

Celebrating 45 years



POOL, SPA, SOLAR & OUTDOOR LIVING

FEBRUARY 17-18, 2017

ORANGE COUNTY CONVENTION CENTER

ORLANDO

Exhibitor Handbook



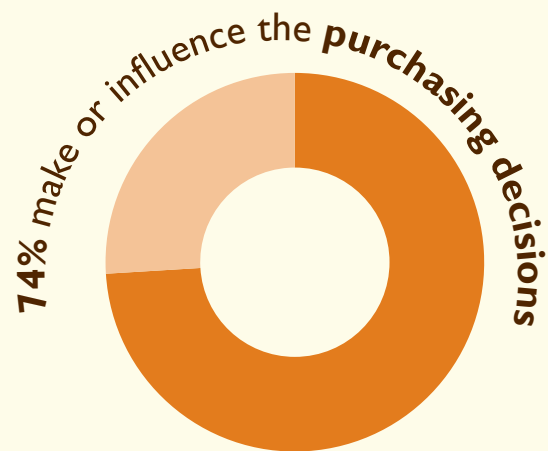
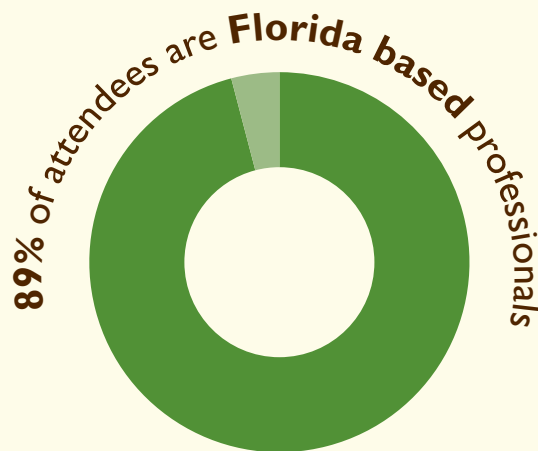
attendee *Demographics*

The Everything Under the Sun ExpoSM (EUSE) is an industry trade show. Consumers do not attend.

All attendees are required to register. Promotional codes and web links are provided to exhibitors to invite customers to attend for free; current FSPA members can attend the expo and education courses for free.

Expected attendance is 3,800 - 4,500.

There are approximately 350 booths and more than 225 companies are expected to display their products and services.



Primary types of businesses



Market segments in which attendees do work



Functions performed by attending companies (as reported in attendee registration)

Architect / Design (3%)	Professional Pool Mgmt (7%)	Screen Enclosures (6%)
Builder / Installer (40%)	Retail Store (20%)	Service / Maintenance (65%)
Electrical (4%)		Solar (5%)

exhibiting *Stats*

83% of attendees report they attend the Everything Under the Sun Exposm to learn about new products***

