



2024 Sponsorship / Advertising Agreement

SPONSORSHIPS

ON-SITE REGISTRATION SPONSOR

- \$7,500 On-Site Registration Sponsor**
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
 - ½ page ad in Expo Program Guide
 - Logo with company listing
 - ½ page ad in *Florida Pool Pro*sm with link in digital version

ONLINE REGISTRATION SPONSOR

- \$7,500 Online Registration Sponsor**
80% of attendees register online!
 - Logo on registration page of Expo website
 - Logo with link in registration confirmation e-mail
 - ½ page ad in Expo Program Guide
 - Logo with company listing
 - ½ page ad in *Florida Pool Pro*sm with link in digital version

EVENT APP SPONSOR

- SOLD**
- \$7,500 Mobile App Sponsor**
 - Logo on event app - banner at bottom
 - ½ page ad in Expo Program Guide
 - ½ page ad in *Florida Pool Pro*sm with link in digital version
 - Three push notifications
 - Logo on signage onsite encouraging app download
 - Logo in emails encouraging attendees to download app

LANYARD SPONSOR

- SOLD**
- \$7,500 Registration Badge Lanyards**
 - ½ page ad in Expo Program Guide
 - Logo with company listing
 - ½ page ad in *Florida Pool Pro*sm with link in online version

ATTENDEE BAG SPONSOR (exclusive)

- SOLD**
- \$10,000 Registration Badge Lanyards**
 - Logo on bag given to attendees
 - Literature can be placed in bags
 - ½ page ad in Expo Program Guide
 - ¼ page ad in *Florida Pool Pro*sm with link in online version
 - Logo / link on education page of event website
 - Logo on at-a-glance master schedule in registration

EDUCATION SPONSOR

- \$4,000 Pen and Paper Sponsor**
Branded pens and paper for education attendee notes.
- \$1,000 Coffee Break Sponsor (pay per day)**
 - Thursday Friday Saturday
 - Logo on onsite coffee signage
- \$1,000 Daily Education Sponsor (pay per day)**
 - Thursday Friday Saturday
 - Logo / link on education page of Expo website
 - Logo on master education schedule wall onsite

FRIDAY NIGHT PARTY SPONSOR

Be a sponsor of the biggest party during the Florida show!
Guests will enjoy an open bar, entertainment and food.

- \$15,000 Platinum PLUS Sponsor**
 - VIP section at the party where you decide who enters
 - ALL ITEMS LISTED UNDER PLATINUM SPONSOR
- \$10,000 Platinum Sponsor**
 - Display company banner up to 8' x 4'
 - Company logo on party promotional materials (online, pre-show and on-site)
 - Active logo link on event page of Expo website
 - Full page ad in Expo Program Guide
 - ½ page ad in *Florida Pool Pro*sm with link in online version
 - Logo on exhibit hall locator map in program guide
 - 25 event tickets
- \$7,500 Gold Sponsor**
 - Display company banner up to 7' x 4'
 - Company logo on party promotional materials (online, pre-show and on-site)
 - Active logo link on event page of Expo website
 - ½ page ad in Expo Program Guide
 - ¼ page ad in *Florida Pool Pro*sm
 - Logo on exhibit hall locator map in program guide
 - 20 event tickets
- \$5,000 Silver Sponsor**
 - Display company banner up to 6' x 3'
 - Company logo on party promotional materials (online, pre-show and on-site)
 - Active logo link on event page of Expo website
 - ¼ page ad in Expo Program Guide
 - 10 event tickets
- \$2,500 Ice Sponsor**
 - Display company logo on custom-made ice sculpture
 - Company logo on party promotional materials
 - Active logo link on event page of Expo website
 - ¼ page ad in Expo Program Guide
 - 6 event tickets
- \$2,500 Cigar Sponsor**
 - Display company banner up to 4' x 2' at designated outdoor cigar rolling station
 - Company logo exposure on party promotional materials (online, pre-show and on-site)
 - Active logo link on event page of Expo website
 - ¼ page ad in Expo Program Guide
 - 6 event tickets
 - Provide cigars and staff for station

WELCOME RECEPTION SPONSOR

- \$15,000** (exclusive)
 - Display company banner up to 8' x 4'
 - Company logo exposure on event promotions
 - Active logo link on event page of Expo website
 - Full page ad in Expo Program Guide
 - ½ page ad in *Florida Pool Pro*SM with link in online version
 - Sponsored social media post
 - 15 event tickets

DESIGN AWARDS SPONSOR

- \$10,000** (exclusive)
 - Logo included on all Design Awards
 - Active logo link on event page of Expo website
 - ½ page ad in Expo Program Guide
 - ½ page ad in *Florida Pool Pro*SM with link in online version
 - Logo included in on-screen presentation
 - Speaking opportunity at beginning of ceremony
 - 6 event tickets

OPENING CEREMONY SPONSOR

- \$2,000**
 - Live on mic shout out at top of performance
 - Live on mic thank you by FSPA Board President after performance
 - Photo opportunity with FSPA Board President and representatives to cut the ceremonial ribbon to open the Expo
 - Recognition on sponsor thank you sign
 - Sponsored social media post

DIRECTIONAL SIGNAGE

- \$3,500** 7' x 3' Directional signs leading attendees from the parking lot to the exhibit hall
- \$1,500** 22" x 28" Entrance area one-sided sign

RESTROOM SPONSOR

- \$1,500** 8 ½" x 11" signs on mirrors, stall doors and above urinals
 - Your message will be where every attendee will probably visit! Undivided attention, all mirrors and stall doors will have your graphic.

ADDITIONAL EXHIBITOR OPPORTUNITIES

- \$550 Hands-On Learning Lab (pay per session)**
 - Teach attendees about your product in a classroom space within the exhibit hall
 - Class will be listed in registration materials
 - Class will be listed in registration; attendees must register to attend
- \$300 Product Showcase** **+\$75 for 4' Floor Space** **+\$80 for electricity**
 - Display your product and literature on 3' table space in designated Product Showcase area
 - Company, logo and 30-word description in Expo Program Guide

ADVERTISING

PROGRAM GUIDE ADVERTISING

- \$200** Logo Listing: Color logo printed next to company description
- \$350** ¼ page ad
- \$600** ½ page ad
- \$1,200** Full page ad
- \$1,750** Back Cover full page ad
- \$2,300** Two-page Spread

WEB ADVERTISING

- \$500** Expo Home Page Ad: Nov. - March
- \$350** Registration Pricing Page Ad: Nov. - March

Company _____ Contact _____

Booth # _____ Phone _____ E-mail address _____

I request the selected sponsorship/advertising to be added to our booth contract and will pay via check or in the online exhibitor portal.

Authorized Signature _____ Date _____