

Exhibit & Sponsor



5,145 registered attendees at 2023 Expo

79% of attendees do not attend any other pool industry trade shows

74% make or influence purchasing decisions at their company

4.4 / 5 Satisfaction rating

★ ★ ★ ★ ☆



*As reported in post-show attendee evaluation

Types of Businesses*

13% Retail

46% Builder

46% Service/Repair/
Maintenance



Position / Titles

41% Owner / CEO / President

9% VP / Executive Management

9% Sales / Sales Manager

13% Construction / Service Manager

22% Technician / Tradesman / Maintenance

**2023 registration data; attendees can select more than one category of business*

Market Segments in which attendees work

95% Residential

63% Commercial

Schedule

Thursday, February 22

Exhibitor Move-In

Education Courses

Welcome & Awards Reception

Friday, February 23

Education Courses

Exhibit Hall

Learning Labs in the Hall

Friday Night Industry Party

Saturday, February 24

Education Courses

Exhibit Hall

Learning Labs in the hall

Exhibitor Move Out

Promote your company's booth for FREE

- Online Profile
- Print Profile in the onsite printed program guide.
- Product/Service Categories - Make selections in exhibitor portal to be included in printed guide so attendees find you when looking for a specific product.
- Promo Codes - Personalized code to invite customers to enjoy free entry into the exhibits.
- Social Media - Post promotional messages on your company's social media. Artwork provided.



Digital Advertising

www.UnderTheSunExpo.com

\$400: Banner Ad (schedule, hotel or registration fee page)

\$250: Block Ad (schedule, hotel or registration fee page)

Price is for ad to be posted from time of receipt of payment and ad until two months after the Expo.

Social Media

\$500: Custom post to Facebook, Twitter, LinkedIn announcing company is exhibiting

Print Advertising

Program Guide handed out to attendees:

\$200: Logo added to Company Description

\$350: 1/4 Page Ad

\$600: 1/2 Page Ad

\$1,200: Full Page Ad

\$1,750: Back Cover Full Page Ad

Florida Pool Prosm Magazine Advertising

The February issue of the FSPA monthly magazine is the Expo issue.

Ad includes digital publication with active link to your website.

FSPA Blue Supplier members receive 20% off ad rates.

1/4 page: \$870

1/2 page: \$1,050

Full page: \$1,880

Spread: \$3,605

EXCLUSIVE Sponsorships

\$7,500 - Online Registration: (exclusive)

The online registration site is used by 89% of attendees. Make an impression from the moment someone chooses to attend.

- Prominently displayed logo on pages of attendee registration site
- Logo included in registration confirmation e-mail
- 1/2 page ad in Expo program guide
- 1/2 page ad in February issue of *Florida Pool Pro*sm with link in online version

89%

\$7,500 - On-Site Registration: (exclusive)

All attendees must pick up their badge on-site.

- Logo featured on kick panels in registration
- Logo on Registration Sponsor sign
- Sponsor staff (2) are permitted to greet attendees and distribute literature in registration area
- ½ page ad in Expo Program & Event Guide and logo with company listing
- ½ page ad in *Florida Pool Pro*sm with link in online version

100%



\$7,500 - Badge Lanyards: (exclusive)

Your logo and the event logo on event lanyards.

- Logo on badge lanyard given to all attendees
- Logo on page of attendee registration site
- ½ page ad in Expo Program & Event Guide
- ½ page ad in *Florida Pool Pro*sm with link in online version

\$10,000 - Attendee Bags: (exclusive)

Bags for only education attendees: \$3,000 (exclusive)

- Logo on one side of bag given to education attendees
- Literature can be placed in bags
- ½ page ad in Expo Program & Event Guide
- ¼ page ad in *Florida Pool Pro*sm with link in online version
- Logo / link on education page of Expo website
- Logo on at-a-glance master schedule

\$1,000 - Education Break Sponsor: \$1,000/day

Logo signage in coffee area announcing sponsorship.
Recognition in Program Guide.
Logo on All Sponsors sign in lobby. Thursday, Friday and Saturday available.

1,216

Education registrants in 2023

\$550 - Learning Lab: \$550 per session

Present your product to attendees who register for the session. Learning lab hands-on sessions are offered in the exhibit hall during exhibit hours, are not approved for continuing education credit, and are product specific. Session is listed in registration for attendees to register to attend.

\$1,000 - Daily Education Sponsor: \$1,000/day

- Logo / link on education page of Expo website.
- Logo on at-a-glance master schedule board in registration area.

\$4,000 - Education Pen / Paper Sponsor:

Branded pens and paper for education attendees to use during education sessions and take with them to use every day.



\$300-\$375 - Product Showcase

In a designated Product Showcase area, exhibitors display products and literature. This is a great place to gain attendees' attention to your new products as they vote for the Best Showcased Product! Winner is announced post-show in the *Florida Pool Pro*sm.

A small sign with your logo and booth number will be provided. Your company, logo and 30-word description will be listed in the program guide as well.

- \$300* per 3' table space
- \$375* per 4' floor space

*Access to electricity: +\$80

Friday Night Party Sponsorships

\$15,000 - Platinum PLUS Sponsor

All features of Platinum Sponsorship but includes a VIP section at the party where you can decide who gets into the space and can provide them with giveaways or specialty drinks at your own cost.

\$10,000 - Platinum Sponsor

- Display company banner up to 8' x 4'
- Company logo on Expo promotional materials and event ticket
- Active logo link on event page of Expo website
- Full page ad in Expo Program & Event 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 Expo promotional materials and event ticket
- Active logo link on event page of Expo website
- ½ page ad in Expo Program & Event Guide
- ¼ page ad in *Florida Pool Pro*sm with link in online version
- 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 Expo promotional materials and event ticket
- Active logo link on event page of Expo website
- ¼ page ad in Expo Program & Event Guide
- 10 event tickets



Important Dates

July 31, 2023	Priority Points Deadline
November 9, 2023	Balance Due
January 8, 2024	Print Deadline - Company Description, Product Categories, Advertising Art
February 22, 2024	Move-In
February 24, 2024	Move Out - 11:59 p.m. Deadline

“I signed up and attended the first one as an exhibitor. And I’m glad I did! It was well organized, well attended and a great venue! Looking forward to next year!”

- Derek Robinson, Safety Grip

Booth Rates

Standard Booth	\$21 / sq ft
Want a corner booth? + \$1/sq ft/corner	
FSPA Blue Supplier Member Rate	\$20 / sq ft
Want a corner booth? + \$1/sq ft/corner	
Large booth: 400+ sq ft	\$18.50 / sq ft
(No extra charge for corners)	
10x10 Booth Package A	\$2,925
(Includes booth, blue carpet, 2 chairs, 6’ draped table, wastebasket, lead retrieval)	
10x10 Booth Package B	\$2,615
(Includes booth, blue carpet, 2 chairs, 6’ draped table, wastebasket)	

Everything Under the Sunsm Expo
Produced by Florida Swimming Pool Association
2555 Porter Lake Drive, Suite 106
Sarasota, FL 34240
Phone: (941) 952-9293
www.UndertheSunExpo.com

Exhibiting: Jessica Johnson
jessica@FloridaPoolPro.com

Advertising / Sponsoring: Charis Tyson
ctyson@FloridaPoolPro.com