party & Awards Gala, may request the awards be shipped. A shipping and handling fee of \$45.00 per award will be charged. The shipping and handling fee must be paid in advance. **Awards will not be shipped out until after April 10, 2026 and the payment has been received/processed.**

Duplicate awards can also be ordered via the Duplicate Order Form that will be on the back of the winning awards. That deadline to receive forms will be April 10, 2026.

Questions? Please contact:

Christi Jones, CEM

SWPSS Award of Excellence Administrator

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