

SUNNY FLORIDA Days

*Advertising & Sponsorship
Opportunities*



www.UnderTheSunExpo.com
February 9-10, 2018



www.UnderTheSunExpo.com

Be seen as an industry leader and align your brand with the top names in swimming pools.

The Everything Under the SunSM Expo has been serving pool professionals for more than 45 years and will always be the place where the bright future of the industry can be seen. Who will attendees remember when they leave?

Experience Sunny Florida Days and Hot Florida Nights at the 2017 Everything Under the SunSM Expo. You can showcase your products and services and network face-to-face with thousands of decision makers who are looking for you and the solutions you offer.

Put your organization's name prominently in front of the people you most want to influence: the most powerful audience of decision makers in the Florida swimming pool industry. Have your logo on visual banners, enhanced listings, push notifications and other engagement opportunities.



All sponsors will be recognized on the event T-shirt!
(deadline to be on T-shirt is 1/4/18)

FLORIDA IN FEBRUARY STARTS NOW

Tell attendees what they want to know. These items are included with your booth space:

Online Profile - Sell yourself before the event. Attendees can search by company or by product to find you. Be sure to complete your company profile, brands and categories. Upgrades range from \$150 to \$500 and include your logo, expanded profiles and more.

Print Profile - This onsite printed guide lets you tell attendees why they should stop at your booth.

Rapid Reference Categories - Choose the applicable categories so attendees can find you when they are looking for a specific product.

Promo Codes - We can give you a promo code to give your customers for free entry into the exhibit hall.

Orange Blossom Sponsor: (\$10,000)

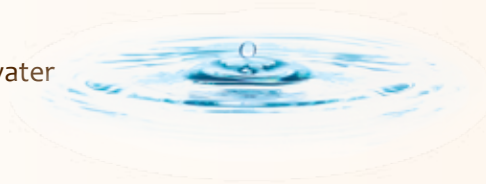
The signature sponsor of the Welcome and Awards Reception on Thursday, February 8 will be recognized on all event marketing materials. The reception sponsor's banner will be on display during the reception and a company logo printed on tickets and napkins.



Refresh Sponsor: (\$5,000/day)

Be the company to provide iced tea and lemonade to attendees while they walk the hall. After taking some classes and meeting with manufacturers, attendees will love you for providing complimentary beverages.

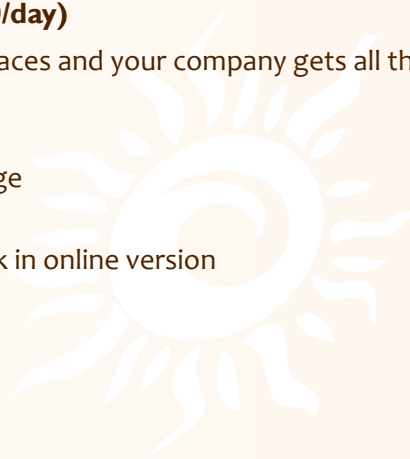
- Logo on main entrance digital signage
- Logo prominently displayed on bottle water
- 1/2 page ad in Expo program guide
- Logo / link on Expo website
- Logo on at-a-glance master schedule
- Logo on mobile app page
- Upgraded online profile
- Push notification during show hours



Sunshine Sponsor: (\$15,000/day)

Free parking for attendees will bring smiles to their faces and your company gets all the credit.

- Logo on main entrance digital signage
- Logo prominently displayed on parking lot signage
- Full page ad in Expo program guide
- 1/2 page ad in February *Florida Pool Pro*sm with link in online version
- Logo / link on Expo website
- Logo on at-a-glance master schedule
- Logo on mobile app page
- Upgraded online profile
- Push notification during show hours



Shade Sponsor: (\$3,500)

Everyone in Florida needs a pair of shades. Your logo will be on sunglasses given to the first 500 attendees on Friday and on Saturday.

- Logo on main entrance digital signage
- 1/4 page ad in Expo program guide
- Logo / link on Expo website
- Upgraded online profile



Sandal Sponsor: (\$10,000) (exclusive)

Combine the Online Registration and Onsite Registration Area exclusively for a \$10,000 sponsorship.

Flip Flop Sponsor: Onsite Registration (\$5,000)

4,000 attendees must pick up their badges

On-site Registration Sponsor Entitlements:

- Logo on main entrance digital signage
- Logo featured on 5 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 *Florida Pool Pro*SM with link in online version
- Upgraded online profile

Barefoot Sponsor: Online Registration (\$7,500)

80% of attendees register online

Online Registration Entitlements:

- Logo on main entrance digital signage
- Prominently displayed logo on all pages of attendee registration site
- Ad with active link on registration page of Expo website
- Ad with active link included in registration confirmation e-mail
- 1/2 page ad in Expo program guide and logo with company listing
- 1/2 page ad in January and February issues of *Florida Pool Pro*SM with link in online version
- Upgraded online profile

Mile 0 Sponsor: (\$7,500) (exclusive)

Attendees turn to their phones for instant updates. **Increasing each year, the 2017 app start page saw more than 10,000 views and 10x the attendees used the planning feature!** Put your brand in the palm of their hands. Attendees and exhibitors engage before, during and after the event. The app features a listing of exhibitors, continuing education sessions and speakers, the Expo schedule, the ability to search for exhibitors and products, exhibit hall floorplan and more.

Mobile App Sponsor Entitlements:

- Logo placement on home page of app
- Logo on main entrance digital signage
- Logo in all promotions of the app including Expo website, print ads and e-news
- Full page ad in Expo program guide
- 1/2 page ad in the January and February issues of *Florida Pool Pro*SM with link in online version
- Three push notifications



HOT FLORIDA Nights



CUBA
restaurant ★ rum bar **LIBRE**

at Pointe Orlando

Food - Drinks - Fun

Friday, February 9, 2018

6:30 p.m. -9:30 p.m.



