



2022 Everything Under the SunSM Expo Sponsorship / Advertising Agreement

SPONSORSHIPS

REGISTRATION SPONSORSHIPS

- On-Site Registration Sponsor: \$5,000** - All 4,000+ attendees must pick up their badges!
 - Logo on main entrance signage
 - Logo featured on kick panels in the registration area
 - Staff can greet attendees as well as distribute literature in the registration area
 - 1/2 page ad in Expo program guide and logo with company listing
 - 1/2 page ad in February issue of *Florida Pool Pro*SM with link in online version
 - Upgraded online profile
- Online Registration Sponsor: \$7,500** - 80% of attendees register online!
 - Logo on main entrance signage
 - Logo on registration page of Expo website and all pages of attendee registration site
 - Ad with active link in registration confirmation e-mail
 - Staff can greet attendees as well as distribute literature in the registration area
 - 1/2 page ad in Expo program guide and logo with company listing
 - 1/2 page ad in February issue of *Florida Pool Pro*SM with link in online version
 - Upgraded online profile
- Combine Online And Onsite Registration Sponsorships: \$10,000**

FRIDAY NIGHT PARTY SPONSOR: \$3,000 - \$7,500 (Party at Howl at the Moon)

Be a sponsor of the biggest party during the Florida show! Guests will enjoy an open bar, entertainment and food for only \$35 / person.

- Platinum Sponsor \$7,500**
 - Display company banner up to 10' x 4'
 - Company logo exposure on Show promotional materials (online, pre-show and on-site)
 - Active logo link on event page of Show website
 - Enhanced company listing on Show website
 - Full page ad in Show Program & Event Guide
 - 1/2 page ad in *Florida Pool Pro*SM
 - Logo on exhibit hall locator map in program guide
 - 25 event tickets
- Gold Sponsor \$5,000**
 - Display company banner up to 8' x 4'
 - Company logo exposure on Show promotional materials (online, pre-show and on-site)
 - Active logo link on event page of Show website
 - Enhanced company listing on Show website
 - 1/2 page ad in Show Program & Event Guide
 - 1/4 page ad in *Florida Pool Pro*SM
 - Logo on exhibit hall locator map in program guide
 - 20 event tickets
- Silver Sponsor \$3,000**
 - Display company banner up to 7' x 3'
 - Company logo exposure on Show promotional materials (online, pre-show and on-site)
 - Active logo link on event page of Show website
 - Enhanced company listing on Show website
 - 1/4 page ad in Show Program & Event Guide
 - Logo in *Florida Pool Pro*SM
 - 10 event tickets

LANYARD SPONSOR

- Registration Badge Lanyards: \$7,500
 - 1/2 page ad in Expo program guide and logo with company listing
 - 1/2 page ad in February Florida Pool Prosm with link in online version
 - Upgraded online profile
 - Push notification

RESTROOM SPONSOR: \$1,500

Place your message where every attendee will visit. An uncluttered environment with undivided attention. One men's room and one women's room.

- \$1,500 includes Mirror Signs, Urinal Signs, and Stall Door Signs up to 8 ½ x 11.

PRODUCT SHOWCASE

Display your product and literature in a designated area. Your company, logo and 30-word product description will be in the Show Program & Event Guide.

- 3' Table Space: \$200
- 4' Floor Space: \$250
- Access to electricity: \$50

EDUCATION

Coffee Break Sponsor: \$500 / day

- Thursday
- Friday
- Saturday

Seminar Sponsor: \$1,000 / day

Logo / link on education page of Expo website, logo on at-a-glance master schedule, upgraded online profile

- Thursday
- Friday
- Saturday

Education Bag Sponsor: \$2,500 (exclusive)

- Logo on one side of bag given to education attendees or all attendees
- Literature can be placed in bags
- ½ page ad in Show Program & Event Guide

Attendees Bag: \$10,000 (exclusive)

- ¼ page ad in *Florida Pool Pro*sm
- Logo / link on education page of Expo website
- Logo on at-a-glance master schedule

EDUCATION LEARNING LAB

Learning Lab: \$500 / course

Teach attendees about your product in a class space within the exhibit hall.

ADVERTISING

ONLINE PROFILE UPGRADE: \$150 - \$500

- Upgrade 1: \$150 Upgrade 2: \$300 Upgrade 3: \$500

DIRECTIONAL SIGNAGE: \$1,500 - \$3,500

- 7' X 3' Directional signs throughout convention center: \$3,500 (exclusive)
 22" x 28" Entrance area one-sided signs: \$1,500 each

PROGRAM & EVENT GUIDE ADVERTISING: \$100 - \$1,500

- | | |
|---|---------|
| <input type="checkbox"/> Logo with Listing | \$200 |
| <input type="checkbox"/> 1/4 Page 4/C (3.5" w x 5" h) | \$350 |
| <input type="checkbox"/> 1/2 Page 4/C (7.5" w x 5" h) | \$600 |
| <input type="checkbox"/> Full Page 4/C (8 1/2" w x 11" h +bleed) | \$1,200 |
| <input type="checkbox"/> Back Cover 4/C (8 1/2" w x 11" h +bleed) | \$1,500 |

All ads must be submitted electronically in TIFF, JPG or PDF format.

WEB ADVERTISING:

- Show Home Page: Block ad - \$500
 Registration Page: Block ad - \$350

*Block ads are 120 x 240 px. Additional pages are available upon request. Price is for ad to be posted from time of receipt of payment until two months after the Expo.

Company _____ Contact _____

Address _____ City / St/ Zip _____

Phone _____ E-mail address _____

Company Website address: _____ (for web ads to link to from FSPA website)

Signature _____ Date _____

Check enclosed Mastercard Visa American Express Discover

Card # _____ Exp. Date (Month/Yr) _____

Cardholder Name _____ Billing Zip Code _____ Cardholder Signature _____

PLEASE RETURN WITH PAYMENT • 2555 Porter Lake Drive, Suite 106 • Sarasota, FL 34240 • Phone: (941) 952-9293 • Fax: (941)366-7433