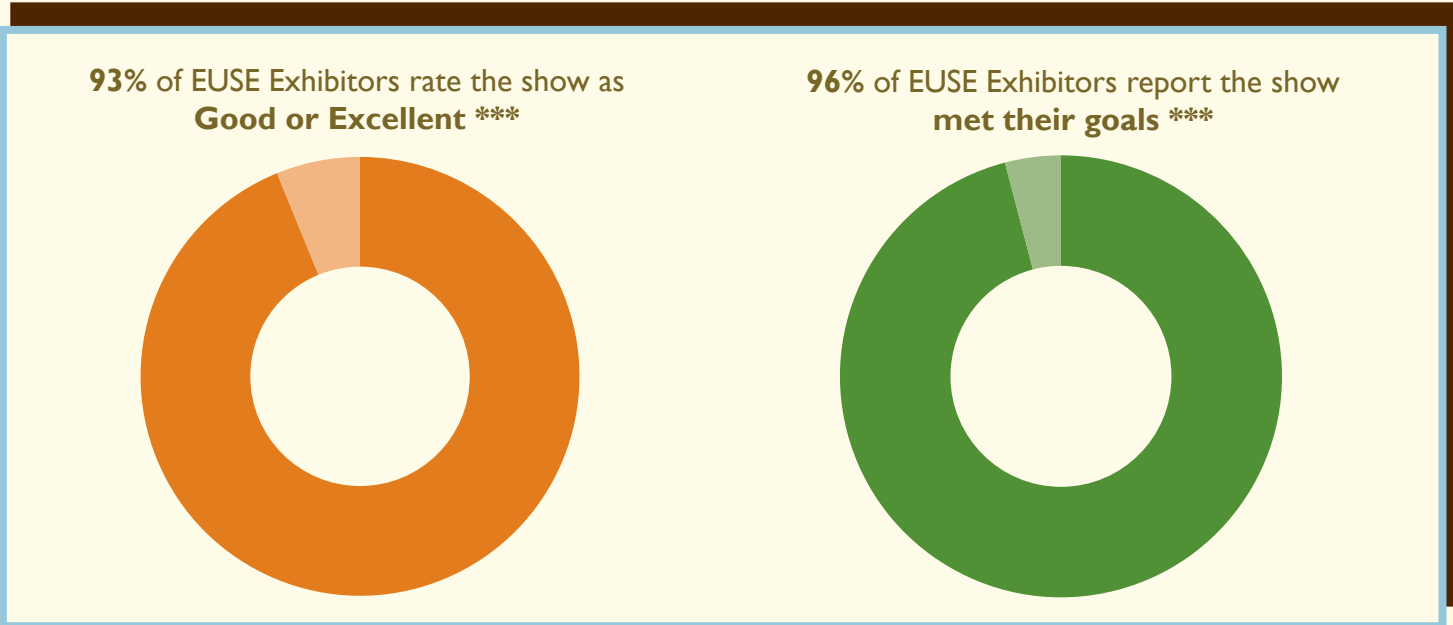
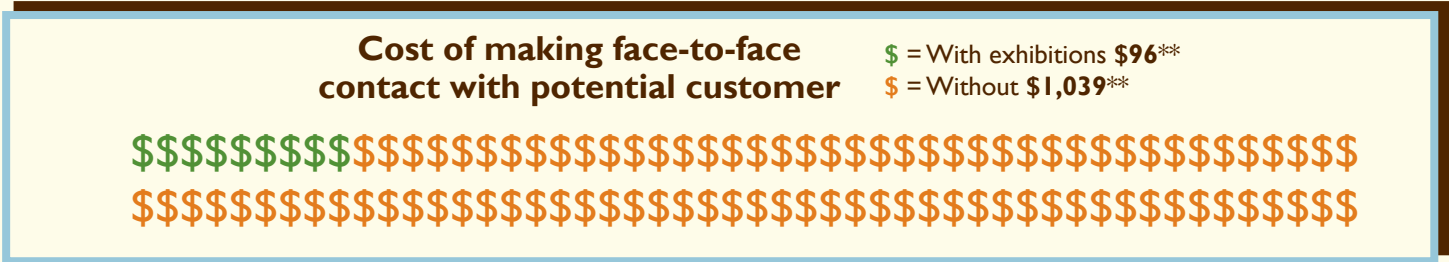
77% of qualified attendees at an exhibition represent new customers*

66% attend trade shows to increase their professional knowledge*

53% plan to buy one or more products as a result of what they saw at an exhibition*

45% develop an emotional connection after interacting at a trade show**

*Source: Exhibit Surveys, Inc.
**Source: CEIR - Center for Exhibition Industry Research
***2016 EUSE post event evaluations



benefits / Guidelines

Your booth space rate includes:

- ⚙ 8' high back wall and 3' high siderails
- ⚙ Booth Identification sign
- ⚙ 4 complimentary exhibit staff registrations for each 100 square feet of booth space paid in full
- ⚙ Online booth with active link, company description and searchable by category
- ⚙ Listing in three areas of the Show program guide: Booth listing, company listing with address, phone, web site and product information, rapid reference product directory
- ⚙ ExpoBrander for company website
- ⚙ Listing and description in Show app
- ⚙ Free parking for one day during exhibitor move-in
- ⚙ 10' Carpeted aisles
- ⚙ Access to Exhibitor Lounge
- ⚙ Janitorial service for aisles
- ⚙ 24-hour general security

Setup

Thursday, February 16 7:30 a.m. - 8:00 p.m.
No set up is permitted Friday, February 17.