Mojito Drink Sponsor

\$7,500 - umbrella with your logo in every drink!

Salsa Sponsor

\$5,000

Mambo Sponsor

\$3,000

Merengue Sponsor

\$1,000

Entitlements (quantity and sizes based on sponsor level):

- Party tickets
- Company banner(s) displayed
- Ad in Florida Pool ProSM
- Ad in Program Guide
- Enhanced company listing on Show website
- Logo on event promotions (online, pre-show and on-site)

GORMAN COMPANY
DIVISION OF HAJOCA CORPORATION

Brightest Products

In the Product Showcase exhibitors can display products and literature. This is a great place to gain attendees' attention for your great products! A small sign with your logo and booth number will be provided. Your company, logo and 30-word description will be listed online, in a pre-show e-mail and in the program guide as well.

\$200 per 3' table space
 \$225 per 4' floor space
 Access to electricity \$50 additional



Lei Lanyard Sponsor: (\$7,500)* (exclusive)

4,000 attendees must pick up their badges

Registration badge lanyards can be imprinted with your company name / logo and made available for attendees as they register.

Juice Sponsor (power station): (\$5,000)*

Capture the undivided attention of attendees as they power up their devices without leaving the exhibit hall.



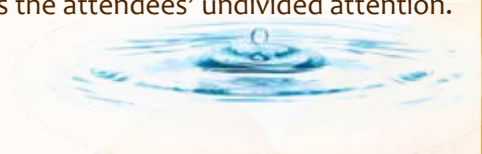
- | | |
|---|--|
| <p>*Each of the two above sponsorships include:</p> <ul style="list-style-type: none"> • 1/2 page ad in Expo program guide and logo with company listing | <ul style="list-style-type: none"> • 1/2 page ad in February <i>Florida Pool Pro</i>SM with link in online version • Upgraded online profile • Push notification |
|---|--|

Don't Pee in the Pool Sponsor: (\$1,500)

Place your message in the one location every attendee will visit. Restroom signage offers an uncluttered environment with positioning that guarantees the attendees' undivided attention.

\$1,500 per restroom (4 available)

Includes signage on all mirrors, urinals and stall doors



Key West Lounge Sponsorship: (\$1,500)

In the FSPA members-only lounge your company will be on the top of the minds of industry professionals taking a break from the busy show floor to relax, work quietly or have a snack. Sponsorship includes:

- 1/4 page ad in February *Florida Pool Pro*SM with link in online version
- Company logo on banners designating the Lounge area
- 1/4 page ad in Expo program guide
- Company logo on program guide page which announces the Member Lounge



Lounge Chair Break Sponsor: (\$500 per day)

Logo signage in coffee area

Get your Feet Wet Sponsor: (\$500 per course)

Learning lab courses are offered in the exhibit hall during exhibit hours, are not approved for continuing education credit and may be product specific.

Splash of Knowledge Sponsor: (\$1,000 per day)

Education/seminar sponsorship

- Logo / link on education page of Expo website
- Logo on at-a-glance master schedule and company listing
- Upgraded online profile

Dive In Sponsor: (\$3,500) (exclusive)

- Logo on one side of bag given to education attendees (\$7,500 for all attendees)
- Literature can be placed in bags
- 1/2 page ad in Expo program guide
- 1/4 page ad in February *Florida Pool Pro*SM with link in online version
- Logo / link on education page of Expo website
- Logo on at-a-glance master schedule
- Logo on mobile app education page

Turn the Heat Up with Advertising

Expo Program Guide

- Color Logo - \$100
- 1/4 Page Ad - \$300
- 1/2 Page Ad - \$500

Referenced by pool pros after event

- Full Page Ad - \$1,000
- Full Back Cover - \$1,500

Web Advertising

www.UnderTheSunExpo.com

80% register online

- Home page: Block ad (\$500)
- Registration page: Block ad (\$350)

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

8,000 people for 60+ seconds

Online Booth Upgrade 1 - \$150

- Logo added online and in print
- Two product descriptions and images
- Expand your print profile - approx. 35 words
- List your product brands online - 100 characters

Online Booth Upgrade 2 - \$300

Includes upgrade 1 plus:

- Increase product brand list to 200 characters
- Post up to 5 press releases about company / products
- Increase to 5 products with information / image
- Announce up to 5 Show Specials online
- Expanded online profile - approx. 100 words
- Increase expanded print profile to 45 words

Map and Hotels



Rosen Plaza Hotel
Rate: \$169 / night (through 1/16)
Reservations: 800-627-8258

Hyatt Regency Orlando
Rate: \$179 / night + \$11 Resort Fee
(through 1/8)
Reservations: 888-421-1442

Rosen Inn at Pointe Orlando
Rate: \$92 / night (through 1/26)
Reservations: 800-999-8585

CONVENTION CENTER DISTRICT

- 1 West Building
- 7 Hyatt Regency Orlando
- 11 Rosen Plaza Hotel
- 14 Gary Sain Memorial Bridge
- 20 Pointe Orlando

Exhibitors can contract sub-blocks at the host hotels.

Please note: The Everything Under the SunSM Expo / Florida Swimming Pool Association is not associated with any travel planning company and will not call you to book a room. Please call the hotels directly.

To take advantage of these opportunities to stand out to attendees, visit www.UnderTheSunExpo.com and click on "forms" under "exhibitor information." Complete the Advertising and Sponsorship form or contact Wendy for assistance.

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