All materials must be unloaded on Thursday, February 16. No set up is permitted Friday, February 17.

Unloading & Loading

All unloading of exhibit material will be handled in the loading dock area of South Hall B. EUSE provides a free parking pass on the day of move-in so you can unload your materials, park in the OCCC parking lot and then set-up your booth. If you will be unloading your own material you will have fifteen (15) minutes to unload and remove your car from this area.

Vehicles are staged in an area outside of the loading docks. A map for this area will be provided by Arata Expositions in the exhibitor services manual. OCCC does not permit booth materials to be carried through the front doors of the exhibit hall.

Exhibitors may transport their booth materials on their own in **ONLY** one of two ways: 1) They may hand-carry their own materials into the exhibit facility; 2) They may use a two wheel hand truck to bring their own materials into the exhibit facility. The use or rental of dollies, flat carts, pallet jacks and/or any other mechanical equipment is not permitted. Cart load services is available at the freight desk for a rate of \$80 per round trip.

Floor Covering

Each exhibit is **REQUIRED** to have some form of floor covering whether it is rented through Arata Expositions or provided by the exhibitor.

Booth Specifications

Display materials should be arranged in such a manner as not to obstruct sight lines of neighboring exhibitors and should not project beyond booth space allotted.

The maximum height of eight feet (8') is allowed only in the rear half of the booth space, with a four foot (4') height restriction imposed on all materials in the remaining space forward to the aisle.

All exposed parts of any display must be finished or covered with drapery at the exhibitor's expense.

Exhibits exceeding eight feet (8') in height must be approved by Show management in advance.

For exhibit guidelines and diagrams explaining what is permitted based on booth type please visit www.UnderTheSunExpo.com.

Teardown

Teardown begins at the close of Show on Saturday. Your exhibit must be down and packed and your carrier checked in by 10:00 p.m. Any exhibit material left on the floor will be re-routed via the official carrier. No exhibit may be dismantled or removed prior to the Show closing on Saturday at 3:30 p.m.

mark your *Calendar*

IMPORTANT DATES

November 15	Balance Due on booth space Exhibitor Service Kit available (to exhibitors paid in full) Contracts received after this date must include full payment for contracted booth space
January 11	Deadline for information to be included in print program guide including company description and art and logos for advertising and sponsorships
January 25	Orange County Convention Center incentive rate deadline
February 3	Arata Expositions incentive rate order deadline
February 10	Deadline for warehouse shipments

SHOW SCHEDULE

Thursday, February 16

- 7:30 a.m. – 8:00 p.m. Exhibitor move-in
- 8:00 a.m. - 12:00 p.m. Education sessions begin
- 6:30 p.m. “Throwback Thursday” Welcome & Awards Reception
Sponsored by Amerisure Insurance

Friday, February 17

- 8:00 a.m. - 12:00 p.m. Education sessions
- 10:00 a.m. - 5:30 p.m. Exhibit Hall open
- 11:00 a.m. - 5:00 p.m. Hands-on Education sessions in exhibit hall
- 6:30 p.m. P4 Friday Night Party

Saturday, February 18

- 8:00 a.m. - 12:00 p.m. Education sessions
- 10:00 a.m. - 3:30 p.m. Exhibit Hall open
- 10:30 a.m. - 2:30 p.m. Hands-on Education sessions inside exhibit hall
- 3:45 p.m. - 11:00 p.m. Exhibitor move-out

(as of May 2016, subject to change)

frequent Questions

How do I obtain an exhibit space application and contract?

The exhibit space application and contract is available online at www.UndertheSunExpo.com or by calling Wendy Parker at (941) 952-9293 x102.

How are booth spaces assigned?

Through June 30, booth spaces are assigned based on priority points earned from previous participation and sponsorship in the Expo. After June 30, booths are assigned based upon Show management's receipt of signed contract and deposit. The floorplan is available at www.UndertheSunExpo.com.

When will I receive confirmation of my booth selection?

For applications received prior to June 30, assignments will be sent by August 1. After August 1, assignment confirmations are sent weekly. Your booth space will not be assigned or confirmed without a deposit and signed contract.

Who is the general services contractor?

Arata Expositions is the official service contractor for the EUSE. Arata is responsible for labor services, transportation, furnishings, material handling, cleaning and decorations.

How can I contact Arata Expositions?

You can contact Arata Expositions Customer Service by calling (301) 921-0800.

When will I receive an Exhibitor Service Kit?

Exhibitor Service Kits are e-mailed by Arata Expositions in mid-November or after your booth space has been paid for in full. Kits are also available on the show Web site in the login area.

Can I bring in the materials for my own booth?

Per the work rules and regulations of the Orange County Convention Center: Employees of the exhibiting company may transport their booth materials on their own in ONLY one of two ways: 1) They may hand-carry their own materials into the exhibit facility; 2) They may use a two wheel hand truck to bring their own materials into the exhibit facility. The use or rental of dollies, flat carts, pallet jacks and/or any other mechanical equipment is not permitted. Cart load services is available at the freight desk for a rate of \$80 per round trip.

Can I set up my own booth?

Yes, you may use full time employees to set up your exhibit. If you use a service contractor other than Arata, you must complete the Exhibitor Appointed Contractor form and provide a certificate of insurance naming Arata, Everything Under the Sun Expo and the Orange County Convention Center (OCCC) as additional insured.

Can I bring in my own furniture and carpet?

Yes, you may bring your own tables, chairs and floor covering.

Can I hang banners from the ceiling over my booth?

Hanging signs and graphics are permitted in peninsula and island booths only. They should be set back ten feet from adjacent booths. Approval for use should be obtained from EUSE 60 days prior to the Show. You must schedule the hanging of your banner through the rigging department of OCCC in advance.

Is Lead Retrieval available?

The official EUSE registration contractor is EPIC. They can provide many options for you to collect and store leads. Order forms will be provided in your exhibitor services kit.

How do I order electric and water for my booth?

Utilities are provided by the OCCC. You can order utilities for your booth on the Center's Web site at www.occc.net.

Is internet and telephone service available?

SmartCity is the provider of internet and telephone service for exhibitor booths. These services can be ordered at www.occc.net.

Can I serve food in my booth?

All food and beverage served in the exhibit hall must be provided by Centerplate. If you plan to cook in your booth you will need to have approval from the fire marshal. For additional information and pricing for booth catering services visit www.occc.net.

Why does my company need to have liability insurance?

The EUSE insurance carrier requires that each exhibitor participating in the Show provide a copy of their company's certificate of liability insurance upon request.

host hotel / Location

The Everything Under the Sun Exposm will be held in South Hall B located in the South Complex of the Orange County Convention Center in Orlando, Florida. Links for online reservations available at www.UnderTheSunExpo.com.

Rosen Centre Hotel

9840 International Drive, Orlando

Rate: \$169 per night

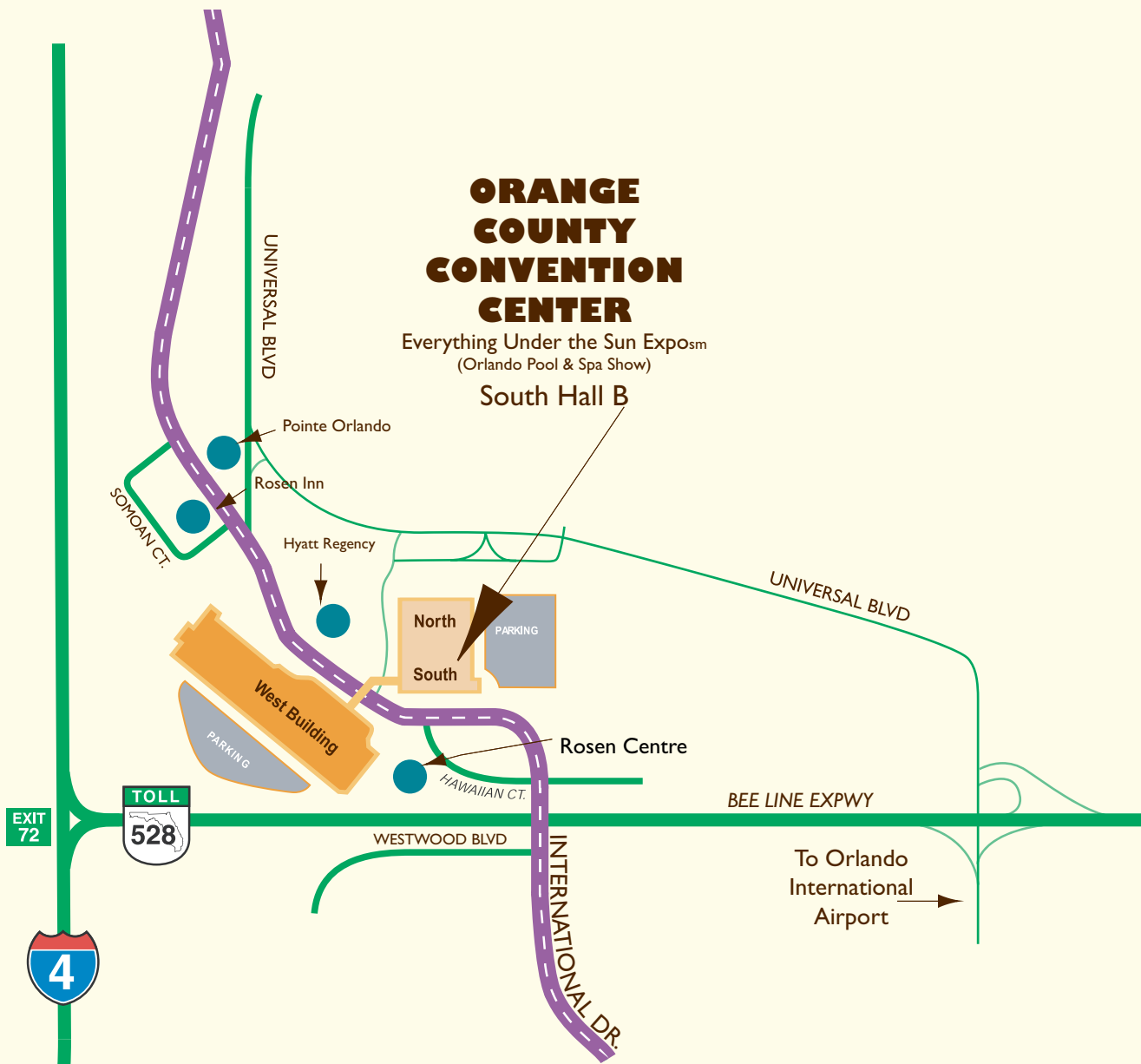
Rate not guaranteed after January 19, 2016

Reservations: 800-204-7234

Check the show web site for additional hotels which may be available with discounted rates.

Exhibitors can contract sub-blocks at the host hotels. Please identify yourselves with the Everything Under the Sun Expo.

Please note: Travel planning companies frequently contact exhibitors and attendees to assist with reservations. The Everything Under the Sun Exposm / Florida Swimming Pool Association is not associated with any travel planning company. Please call the hotel directly to take advantage of the group pricing.





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Orange County Convention Center
Orlando

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produced by Florida Swimming Pool Association
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